AUSSEN
WIRTSCHAFT

BRANCHENREPORT ALGERIEN

TOURISM SECTOR IN ALGERIA: HISTORY AND INVESTMENT OPPORTUNITIES
TOURISM INVESTMENT IN ALGERIA (INVESTMENT POLICY AND PROMOTION)
TOURIST POLES OF EXCELLENCE IN ALGERIA
SAHARIAN TOURISM
ALGERIAN GASTRONOMY
TOURISM INVESTMENT POTENTIALS FOR AUSTRIAN COMPANIES

AUSSENWIRTSCHAFTSCENTER ALGIER
APRIL 2021

Unser vollständiges Angebot zum Thema **Tourismusinfrastruktur** (Veranstaltungen, Publikationen, Schlagzeilen etc.) finden Sie unter wko.at/aussenwirtschaft/tourismus-know-how-infrastruktur

Der vorliegende Branchenreport wurde von
Wassym AMARA,
Managing Director Studies and Training
Firma AOM INVEST
03, Rue Agadir, Oran, Algérie
T +213 41 46 49 91
E w.amara@aom-invest.com
W www.aom-invest.com

für das

AußenwirtschaftsCenter Algier
T +213 23 47 28 21/23
F +213 23 47 28 25
E algier@wko.at
W wko.at/aussenwirtschaft/dz

f fb.com/aussenwirtschaft
twitter.com/wko_aw
linkedIn.com/company/aussenwirtschaft-austria
youtube.com/aussenwirtschaft
flickr.com/aussenwirtschaftaustria
blog www.austria-ist-ueberall.at

erstellt; ergänzende Beiträge der Studie verfassten auch Marketing Officer Mohamed Aidat und der Wirtschaftsdelegierte Mag. Franz Bachleitner

Dieser Branchenreport wurde im Rahmen der Internationalisierungsoffensive **go-international**, einer Förderinitiative des Bundesministeriums für Digitalisierung und Wirtschaftsstandort und der Wirtschaftskammer Österreich erstellt.

Offenlegung nach § 25 Mediengesetz i.d.g.F.

Herausgeber, Medieninhaber (Verleger) und Hersteller:
WIRTSCHAFTSKAMMER ÖSTERREICH / AUSSENWIRTSCHAFT AUSTRIA
Wiedner Hauptstraße 63, 1045 Wien
Redaktion: AUSSENWIRTSCHAFTSCENTER ALGIER, T +213 23 47 28 21
E algier@wko.at, W wko.at/aussenwirtschaft/dz

Ein Service der AUSSENWIRTSCHAFT AUSTRIA

1. PREFACE AND INTRODUCTION

1.1 Preface

Foreword and thoughts on the implementation of potential projects in the development of tourism in Algeria by Franz Bachleitner, Commercial Counsellor of the Austrian Embassy in Algier

The economic significance of tourism in Austria as an orientation for Algeria, to develop further her own industry in tourism

I have commissioned this study to show opportunities like the expansion of the Algerian tourism infrastructure to Austrian companies; especially the Algerian private sector is keen to start new projects and this study will provide a closer look at such projects; they will not only provide investment opportunities, but also a playground for supplies to hotel, restaurant and club infrastructure and equipment but also the construction of cable car projects, summer toboggan runs, marinas and sailing clubs, sport facilities and the associated expansion of transport infrastructure can be an excellent playing field for Austrian supplies and investors.

Austria has a reputation as a safe travel destination. This good image is doubly important in times of crisis. The high internationality of Austrian tourism in an EU comparison is worthy of being noticed. In 2019, the year before the Corona-Pandemic started to hit the global tourist industry, Austria managed to welcome 31.9 Mio. foreign guests ; in an European context Austria ranked behind Britain with 39.4 Mio. and ahead of Greece with 31.3 Mio. foreign visitors ; France (89.4 Mio.) and Spain (83.5 Mio.) had most of tourist arrivals within Europe.

Destination management and destination marketing have been location boosters to make Austria more competitive and accessible and improve its international recognition value. More flights to and from Austria and the upgrading of Vienna International Airport's hub function not only brought more visitors to our country but made Austrian cities also more attractive for international enterprises and strengthened their role as a connector between East and West, but also to our neighbouring continent in the south, Africa. Tourism marketing as well as high-prestige events like international conferences, sport and cultural events or international film productions helped to enhance the popularity of Austria as a tourist destination, strengthen its image and helping to motivate also more highly trained specialists and talents to opt for Austria as their home and workplace. As a globalised service industry, tourism is a key driver of innovation and brings international service Know-How to our cities and villages in the countryside, benefitting other economic sectors and segments of the service industry as such.

Competition in the growth market of tourism is tough. Each year the World Economic Forum selects the best tourism destinations, and evaluates the attractiveness and development potential of approx. 140 countries. Austria is rated an outstanding eleven in the world, behind Canada and Switzerland and ahead of Portugal and China. The top position is held by Spain, followed by France; Turkey ranked 43rd, Tunisia 85!

In terms of its tourist service infrastructure, Austria was even ranked number one globally by the World Economic Forum.

Growth markets in tourism attract also international investors, such as Marriott, Starwood, Falkensteiner, Hilton, Steigenberger, the Motel One Group, Accor and Landal Green Parks, etc. but they also look for a comprehensive educational offering Austria is providing for their youngsters to become tourist professionals!

Six universities offer courses of study and the private university Modul is also interested to share its KnowHow and study programs with partners in North Africa, like Algeria, Tunisia and Maroc.

More than 40 study programs at Austrian universities of applied sciences and 28 schools offer proper education in the field of tourism with guaranteed quality. So every tenth trainee in Austria works in the tourism sector. Some 11,300 junior cooks, specialized restaurant staff, hotel, catering and travel agency assistants, fitness trainers etc. take advantage of Austria´s well-grounded dual educational system, which uniquely fuses theory and practical training.

This brief introduction into the Austrian tourist industry should help to understand what potential lies in developing a sustainable, competitive tourist industry to diversify a countries economy and creating jobs for younger generations. The last years of falling oil and gas-prices have speeded up Algeria´s efforts to build up a modern tourism industry. More than 2.000 hotel projects have been proposed and presented by investors; the current Covid-19 Crisis has delayed many of such projects, however quite a number has gotten the go ahead!

This study will give you a brief introduction into the history of the Algerian tourist industry, its potential for the years to come and give you also some ideas for investment and projects in the pipeline! Enjoy reading it and go for the business opportunities shown in this study!

1.2. Introdution

Based on an article, published in the Ecoforumjournal by S. Jovanovic in 2016: http://www.ecoforumjournal.ro
Tourism infrastructure is considered as the physical element that is designed and erected to cater to visitors. The apparent relationship between tourism development and infrastructure has been confirmed by several experts. For instance, Cholik (2017) explicitly stated that tourism infrastructure is considered the basis of tourism development, as well as a base for the utilization of destination resources. Furthermore, according to Jovanović and Ilić (2016), tourism infrastructure includes complimentary facilities, equipment, and necessary resources for the functioning of every tourist destination. Transport infrastructure mostly involves roads, railways, airports, along with others, which make a tourist destination accessible for tourists. Likewise, Popesku and Pavlović (2013) through their study of the competitiveness of Serbia as a tourist destination stated that primary natural factors: Natural Beauty, Climate Social Factors, Artistic and Architectural Features, Festivals, Distinctive Local Features, Historical Factors, Attitude towards Tourists, Native Historical Settlements, Religious Significance, Historical Significance, Recreation & Shopping Facilities, Sport Facilities, Educational Facilities, Facilities conductive to health, rest and tranquility, Night-time recreation, Shopping Facilities, Infrastructure Food & Shelter, Infrastructure above minimal touristic quality, Food and Lodging Facilities above minimal touristic quality price, Level of prices and Governmental Policies and entry barriers play a major role, if a country is developing well as a touristic destination.

The African Journal of Hospitality, Tourism and Leisure, stipulated in Volume 9(2) - (2020) 5 goals of tourism infrastructure according to which meeting the requirements of tourists in form of the right hotels, restaurants, and sports facilities is of upmost importance. Another issue is implementing and developing transport infrastructure, which highly contributes to the increasing complexity of the tourism phenomenon. Without a doubt, literature gives various perspectives on the amount and type of units defining tourism infrastructure. However, the tourism & transport forum affirmed that tourism infrastructure is mainly "the supply chain of transport, social, and environmental infrastructure, collaborating at a regional level to create an attractive tourism destination". Thus, the emphasis of tourism infrastructure is reflected in the fact that it can add to expand the efficiency of distribution and production of tourism services.

Literature often points to the classification of tourism infrastructure into four categories, namely:

1. Physical (Hotels, Motels, Restaurants, Transport, Communication, Water, Electricity)
2. Cultural (culture, heritage, fairs and festivals, local art and music, dress and dance, language and food)
3. Service (Banking facilities, Travel agencies, Insurance agencies, Tourist guides);
4. Governance (Law and order machinery, Customs and immigration)

Transport infrastructure: Smith (1994) recognizes the role of service infrastructure in building a product experience. He claims that service infrastructure is housed inside the wider macro-environment of the destination and that infrastructure and technology in a destination are essential, which means that the following infrastructure areas should also be included: environmental infrastructure, social infrastructure, transport infrastructure, tourism infrastructure, physical cultural services and governance!

The African Journal of Hospitality, Tourism and Leisure, Volume 9(2)-(2020) affirmed also that tourism planning and development in the actual context of comparative and competitive advantage, would not be achievable without roads, airports, harbors, electricity, sewage, and potable water. Likewise, Kaul (1985) was amongst the first experts to recognize the effect of transport infrastructure as a crucial element of steady tourism development. He also added the creation of new attractions and the growth of existing ones. The Tourism Task Force (2003) of Australia affirms that transport plays a significant part in the equation since it is accountable for connecting tourism-generating regions to destinations and not to mention providing transport within the latter. Mr. Prideaux in 2000 discusses that a destination should be easy to get to and accessible to get around. The majority of tourists, being citizens of developed countries, are habitual to modern and efficient transport infrastructure, and they demand to experience in the destination country, comforts comparable to home ; otherwise, they will attempt to try alternative and more suitable destinations.

Algeria is part of the Maghreb and located in North Africa; it is the largest country on the continent in terms of surface area: the country is bordered to the north by the Mediterranean Sea, to the east by Tunisia and Libya, to the south by Niger and Mali, to the southwest by Mauritania and the Western Sahara, and to the west by Morocco.

Algeria is a country rich in minerals (mercury, iron, phosphates, zinc, silver, gypsum, lead and barite) and energy resources. The large oil and gaz deposits discovered in the Eastern Sahara in the 1950s are a vital source of income for the country even today.

The country has a coastline of more than 1,600 kilometers, an ancient city (Djemila) in the High Plateaux in Sétif, a breathtaking canyon (Ghoufi) in the Aurès, citadel-like fortified villages in the M'zab Valley, the majestic mounts of Assekrem in Tamanrasset, rock carvings (Tassili n'Ajjer) in Djanet in the great south... At first glance, Algeria has priceless riches that can seduce tourists from all over the world. However, the latter do not yet rush to visit the country in big numbers!

This study aims also to establish a retrospective of the tourism sector in Algeria, in order to allow a detailed understanding of its history, to understand the country's strengths and potential: this retrospective will allow us to draw up a complete plan, detailing investment opportunities that Algeria can offer. Therefore, it seems essential to scrutinize the past in order to analyze, in a better way, the present, which will also allow us to project ourselves into the future, in the most efficient way.

Indeed, the goal is to know where we come from, where we are and where we want to go in the future: knowing that, will allow us to draw a complete picture of investment opportunities and contributions to the tourism sector in Algeria. We have a unique chance to possess a unique potential, whether in terms of cultural diversity, landscapes, monuments and historical vestiges. This is partly due to the immense history of our country, which has been colonized many times (Romans, Ottomans and French, among others...).

This rich history will be the basis of our analysis, which will be devoted to the tourism sector in Algeria, since 1850 to the present day: it will also allow us to understand the difference and evolution of tourism in Algeria, between pre-independence and post-independence.

It is indeed important to understand the different policies applied in Algeria over the years in this sector: therefore, an analysis of the errors and omissions in tourism policy will give us a better opportunity to understand why Algeria's immense potential in terms of tourism has not materialized in the last few years and why relatively few tourists with no Algerian background visited the country.

This is why AOM INVEST, as a leader, precursor, and specialized company in the tourism sector, dedicates this in-depth study on investment opportunities in the Algerian tourism sector, focusing on a historical analysis that will allow us not only to give a global and historical overview, but also to provide our expertise, drawing up all the opportunities available to investors in the future.

This being said, it is in this perspective that the elaboration of a unifying national project, dedicated to the tourism sector and its evolution, had become crucial for the country´s future: indeed, this project, called SDAT horizon 2030 (master plan of tourism development), created in 2008, with the active participation of AOM INVEST in its development, becomes today a major issue for Algeria, especially due to the political and health crisis that we have experienced in 2020/21.

This shows a real political will to develop the tourism sector, by encouraging investments of all types in this sector: indeed, the health crisis faced by the whole world, and therefore also by Algeria, forces the county to encourage investment outside hydrocarbons (main sector of the Algerian economy), and what could be better than the exploitation of a sector with strong potential such as tourism, that could enable the country to recover, on the condition that a development plan is put in place and put into action.

This study will cover the evolution of the Algerian tourism sector from 1850 to 2020, the investments made in this sector and its future prospects and will also focus on the various tourist destinations and touristic trends (culinary, spa-health tourism, eco- and adventure- tourism, ..) that the country can throw into the scales of development and it will finally focus on investment opportunities in the tourism sector, which might also be of interest for Austrian investors and companies.

2. TOURISM SECTOR IN ALGERIA

2.1 Tourism in Algeria before independence, 1850-1962

At the end of the 19th century, Algiers, located on the shores of the Mediterranean Sea, and Biskra, located at the gates of the Sahara, were particularly popular cities. They welcomed wealthy and cosmopolitan vacationers, especially French and British aristocracy, who sometimes built sumptuous residences, such as those that could be discovered on the heights of Algiers. Biskra was a city very popular with tourists, for the beauty of its site, its thermal springs and its silting cures.

Algeria has long been nicknamed the African California; indeed, for more than a century, until 1954, French Algeria was a land of tourism. From the 1850s, many foreign tourists, of a certain social class (English, Americans, Russians, Austrians... to name but a few...), took the habit of crossing the Mediterranean sea to discover the country, settling in the capital palaces, renting luxurious villas on the heights of Algiers, but also in the south, in the oases of Biskra, where the thermal springs and the casino of the city attracted tourists : several walls of the city are covered with promotional billboards, extolling the merits and benefits of the desert: this is the beginning of Algerian tourism. At that time, more than 50,000 tourists stayed each year along the Algerian coast line.

From the 1870s, barely forty years after the difficult and painful conquest of the country by the French, that Algeria became a popular destination for those who are now called tourists, mostly French artists. These first years of conquest gave birth to a new trend called Orientalism.

From then on, North Africa, and more particularly Algeria, became a privileged destination for French artists, as attested by the first official circuit in Algeria, in 1839, carried out by the Duke of Orleans, first son of King Louis-Philippe 1st, who travelled in the province of Constantine.

In 1881, the Fine Arts School of Algiers is founded, with annexes in Oran and Constantine.

Travelling to Algeria, for the French metropolis painters, becomes essential, which will give birth in 1897 to the "Society of Algerian and Orientalist painters". Cultural fairs are regularly organized in Algiers, which attracts more and more tourists.

In 1887, the Algerian wintering committee was created, with the mission of organizing tourism in Algeria, called at the time the beautiful "New France". This will have the effect of creating, between 1890 and 1910, several syndicates of tourism initiatives, whose main objective is to promote tourist resorts in Algeria: In 1919, the Federation of Algerian Tourist Initiative Unions was created. One year later, 18 Tourist Initiative Unions were part of this federation, followed by 23 unions in 1929.

Before 1914, Algeria was one of the most sought-after destinations in winter. The country attracts French, many English, as well as Belgian, Swiss, Austrian and German tourists, who settled for the most part in Biskra, which is at that time the poshest winter, climatic and thermal resort in Algeria.

In addition to this, there are 3 hotels at the health resort of Chréa (Blida), near Algiers: From the end of the 1890's until 1914, the tourist guides and brochures published by the syndicates of initiatives, mentioned earlier, were a huge success among travelers in Algeria. It is important to know that the first travel guides on Algeria were published in 1836, 1846 and finally 1855, which described precisely the colonial advance of France and the conquest of North Africa, and therefore of Algeria.

At the beginning of the 20th century, Algeria presented itself as being the new flagship tourist destination, highly prized by the western bourgeoisie, taking their habits in the beautiful districts of Algiers, notably in one of the most comfortable hotels of the capital: The Saint-Georges, booking their flats and rooms well in advance.

In the wake of this tourism development, organizations and other institutions will be created, such as:

1. The Algerian wintering committee in 1897, organizing caravans with combined itineraries (installed at the city hall).
2. The Tourist Initiative Syndicate in 1914, with two offices in Constantine and Oran, then one in Tlemcen in 1919.
3. The Tourism Federation in 1919
4. The Hotel credit in 1929
5. OFALAC (Algerian Office of Economic and Tourist Action) in 1931.

The purpose of these institutions was to manage as well as to develop hotel investments, with the aim of marketing and promoting them

Also, in 1899, the Saint-Georges (currently Hôtel El-Djazair), was founded on the site of a former British boarding school, which received young English students as part of a training course in sewing and other female trades of the time.

Among these infrastructures that grow in Algiers, it is important to mention, before 1914, the Mustapha palace hotel, which becomes the Splendid Palace, then Fromentin high school for young girls in the 30-40's (currently Descartes High School, offering a French-language curriculum, which remains a very famous high school also in 2021). It is the largest high school in Algeria, with an area of more than 13 hectares, surrounded by vegetation.

Over the years, many hotels are created across the national territory, including: the hotel Cesaree Cherchell, which, will be, in 1947, the hotel that will welcome the passengers of the very first charter flight , organized by the 2nd Swiss Tour-Operator (Hotel Plan Zurich), who have made the journey to Algiers aboard a caravel. These Swiss tourists came to visit the archaeological museum, the Roman ruins of Tipasa, as well as the site of the sublime beach, in Tizirine (Cherchell). Unfortunately, some of these institutions, full of history, have disappeared today or been transformed for other purposes. The next chapter will allow us to understand the reasons behind the disappearance of some of these infrastructures, after the independence.

2.2 Tourism in Algeria after independence (1962)

Table 1: inherited beds from the colonial France

Type of tourism	Beds
SPA (sea)	2,969
Urban	2,377
Saharan (Oases and Saoura	486
Climatic (Chrea, Blida and Annab	90

Source: AOM-Invest, www.aom-invest.com

Algeria, in the summer of 1962, inherited 5,922 beds from colonial France, distributed as specified above.

To this heritage was added all the restaurants, brasseries, bars, located in the major urban centers of the country, and their management and monitoring have been entrusted to the Algerian National Office of Tourism, known as ONAT. This organization was attached, at the time, to the Ministry of Youth, Sports and Tourism (known under the name of MJST), directed by a certain Abdelaziz Bouteflika, 25 years old at that time: he became, many years later, in 1999, President of the Algerian Republic for twenty years (1999-2019).

The MSJT was in charge of:

- Making a census of tourist establishments and properties throughout the national territory
- Preserving the inherited tourist heritage

- Studies relating to the tourist expansion zones (ZET) likely to be developed in the future (for example, the ZET of Moretti, Sidi-Fredj, Tipasa, the Andalusians in Oran, to name but a few).

It should also be noted that specialized structures have been created, responsible for the development of the tourist sector: in fact, in addition to OFALAC, there are ONAT, COGEHOR (Hotel and Restaurant Management Company) and ATA (Algerian Tourist Agency) specialized in the reception of foreign tourists and the organization of tourist circuits in the Algerian South. Subsequently, SONATOUR (National Hotel and Tourism Company) was created at the beginning of 1970 in order to manage about sixty state-owned hotel units (seaside, Saharan, urban).

The Touring Club of France in Algeria, created in 1947, was transformed in October 1963 into the Algerian association TCA, making it the oldest in Algeria.

Nevertheless, despite the creation of these specialized institutions, we have to ask ourselves, what was the government's willingness to develop the tourism sector? The answer lies in the reticence of the President Houari Boumediene (1965-1978), who declared that the development of the tourist economy in Algeria was a risk which would favor a new Western imperialism. On the basis of this premise, there was a clear indication of the state's willingness to develop this sector.

On the basis of this postulate, there was a clear indication of the state's willingness to develop this sector, which will henceforth focus on the development of domestic tourism.

Hence the emergence, in 1976, of the Charter of Tourism, going in the direction of the government's will to develop tourism in favor of national tourists.

Subsequently, in April 1972, President Boumediene, on a visit to Djerba in Tunisia, during a presentation by Tunisian representatives on tourism, intervened several times to ask for details. He was then questioned about Algeria's choice not to develop tourism, to which he replied "If tourism is a source of foreign currency, it is also a source of moral pollution".

How can this vision be explained? **Boumediene was simply reticent about any form of official travel abroad, and had very different concerns for the future of the country, including, in his own words: "We will first build housing for our people, it is premature to build hotels for the rest and comfort of tourists".**

The first reference document drawn up by the sector was the 1966 Tourism Charter: it justifies the importance of tourism by its impact on job creation, foreign exchange earnings, regional expansion, general equipment and socio-economic progress. This charter identifies the conditions for tourist development and draws up a series of recommendations and an action program.

Ten years later, in 1976, the new national charter gives primacy to domestic mass tourism and sets the limits of international tourism: the nationalization of hydrocarbons on February 24, 1971, which will ostensibly neglect the development of the tourism sector: it will be an important turning point in the history of the Algerian economy, which becomes an income saving economy (rent economy, based on hydrocarbons).

Unfortunately, the Tourism Charter of 1966, however promising, was considerably behind in the realization of hotel projects and their construction: the reasons for this delay are due to the massive import of equipment and construction equipment, subject to a very high tax: as a result, many projects will be included in medium- and long-term development plans.

The golden age of tourism in Algeria remains the decade 1970-1980, resulting from the 1966 Tourism Charter. Some great architects were designated for the elaboration of many infrastructures, including Fernand Pouillon, naturalized Algerian, being the architect of large and famous seaside resorts, such as those of Moretti, Sidi-Fredj, Zéralda (Algiers), Tipasa Club-Med and Matares, or the Andalusians- Oran.

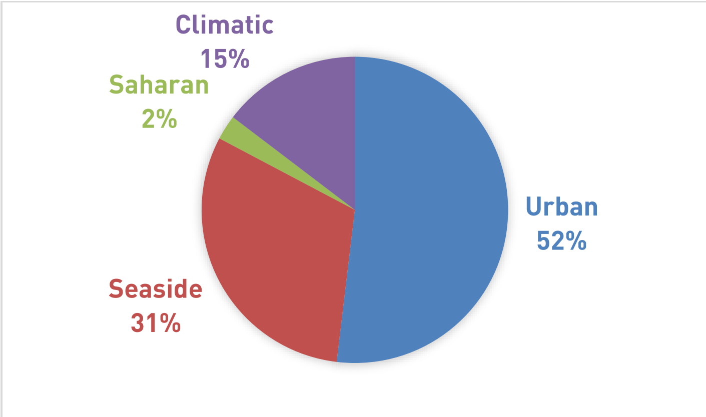
Unfortunately for the country, this upturn will be short-lived, with a declining period between 1981 and 1986, followed by the years of the black decade, which will last from 1992 to 2003: the public authorities were absent: no hotel renovations, no new construction, no quality training plan, and a lack of attractive promotion abroad.

3. TOURISM INVESTMENT IN ALGERIA

3.1 Investment policy und promotion

- **Period from 1962 to 1998**

Figure 1: distribution of hotel capacity of 5,922 beds inherited from the colonial France after independence



Source: AOM-Invest, www.aom-invest.com

This clearly represents an almost insignificant total.

Given the state of the hotel stock at that time, it was impossible for Algeria to consider the tourism sector as a future source of income for the country, nor as a lever for sustainable socio-economic development. It is therefore essential for the country to develop its infrastructure and invest massively in the sector: as a result, a structural development policy began in 1967.

- **Period from 1967 to 1969**

With the aim of developing reception infrastructures throughout the national territory, an investment of 285 million dinars was planned, in order to achieve a capacity of 13,081 beds, mainly intended for seaside and Saharan tourism.

Given the accumulated backlog, this clearly represents a plan to make up the deficit in terms of hotel infrastructures, defined through the 1st three-year development plan, whose main indicators are as follows:

Table 2: Hotel infrastructures development from 1967 to 1969

Planned operations (1967 - 1969	Number of beds programmed	In %	Beds completed in 1969	In %	Gaps (Beds)
Seaside Resort	6766	51,7	2406	35,5	4360
Urban Station	1650	12,6	254	15,4	1396
Saharan Station	1818	13,9	286	15,7	1532
Health Resort (SPA)	2847	21,8	0	0	2847
Total	**13.081**	**100**	**2946**	**22,5**	**10.135**

Source: AOM-Invest, www.aom-invest.com

Operations for seaside tourism have been given priority, with a rate of 35.5%, i.e. 2,406 beds completed out of the 6,766 beds programmed. Despite the good intentions, over the period 1967-1969 we have recorded a deficit of 10,135 beds, i.e. 77.5% of beds not completed.

- **Period from 1970 to 1973**

The objective over this period was to increase accommodation capacity to reach 70,000 to 90,000 beds, by 1980, with 35,000 beds planned for the period 1970-1973. Unfortunately, only 9,000 beds were completed, a shortfall of 26,000 beds.

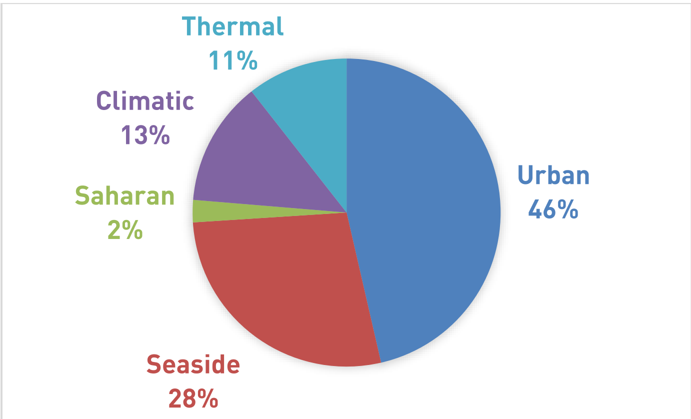
- **Period from 1974 to 1977**

In terms of physical achievements, **41% of the objectives were achieved**, a relative improvement compared to the 1967-1969 three-year program.

Nevertheless, this remains low given the objectives set beforehand, aimed at providing the country with a real tourist industry and a tool for sustainable development, the creation of wealth and jobs, providing income that can reduce the Algerian economy's dependence on hydrocarbons. The main key figures for this period are as follows:

- The frequentation of top-of-the-range tourist complexes (Moretti, Zéralda, Sidi-Fredj and Les Andalouses, designed by the architect Fernand Pouillon) remains dominated, at 58%, by residents, and not by tourists.
- Complexes with a residential vocation, rather than a tourist vocation
- 131 hotel establishments nationwide in 1977.
- 25% of them are located in the region of **Algiers; 11%** in the region of **Oran; 9%** in the region of **Annaba**.

Figure 2: categories (number of stars of the hotel park from 1974 to 1977



Source: AOM-Invest, www.aom-invest.com

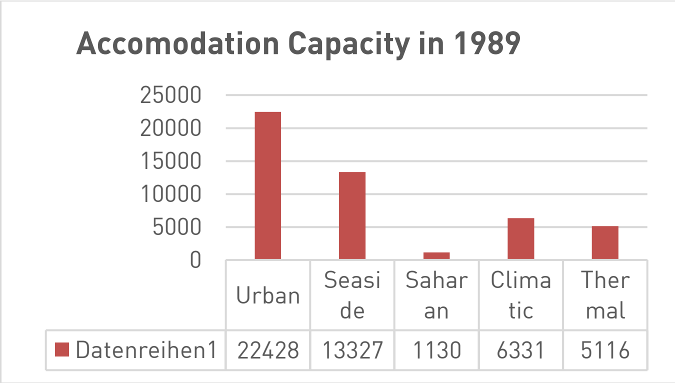
The private sector was inexistent in the tourist investment sector, despite the incentives provided by the Algerian State. As a proof, the private sector was supposed to provide 1,000 to 2,000 beds during the period 1970-1973, representing 8% of the overall objectives: unfortunately, despite its weakness, this objective has not been achieved.

- **Period from 1980 to 1989**

In 1985, Algeria was ranked 5th among African countries in terms of total accommodation capacity, with a number reaching 39,213 beds.

4 years later, in 1989, this accommodation capacity reached 48,302 beds (21,000 camping beds), distributed as follows:

Figure 3: accommodation capacity in 1989



Source: AOM-Invest, www.aom-invest.com

This represents an increase of 1,538 beds over 5 years, a number that is far too low in comparison with the progress made by other countries.

It should be noted that the place of the private sector represents 22,460 beds, which represents about 48% of the global reception capacities.

In 1998, the accommodation capacity of the sector reaches 60,980 beds (public and private sector), of which only 5,000 meet international standards, with nearly 3 out of 4 hotels not classified (71%), and only 1% of hotels classified 5 stars.

Table 3: distribution of reception capacities according to the tourist vocation, in 1998

Vacation	Hotels	In %	Beds	In %
Urban	497	64	31,506	47
Saharan	95	12	7,679	11
Seaside	75	10	19,723	30
Thermal	88	11	6,335	9
Climatic	21	3	1,844	3
Total	**776**	**100**	**67,087**	**100**

- **Period from 1999 to 2007**

According to the statistics of the Algerian Ministry of Tourism, the key figures of the situation concerning the tourist projects in Algeria in progress are as follows: **(March 31, 2007)**

Table 4: tourist projects in progress in 2007

Number	Capacity	Investment volume (in billions of DZD	Jobs	Estimated rate of achievement
255	22,740	19.5	7,000	36.49%

Source: AOM-Invest, www.aom-invest.com

- 65% of projects stopped due to insufficient funding.

- 255 tourism projects for a total area of 109.5 hectares.
- 798 investment applications were registered nationwide as of March 31, 2007.

Concerning structural investments, there are 22 of them, with a capacity of 30,400 beds, and a cost of 64 billion dinars. These projects have received the agreement of the tourism administration; these projects aim to create more than 45,000 jobs, including 15,000 direct jobs and 30,000 indirect jobs. (**Status of projects as at 31 march 2007).**

Also, the new projects initiated by national investors and scheduled for examination by the national consultative commission, as of 31 March 2007, are as follows:

- Central Region: 13 projects; 5,516 beds
- East Region: 19 projects; 5,690 beds
- West Region: 27 projects; 7,070 beds
- South Region: 04 projects; 1,460 beds

Concerning the new projects initiated by foreign investors, around forty potential investors have shown an interest in large-scale operations in Algeria: among them, 5 have been announced:

- Kuwaitian Invest Group (Kuwait)
- Emiral (United Arab Emirates)
- Eemar (Saudi Arabia)
- Sidar (Saudi Arabia)
- Saraya (Lebanese - Emirati)

Unfortunately, only one of these projects was carried out at that time, which clearly demonstrates that Algeria, in 2007, was not yet ready to facilitate foreign investments, nor to develop the tourism sector as a priority.

3.2 The 2008 Master Plan for Tourist Development (SDAT 2008)

The SDAT Tourism Development Master Plan is the strategic reference framework for Algeria's tourism policy. In its favor, the State:

- displays its vision of national tourism development in the short term (2009), medium term (2015) and long term (2025), within the framework of sustainable development, in order to make Algeria a recipient country
- defines the instruments of its implementation and specifies the conditions of its feasibility.

The Tourism Development Master Plan "SDAT" is a component of the **SNAT 2025** (national land planning scheme). The present Master Plan for Tourist Development "SDAT 2025" is therefore an instrument which reflects the will of the State to enhance the natural, cultural and historical potential of the country and to place it at the service of the development of tourism in Algeria in order to raise it to the rank of destination of excellence in the Euro-Mediterranean region.

The gradual and sustainable development of tourism in Algeria aims to lay the necessary foundations for the emergence of Destination Algeria, an original and competitive destination, capable of positioning the country at the international Mediterranean level on the one hand and meeting the needs of the nationals in terms of holidays, leisure and relaxation on the other hand.

The five dynamics of the SDAT are as follows:

1. Enhance the value of Algeria as a destination to increase its attractiveness and the competitiveness of Algeria;
2. Developing tourist centers and villages of excellence through rationalization of investment and development;

3. To deploy a tourism quality plan (PQT) for the development of the excellence of the national tourist offer, integrating training through professional elevation, education, opening up to Information and Communication Technologies (ICTs) communication (ICT), and positioning in new niches of tourism, in line with new world trends;
4. Promotion of transversality and coherence in action through the articulation of the tourist chain and the implementation of a public-private partnership;
5. Define and implement an operational financing plan to support tourism activities and developers and attract national and international investors, which shows how the State intends to ensure, within a framework of sustainable development, the triple balance of social equity, economic efficiency and ecological sustainability, at the scale of the whole country, for the next twenty years.

The main objectives of the SDAT are:

- The promotion of the Algerian destination.
- Structuring the seven tourist centers of excellence, destined to become a real showcase, symbol of the emergence of Algerian tourism.
- The implementation of a tourism quality plan (PQT. This plan concerns the standards of excellence in terms of accommodation, catering, leisure activities, animations of tourist and travel agencies, local tourist offices.
- To facilitate public-private partnerships
- To encourage and support national and international investment in the sector
- To develop qualifications and skills, through qualitative training courses.

Another essential point, characteristic of Algerian tourism and a real stake in the development of tourism in Algeria: The Tourist Expansion Zones, called ZET (French acronym).

In fact, the Tourist Expansion Zone (or TZE) designates any region or area with natural, cultural, human and creative qualities, or features conducive to tourism, suitable for the establishment or development of a tourist infrastructure, which can be exploited for the development of at least one if **not several profitable forms of tourism (Official Gazette of the Algerian Republic N° 11)**

It is important to mention that the development and planning of the TZE (ZET) are integrated in the framework of the national spatial planning scheme (SNAT, and therefore linked to the elaboration of SDAT).

These TZEs are territories delimited after an in-depth analysis and studies, protected by the Algerian State, which works for their protection and development: these zones are therefore favorable to the development of tourism, and therefore of infrastructures, respectful of the natural environment, and this, across country.

Also, the development and management of a TZE must be carried out in accordance with the requirements of the tourism development plan drawn up by the tourism authority within a concerted framework and approved by regulation.

Finally, it should be noted that AOM INVEST has carried out two studies, the first on behalf of the National Agency for Tourist Development for the Ministry of Tourism and Handicrafts: a mandate of almost six million dinars which consisted in establishing the 2008-2018 ten-year assessment of the master plan of tourist development by 2030 (SDAT 2030).

This study, which was thought out and undertaken by the experts of AOM INVEST, resulted in no less than 300 recommendations, which were used to give a new vision of the sector, during the workshops organized on the occasion of the national tourism conference to be held on 21 January 2019, at the Palace of Nations (Algiers).

Thanks to this study approved by the sector's leaders, the latter have managed to readapt and readjust the Horizon 2030 SDATs, based on the notion of destination tourism excellence.

3.3 Key Figures, 2008 – 2019

Table 5: evolution of visitors entering Algeria over the period 2008 -2018

Year	Visitors (in millions)
2008	1,772,000
2009	1,911,506
2010	2,070,496
2011	2,394,887
2012	2,634,056
2013	2,732,731
2014	2,301,370
2015	1,709,994
2016	2,039,444
2017	2,450,785
2018	2,018,753
2019	2,225,887

Source: AOM-Invest, www.aom-invest.com

We can note that Algeria receives, on average**, 2 million visitors each year**, over the period **2008-2018**, an encouraging number but still quite low compared to its Maghreb neighbors.

For instance, in 2019, **Morocco** received no less than **12.47 million tourists**, while **Tunisia** has received more than **9 million visitors** during the year 2019.

Several key figures of tourism in Algeria can also be advanced, for the year 2019, such as:

- 225 tourist expansion zones (TEZ)
- 20,000 hectares exclusively for tourism investment
- 2,580 approved tourism projects in progress, guaranteeing a reception capacity of 325,000 beds, and generating 170,000 direct jobs with a total cost of over 2 billion DZD.
- 70% of hotels do not meet international standards
- 80 tourism projects have been completed in 2018. With a capacity of 7,000 beds, they provide 1,100 new direct jobs.
- Identification of 156 new areas of tourist expansion (TEZ) at the national level

The Ministry of Tourism gave his agreement for 111 requests, for land concessions for the realization of tourist projects within 23 tourist expansion zones (TEZ), in application of article 48 of LFC 2015 (Finance Law 2015), representing a capacity of 24,496 beds.

Table 6: The situation of the National Hotel Park 2017 - 1998

	2017	In %	2018
5* Hotel	6,734	5,65 %	6,734
4* Hotel	4,508	3,98 %	4,746
3* Hotel	5,678	4,94 %	5,886
2* Hotel	4,565	4,35 %	5,185
1* Hotel	11,335	9,81 %	11,684
Hotel without *	8,533	7,21 %	8,590
1* residence	313	0,26 %	313
2* motel	93	0,08 %	93
1* motel	30	0,03 %	30
2* hostel	16	0,01 %	16
1* hostel	20	0,02 %	20
3* holiday village	274	0,23 %	274
Unique category tourist furniture	91	0,08 %	91
Single category pension	426	0,36 %	426
Single category stage site	170	0,14 %	17
Other hotel structures	9,381	8,21 %	9,786
Classified establish-ments	52,167		53,891
Establishments in the process of being classi-fied	54,428		64,727
Total bed capacity	**106,595**	**100 %**	**118,618**

Source: AOM-Invest, www.aom-invest.com

The table above shows us the extent of the Algerian hotel park (until 2018); the country having a bed capacity of 118,618, which is almost 50% less than some of our neighboring countries. Especially since the report allows us to understand that about 10% of the total bed capacity is represented by 1* hotels, with 11,684 beds: this means that these hotels are not a guarantee of quality and are not in line with the ambition of AOM INVEST to offer tourist destinations of excellence, and therefore accommodation structures of reference. Therefore, and adding some 9,786 beds of hotel establishments ''others'', as well as some 8,590 beds of hotels without any star, Algeria finds itself with a realistic capacity of 88,558 beds out of 118,618 listed, a derisory number, but a base to allow AOM INVEST´s development ambition to be successful in the future.

3.4. New directives and orientations for the development of the Tourism sector

The President of the Algerian Republic, Mr. Abdelmadjid Tebboune noted "the imperative need for a real development of the tourism and craft sector, to enable it to become a tool of productivity, creator of wealth and jobs". (2020)

This requires, according to President Tebboune, "the purification of tourist land, the encouragement of ecological tourist investments, the granting of incentives with a view to widening and opening up productive tourist investment to Algerians established abroad and to foreign direct investment (FDI) in areas of tourist extension, and this within the framework of total transparency".

The Action Plan also provides for "the strengthening and support of training to promote tourism", and the creation of a Credit Guarantee Fund for tourism projects of small and medium-sized enterprises, and the abolition of Rule 51/49 in order to encourage foreign investment in the sector".

As a reminder, the 51-49% rule was setting the threshold of the participation share of a foreign investor in a company under Algerian law, according to which majority stakeholders by foreigners in company structures were not allowed; this rule has now been abolished which means that even 100% ownership by foreign capital in tourism is possible; in many cases the purchase of land is however not possible and only a lease for 40 years (prolongation feasible) will be granted, which again might make investment in touristic projects a bid more complicated in Algeria.

The Algerian President is therefore favorable to investments in the tourism sector and open to foreign investments, a real novelty for Algeria, and certainly excellent news for foreign investors.

4. TOURIST POLES OF EXCELLENCE IN ALGERIA

Algeria aims at structuring powerful Tourist Poles of Excellence, recognized as a model by the international tourist market. These poles must allow to structure the Algerian territory and must actively contribute to shape the tourist image of Algeria as well as the emergence of the Algerian destination. A tourist pole is a combination, in a given geographical area, of tourist villages of excellence (accommodation and leisure facilities), tourist activities, and tourist circuits in synergy with a territorial development project.

It responds to the demand of a market and must have sufficient autonomy to be able to shine on a national and international scale.

The seven Tourist Poles of Excellence (TPO) identified are:

4.1 The North-East TPO:

Skikda, Guelma, Annaba, El Tarf, Souk Ahras and Tébessa

Characterized by more than 300 km of coastline and 874,000 hectares of forest, constitutes the fulcrum and the locomotive for a tourism development at regional level, with a predominance of seaside resorts and with strong potential for the development of mountain tourism.

The pole is delimited: to the north by the Mediterranean Sea, to the east by Tunisia, to the west by the wilayas (administrative districts) of Sétif, Bejaia and Batna and to the south by the wilayas of Oum El Bouagui and Tunisia. This pole covers an area of 30,347 km² and has an estimated population of about 3,612,000 inhabitants: due to its geographical position, it can rank as the second gateway after Algiers.

Moreover, with Annaba being erected as a metropolis under the "SNAT 2025" National Regional Development Plan, the pole is served by well developed basic infrastructure, and groups together quite a lot of modern hotel buildings and touristic infrastructure.

The pole has been able to attract a large number of suitable national and international companies, offers a variety of services and industrial potential, rendering it to a very attractive region; these prerequisites should make it to an interesting tourist region and enable it to become a flagship showcase for the development of tourism throughout the entire area of the pole.

Main characteristics:

- A reservoir of thermal springs (more than 30 springs)
- An extensive network of airport, port, rail and road infrastructures
- 18 officially declared tourist expansion zones (TZE) of 10,000 hectares.
- More than 70 beaches

4.2 The North-Center Tourist Pole of Excellence

(Algiers, Tipasa, Blida, Boumerdes, Chlef, Ain Defla, Médéa, Bouira, Tizi Ouzou and Bejaia)

The territory of the North-Central region which includes the capital "Algiers", is characterized by its central position and a Mediterranean coastline stretching over 615 km; it is served by basic tourist infrastructure and brings together exceptional facilities, of national and international level, varied services, centers of activity and industry, potentials which have fostered a strong attractiveness.

A total area of 33.877 km2, with a population of 11.131.000 inhabitants, representing 1/4 of the Algerian population, to which are added seasonal population flows, mainly during the summer month, due to one of the tourist vocations of the center. The pole is limited: to the North by the Mediterranean Sea, to the East by the wilaya of Jijel, Sétif and Borj Bou Arreridj, to the West by the wilaya of Mostaganem, Relizane and Tissemsilt and to the South by the wilaya of Msila and Djelfa. A very steep wild coast with beaches, ledges, creeks, cliffs, islands and islets, practically unexploited, is another facet of this touristic region in the north-central part of the country.

Figure 4: "Notre-Dame d'Afrique" Basilica, Algiers

Source: Algerian Office of Tourism - © ONT, www.ont.dz

Main characteristics:

- The pole holds the majority of economic activities in the field of the service-industry (banking, insurance, transport, fintech, design, training, etc.) and in particular offers half of the capacity of hotel accommodation and provides jobs for more than half of the total number of employees in the tourism sector.
- Algiers, gateway to Algeria
- Strong seaside tourism
- Business and conference tourism; 5-star business hotels.

Figure 5: Roman ruins, Tipasa

Source: Algerian Office of Tourism - © ONT, www.ont.dz

4.3. The North-West Tourist Pole of Excellence

(Oran, Ain Temouchent, Tlemcen, Mostaganem, Mascara, Sidi Bel Abbés and Relizane)

Bounded to the north by the Mediterranean Sea, to the east by the wilaya of Chlef, to the west by Morocco and to the south by the wilayas of Tiaret, Saida and Naama.

Due to its extremely strategic geographical position, located less than two hours from the main tourist markets of origin, namely Europe (Spain, Portugal, France, Belgium, UK, etc.) this pole of 35,000 Km² with 6,000,000 inhabitants, is quite naturally destined to become a destination of choice for our country.

This pole conceals diversified natural assets and exceptional tourist potential, marked in addition to its enchanting coastline, by the majestic beauty that nature offers to visitors, by a landscape where mountainous reliefs alternate with valleys, large stretches of water, plains and forests; it is marked by a rich heritage, a population whose hospitality, traditions and customs have remained in a pure state and faithful to the ancestral heritage.

Oran is also established as a metropolis by the National Regional Development Plan "SNAT 2025".

Figure 6: coastal city Oran from Santa Cruz Fort

Source: © ADVANTAGE AUSTRIA Algiers

Main characteristics:

- Exceptional and diversified tourist potential, not yet developed
- Coastline stretching over 400 km
- A great variety of landscapes and a vast muslim Maghreb heritage, both intellectual and artistic.
- A reservoir of thermal springs: more than 50 springs and eight thermal spas.
- A program of updating, cleaning up and management of the tourist land is launched with a view to making it available to promoters of investment, who have already shown interest in this pole.
- Strong craftsmanship and culture
- Seaside, Cultural and Business tourism
- Industrial and university clusters

4.4. The South-East Tourist Pole of Excellence
(Ghardaïa, Biskra and El Oued)

The pole is bounded to the north by Laghouat, Djelfa, Msila, Batna, Khenchla and Tébessa, to the east by Libya, to the west by the wilayas of Adrar and to the south by the wilayas of Illizi and Tamanrasset, covering an area of 160,000 km², with an estimated population of about 1.5 million inhabitants, with Ghardaïa as a major pole and gateway to the desert. The climate is continental, cold in winter and hot in summer with low rainfall. Sand storms during a period of 4 months (from February to May), reduce human and also any touristic activity during this period; the region has a great variety of Saharan landscapes, as well as many oases, as well as a very important fauna (gazelles, fennecs, leopard, cheetah, to name but a few).

Figure 7: Palms Oasis in Biskra

Source: Algerian Office of Tourism - © ONT, www.ont.dz

Main characteristics:

- Ghardaïa Gateway to the Desert, as defined in the SNAT
- Rich thermal potential (Salhine Hammam and Zelfana...), likely to attract national customers.
- Engravings and cave paintings
- Roman ruins of el-Kantara
- Saharan nomadic handicrafts (weaving, carpets, traditional clothing and jewelry...)
- 2 international airports (Biskra and Ghardaia), and also a rail station in El Oued
- Several classified hotels, but not all of them comply with tourist standards, which represents an opportunity for developers and investors in the region.

The priority projects identified by the SNAT are:

- Hotel chains
- Tourist villages of excellence, for a national and international demand.

4.5. The South-West Tourist Pole of Excellence

(Adrar and Bechar)

The pole is bounded to the north by Naama, El Bayadh, to the east by Tamanrasset and Ghardaïa, to the west by Morocco and Tindouf and to the south by Niger and Mauritania. It covers an area of 603,000 km² and has an estimated population of 900,000 inhabitants: also called "Touat - Gourara"; it is a world-class heritage center with a new dynamic space to be consolidated, a new emerging space (border zone).

Main characteristics:

- The region of Adrar is a wilaya with an agricultural vocation, characterized by a natural irrigation system called "Fouggara".
- Two large dune massifs covering 2/3 of the territory: Erg Chech and Grand Erg occidental.
- Traditions, cultural practices and handicrafts, such as traditional songs and folklore, are very present in the life of the inhabitants.
- 2 classified wetlands: Tamentit and Ouled Saîd.
- The region is also characterized by rock engravings (2000 years B.C.), as well as dunes more than 100 m high.
- Itinerant tourism by bus, through the loop of the Touat Gourara and Saoura oases, is a strong vocation of the pole, which interests both national and international customers.
- The Saoura also lends itself equally well to holiday tourism, associated with short circuits integrating the different tourist sites of the center. The tourist activity can be spread over the whole year.
- A region conducive to the creation of thematic museums and also to investment, with the aim of restoring, rehabilitating and strengthening regional tourism.

Figure 8: Ksar Thagit in Bechar

Source: Algerian Office of Tourism - © ONT, www.ont.dz

4.6. The South Tourist Pole of Excellence, "Tassili N'Ajjer"

"Tassili N'Ajjer" is essentially located in the wilaya of Illizi, which covers an area of about 284 618 Km², with a population of 40,000 inhabitants.

Bounded to the north by Ouargla and Ghardaïa, to the East by Libya, to the West by Tamanrasset and to the South by Niger and Mali: its natural, cultural and archaeological wealth represents 3 main assets that can enable its future development.

The large spaces of this pole of excellence contain shelters of rock paintings of high historical value: these cultural treasures are protected, thanks to the presence of the Tassili National Park, classified as a UNESCO World Heritage Site in 1981.

The fragility of the sites, particularly the Tassili plateau, must be taken into consideration during tourism development operations, in order to ensure protection and conservation, as well as the protection of the environment.

Main characteristics:

- An important network of airport infrastructure (Djanet Airport, Illizi and In Amenas), as well as roads, existing, in progress and planned.
- Important land availability, with the TEZ (tourist expansion zone) of Djanet: it is necessary to clean up the tourist land in order to make it available to the investor.
- Presence of 6 thermal springs in this pole
- The main vocations are Saharan tourism, as well as bivouac and discovery tourism.
- The main objective is to make Djanet "a land of adventure without mis-ventures" and a base camp for trekking in the desert.
- The region has one of the largest open-air Museums of Prehistoric Art, which extends over a plateau of more than 80,000km2, a vector of attraction for international customers.

This archaeological, cultural and natural heritage can be exploited not only for tourism, but also for economic and social purposes. Obviously, tourism remains the driving force to enable economic development for the enhancement and exploitation of the tourist potential of this region, which is a promising area in terms of job creation.

Figure 9: Djanet

Source: Algerian Office of Tourism - © ONT, www.ont.dz

4.7. The South Tourist Pole of Excellence "Ahaggar"

"Ahaggar" is articulated around Tamanrasset, covers an area of approximately 456,200 Km², and has a population of 137,175.

The pole is bounded to the north by Ouargla and Ghardaïa, to the east by the wilaya of Illizi, to the west by Adrar and to the south by Niger and Mali.

The existence of prehistoric remains gives the pole a high cultural value, a factor that attracts international customers. The archaeological, natural and cultural heritage, present in Ahaggar, is likely to be exploited not only on the tourist level but also on the economic and social level: tourism remains the driving force to enable economic development for the enhancement and exploitation of the tourist potential of this region: Ahaggar is a world-class heritage centre.

Due to its natural, archaeological and human resources as well as the diversity of tourist products that it can offer, Ahaggar is destined to become a major destination for a niche market in tourism; controlled numbers of tourists with tour guides (due to the fragility of the ecosystem) and with high purchasing power.

However, the promotion of holiday tourism remains conditioned by the development of accommodation facilities, which represents an attractive investment potential.

Main characteristics:

- Ahaggar is classified as a UNESCO World Heritage Site
- Presence of archaeological sites, dating back 600,000 to 1 million of years
- Presence of thousands of engravings and cave paintings dating back 12,000 year

Figure 10: Djanet, "plateau of Tamrit (Cypresses)

Source: Algerian Office of Tourism - © ONT, www.ont.dz

5. SAHARIAN TOURISM

The following chapter will be essentially devoted to tourism in the Algerian Sahara. In fact, the tourism strategy for 2030 retains the concept of the Saharan tourist pole, as a relevant space for the design and implementation of tourism policy in the regions of southern Algeria.

5.1 The five Saharan Tourist Poles

As we have seen in Chapter 3, the pole can be defined as a territory with a tourist vocation, identified by sites, facilities, projects or even products. This choice responds to the need to organize and manage tourist activities and development in coherent geographical areas.

Thus perceived, the cluster is characterized by original factors, a strong image and a great capacity to generate jobs, improve the quality of life and preserve the natural environment throughout the national territory. Saharan tourism must be oriented towards sustainability, while improving the attractiveness of this type of tourism, and improving the standard of living of the local population.

In its present configuration, the Saharan tourist area is composed of five poles:

1. The Hoggar, or Ahaggar (Tamanrasset)
2. The Tassili N'Ajjer (Djanet)
3. The Touat- Gourara (Adrar-Timimimoun)
4. The Saoura (Bechar - Taghit- Beni-Abbes)
5. The Oases (El-Oued- Touggourt- Ghardaïa)

5.2 Essential characteristics of the five tourist poles

5.2.1 Synoptic of Hoggar:

- **Wilaya of Tamanrasset**, bounded to the north by Ouargla and Ghardaïa, to the east by the wilaya of Illizi, to the west by Adrar and to the south by Niger and Mali.
- **Geomorphological aspect**: Basaltic mountainous massif, (outcrop of the African basement) and plateaus covered with stone slabs. In the southern part, the Tassilis of the Hoggar are distinguished by their microclimate (plant cover, gueltas and relict flora).
- **Protected tourist area**: Hoggar Natural Park, created in 1987 and classified as a World Heritage Site. The park includes the Atakor plateau and the Hoggar Tassili.
- **Places of tourist interest**: Assekrem, In Guezzam, Tassili of Hoggar.
- **The main areas of tourist routes**: the Hoggar massif, the Tassili of Hoggar, the Tamanrasset / Djanet link, the expeditions to Mali and Niger.
- **Tourist attractions**: Rock engraving sites, natural landscapes,
- The local economic environment enjoys a better availability of consumer goods compared to previous years.
- **Basic infrastructure**: 5,797 km of roads, of all types, with the national road 1 connecting Algiers to Tamanrasset.
- **Tourist accommodation capacity**: 1 public hotel classified *** in Tamanrasset (unfavorable quality/price ratio); A few low-end private hotels unable to accommodate foreign guests; As well as alternative accommodation in the periphery of Tamanrasset (camping ...).
- **Tourism and travel agencies**: the wilaya of Tamanrasset has 78 approved agencies, of which only about twenty have a regular activity.

It is important to note that for national customers, tourism in the south of the country is at a prohibitive cost (it takes about 70,000 dinars (435 euros) / person for a week in Tamanrasset or Djanet, from Algiers), about 3,5 times the monthly, minimum wage.

5.2.2 Synoptic of Tassili N'Ajjer

- **Wilaya of Illizi:** Bounded to the north by Ouargla and Ghardaïa, to the East by Libya, to the West by Tamanrasset and to the South by Niger and Mali
- **Geomorphological aspect**: Tassili rocky plateau, dune formations on the rest of the pole
- **Protected tourist area**: Tassili National Park, listed as a World Heritage Site in 1982.
- **Places of tourist interest**: Tamrit, Séfar, Dider, Oued Djerat, Tarat.
- **Tourist attractions**: Rock engraving sites, natural landscapes, local religious festivities and other ancestral music/songs
- **Infrastructures:** Airport in Djanet and Illizi, health and emergency infrastructure in the main towns, post offices and telecommunications in all the communes, roadway linking Djanet to Tamanrasset, and asphalt road linking Djanet to Illizi.
- **Tourist accommodation capacity**: two private Saharan Hotels with low capacity, in the towns of Djanet and Illizi, as well as other, alternative accommodations (camping…).

5.2.3 Synoptic of Touat-Gourara

- **Wilaya of Adrar**, bounded to the north by Naama, El Bayadh, to the east by Tamanrasset and Ghardaïa, to the west by Morocco and Tindouf, and to the south by Niger and Mauritania.
- **Geomorphological aspect**: 2 large dune massifs covering 2/3 of the territory: Erg Chech and Grand Erg occidental.
- **Places of tourist interest**: Adrar, Tamentit, Timimoun, Tsabit, Aoulef, Tinerkouk
- **Tourist attractions**: Rock engravings of the Taghit region; Paleontological sites of Naâma, Ancient Road of Sudan, which runs along the Great Western Erg; Fortified villages of the Saharan Atlas.
- **Tourist accommodation capacity**: two classified public hotels (one in Adrar, the other in Timimoun); a private tourist complex of average standing (M'raguen), as well as a private establishment open since 2011.
- **Infrastructures**: two airports (Adrar and Timimoun), asphalt roads linking Adrar / Bechar and Adrar / Timimoun / Ghardaïa; health and emergency infrastructure in the main towns, post offices and telecommunications.

5.2.4 Synoptic of Saoura

- **Wilaya of Bechar**
- **Geomorphological aspect**: Dune formations of the Erg Occidental. The Saoura (small river) crosses the region, spreading its luxuriant palm groves along the valley.
- **Places of tourist interest**: El- Bayadh, Bechar, Taghit, Ain Sefra, Beni-Abbes.
- **Tourist attractions**: Rock engravings of Taghit, El-Bayadh region; Paleontological sites of Naâma.
- **Infrastructures**: One airport in Bechar; relatively developed health infrastructure in Bechar, asphalt road linking Oran, Ain Sefra, Adrar and Timimoun, railway line linking Ain Sefra and Bechar, as well as another railway line linking Bechar to Oran and Ain Sefra.
- **Tourist accommodation capacity**: One star-hotels in Bechar, one hotel in Taghir, and one hotel in Ain Sefra. The tourist activity is quite low, focused on short stays, mainly in Taghit.

5.2.5 Synoptic of the Oases:

- Wilaya of Ghardaïa, Ouargla, El Oued, Touggourt, Laghouat, Biskra and M'Sila.
- **Geomorphological aspect**: Dune formation of the Erg Oriental, Fechfech, rocky soil, arid and semi-arid of the Saharan Atlas Mountains
- **Places of tourist interest**: Ghardaïa, Ouargla, El Oued, Touggourt, Laghouat, Biskra and M'Sila

6. CULINARY TOURISM AND ALGERIAN GASTRONOMY

"According to Wikipedia, Culinary Tourism is defined as the pursuit of a unique and memorable eating and drinking experience. Everyone knows that dining out is very common among tourists and the culinary experience is definitely an exploration of fine cuisines and beverage tastings. The restaurant and the dining experience is equally important as the scenery, accommodation, weather and destination of a place.

There are all types of Culinary Tours such as tours of restaurants, cooking demonstrations, wine & drinks tastings and food sampling. Food festivals and restaurant weeks are becoming popular in cosmopolitan areas and towns. Culinary Travelers are looking for a genuine and memorable experience. They become a foodie during the traveling experience. A foodie is someone who has a great interest in food and beverages and their main objective is to seek new experiences rather than eating out of hunger. A foodie savours the taste and aroma of special made dishes and drinks. They truly appreciate the culinary experience. There are all types of culinary travelers which basically fit in these categories, the deliberate, opportunistic and the accidental. The opportunistic and deliberate culinary travellers are considered to be serious. They are more likely to be upscale in education and income. The prices are not a factor to them. This traveller will spend extra on beverages, food and spices to ensure a wonderful experience. They will combine cuisine and culture in experimental ways. (www.covingtontravel.com). Travelers are visiting chain restaurants less often when vacationing. They want a more authentic taste from the locally owned restaurants and bit of history behind them. Locally owned restaurants and some chains are contacting farmers to purchase the freshest of ingredients to provide to their consumers. Culinary Tourism is an attraction and closely related to Heritage and Cultural Tourism. Food, the beverage and tourism Industries all rely on regional and national branding for market, promotion and leverage.

By sampling products it may entice tourists to purchase them. The ultimate goal of Culinary Tourism is to educate the tourists about the history, techniques and trends of an area. The success of a culinary tour is a tour guide with a vast amount of knowledge about the culture, history and the traditions and folklore of a place.

Many regions of Algeria are in a position to offer such experience, from food sampling in special shops, on markets and in guided restaurant tours, this all is possible and available. Hotels in bigger cities offer weeks of culinary experience about a region, a country or a continent, in order to attract these foodies, willing to spend. Offers of such kind, make a destination more attractive for tourists and do not cost a lot in investments, are suitable even for rural tourism and help the local farming community to sell their products at better prices. So it is a winning challenge for all parties involved, and a very sustainable one!"

Source: Excerpts from the Journal of Tourism & Hospitality, Sherri Scott, University of Phoenix, South Carolina, USA

Algerian cuisine is as diverse as its population. Traditional recipes have not aged a bit and are still cooked at home. Algerians are proud of this heritage that has never been lost. So proud that each region boasts the best dish, or the best products. This Algerian diversity comes from its history and the different populations that have populated Algeria. Ottoman, Andalusian, Roman, Arab, European, all these influences have left their mark on the Algerian cuisine. This chapter will therefore be devoted to the Algerian culinary art and more particularly to the regional specificities: therefore, our culinary tour will take place in the four corners of Algeria, in order to better understand the diversity and specificities of our gastronomy.

6.1 The Algerian culinary art: central region

The region called "center" is home to the largest city in the country, namely the capital Algiers.

In Algiers, we discover a very Mediterranean cuisine in which tomatoes, peppers, and onions are often mixed, but it is especially its white sauces which make its culinary specificity.

Thus, several specialties of Algiers exist, such as:

- **Couscous with white sauce:** This is the Friday dish in Algeria, served after Friday prayer. It gathers the whole family around the one and only dish served that day. It must be said that couscous is self-sufficient, and it is also the dish for special occasions, such as weddings and circumcision celebrations in Algiers. The specialty of Algiers couscous lies in the fact that it is prepared in a white sauce, with turnips, chickpeas and cinnamon to sweeten the dish: this ingredient is typical of Algiers cuisine, since cinnamon was one of the few exotic spices available on the market for many years.

Figures 11 & 12: left, couscous with lamb and vegetables | right the couscous of Algiers, in white sauce:

Source: © LES JOYEUX DE SHERAZADE, www.lesjoyauxdesherazade.com

- **Rechta and M'tewem:**
  Unlike couscous, rechta has not been affected by the food industry and remains confined to a traditional framework. Rechta is a homemade dish made from a variety of noodles - and white sauce flavored with cinnamon, often served with meat and vegetables.
  The M'tewem, is an Algerian dish, and more precisely from Algiers, made with minced meatballs, chicken pieces or lamb meat and almonds. Its sauce is prepared with a grated onion and a lot of garlic, as its name suggests ("mtewem" means "with garlic").
  It is a traditional dish which is very much eaten during the month of Ramadan and is often prepared when receiving guests in Algiers. Along with couscous, it is also an essential dish at the weddings of the Algerian people.

Figures 13 & 14: left: Rechta (Algiers), right: M'tewem (Algiers)


Source: © LES JOYEUX DE SHERAZADE, www.lesjoyauxdesherazade.com

- **Dolma**:
  Dolma in white sauce is a typical Algerian dish of Ottoman origin. Vegetables stuffed with minced meat cooked in a white sauce flavored with cinnamon.

Figures 15 & 16: Dolma (Algiers),

Source: © LES JOYEUX DE SHERAZADE, www.lesjoyauxdesherazade.com

6.2 The Algerian culinary art: Western region

The west is famous for its dishes in sauce, and its varied spices inherited from the Andalusians. Soups have a large part in this heritage, so the Harira is also a typical western specialty, but it is especially the tajines which make the reputation of the west.

The Harira is a traditional soup from western Algeria, of Andalusian origin, made of tomatoes, vegetables, meat and onion. The Harira is traditionally the dish for breaking the fast during the month of Ramadan.

In this region close of Morocco, the art of sweet and savory is wonderfully handled. The Tajine m'hamar, which can be made with lime, is especially well known. This meat in sauce, with olives, onions, and slightly enhanced by cinnamon, is cooked in a traditional utensil called a tajine.

Tlemcen on his side masters the famous Berkoukess. These small balls of dough, made from wheat and barley, are cooked in a red sauce, quite spicy, with meat, are often served at the time of celebrating Yennayer, the Berber New Year.

Figures 17 & 18: left Lamb Tajine with bourek | right Hrira (soup from Tlemcen)

Source: © LES JOYEUX DE SHERAZADE, www.lesjoyauxdesherazade.com

6.3 The Algerian culinary art: Eastern region

The eastern region is also very famous for its cuisine. Sétif, Batna, Constantine are the strength of this region. The first for their savory dishes, the second for its traditional cakes.

The trida, the choukhchoukha, are local dishes based on pasta and decorated with a red sauce based on onions, tomatoes and chickpeas. With chicken and lamb meat, these dishes can be served for special occasions such as weddings but also for family celebrations such as Eid.

Figure 19: Trida from Constantine

Source: © LES JOYEUX DE SHERAZADE, www.lesjoyauxdesherazade.com

Constantine, on the other hand, is especially known for its sweets such as Baqlawa and Ghribia which are prepared about ten days before the end of Ramadhan, made of honey, almonds and sugar.

Figures 20 & 21: Baqlawa / Ghribia (Constantine, Eastern Region), Algeria

Source: © LES JOYEUX DE SHERAZADE, www.lesjoyauxdesherazade.com

What characterizes the pastries of the east is also this perfume of orange blossom, or rose blossom: recipes with an oriental touch.

6.4 The Algerian culinary art: Southern region

However, we must give a place to southern couscous, which is cooked in a very different way. Taghit, Bechar, Laghouat, Adrar; all these cities also give great importance to this dish of Berber origin. In the south, what is striking is the size of the semolina, the grain is very thick as the sauce that is served with it. The couscous of the south emphasizes the vegetables which are served in large quantities.

However, it is in Laghouat where sheep meat is the best in Algeria. And the city is known for its famous giant mechouis (Culinary dish, most often composed of a sheep or a whole lamb, roasted on the spit, on the embers of a wood fire), served with raw vegetables and leeks.

The southern Algerians master perfectly the cooking of dishes and especially meats, such as mechoui, or chicken cooked under the sand, which give a unique look and taste to the meat.

Algeria has a multitude of culinary specialties, according to the different regions, for all tastes and desires.

In fact, Algerian gastronomy could play a very important role in the promotion of the Algerian destination, provided that it is supported and accompanied by a tourist policy, enhancing the potential of the country.

Finally, we cannot talk about the Algerian culinary know-how without mentioning the specialties that arise from the length of the Algerian coast: fish dishes.

Figures: 22 & 23: fish dishes, Algerian coast region TIPAZA

Source: © ADVANTAGE AUSTRIA Algiers

Indeed, having a maritime coast of more than 1600 km, Algeria makes the best of its use by offering succulent fish dishes, at extremely attractive prices, especially for tourists (for example, a hearty meal for 4 people, made up of many fish dishes, seafood and shellfish, in a good seafood restaurant, will cost between 45 and 60 euros): This is an extremely attractive price for tourists, despite the fact that this remains very high for an average Algerian citizen.

Algeria is also recognized for its culinary know-how, notably through certain hotels, which offer training and courses in local cuisine to tourists visiting the country.

This is an attractive offer, which tourists appreciate, enabling them to learn the specificities of the Algerian culinary art, all in practice.

These activities also allow you to learn more about Algerian cuisine and its recipes, while offering the possibility to use organic and fresh products, helping local farms and orchards to sell their produce.

7. BUSINESS OPPORTUNITIES FOR AUSTRIAN COMPANIES

Since the 4th of June of 2020 the new law of finance has come into force; it also brought more attractive regulations for foreign investors. Indeed, among the measures contained in the text, there was a relaxation of the rule 51/49% as far as ownership in capital shares of Algerian companies was concerned. Foreigners were only entitled to hold a minority stake of 49% maximum. This constrained the foreign investor also to ally with a local Algerian partner, making the foreign investor a minority shareholder; this seemed to be wrong understood economic, nationalistic protectionism, limiting foreign investment!

The 2020 Finance Law was also designed by the government to improve the economic climate in Algeria, which suffered to a great extent, since the Covid-pandemic brought about a collapse in oil and gas prices and tourism came to a complete standstill.

In this sense, this legal changes are welcome and look like a revolution in Algerian economic policy**, aiming to attract foreign investment to the country and improve its economic attractiveness.**

As an example, **foreign direct investment (FDI) represented only U$ 1.38 billion in Algeria at the end of 2019**. In comparison, **FDI to Marocco was U$ 3.6 billion, U$ 9.01 billion in FDI going to Egypt** and **U$ 845 million to Ethiopia; Tunisia also managed to attract $2.52 billion of FDI in 2019**.

Through the partial lifting of this restriction, capital ownership by foreign shareholders in non-strategic sectors **is no longer limited to a ceiling of 49%,** therefore this opens multiple possibilities to foreign investors who wish to become involved in the tourism sector.

The new Algerian legal framework defines investment as:

- Acquisitions of assets in the context of the creation of new activities, the extension of production capacity and/or rehabilitation.
- Investments in the capital of a company.
- The resumption of an activity within the framework of a privatization being henceforth excluded from the provisions of this law, which remains governed by other application texts.
- Goods (new and / or renovated), constituting external contributions in kind, within the framework of relocation of activity from abroad.
- Assets subject to the exercise of a purchase option, credit facilities provided by foreign investors, within the framework of international leasing contracts or private credit lines (only those introduced, on the national

The main measures applicable to foreign investment:

- Recognition of capital investments as external contributions: Capital reinvestments of profits and dividends declared to be transferable, in accordance with the regulations in force, are now recognized as external contributions.
- Supervision of contributions in kind by foreign partners: the transfer guarantee also applies to contributions in kind, provided that they are of external origin and that they are evaluated in accordance with the procedures laid down by the Algerian Commercial Code.
- Exemption from exchange control formalities: assets constituting external contributions in kind, within the framework of relocation of activities from abroad, are exempt from foreign trade formalities and bank domiciliation.

7.1 Investment and partnership opportunities in the sector

The investment requires perseverance and knowledge of the specificities of the administration, especially through a good local partner. It is with this in mind that AOM INVEST, as an investment and financial investment group specializing in the tourism sector and the first SME listed on the Algerian stock exchange, is establishing itself as a solid local partner for Austrian investors.

With a view to opening up the Algerian economy to foreign investment, particularly in the tourism sector, AOM INVEST, which specializes in the study, development and operation of tourism projects, undertakes to provide its expertise in the sector in order to facilitate bilateral partnerships. The desire of Algeria to authorize the financing of foreign investments in foreign currency opens the way to new opportunities, especially for Austrian companies, which will have the opportunity to invest in certain projects.

As an example, AOM INVEST focuses its vision on two investment models: firstly, the creation of a hotel chain, specialized in the thermal sector, and therefore the first project, the Hotel Aqua Sirence, officially started operating in 2020.

The hotel is located in the Mascara region, in the town of Bouhnifia, extremely well known locally for its exceptional thermal spring. This hotel will be the first project in the creation of an Aqua Sirence thermal hotel chain throughout the national territory: this demonstrates the ambition of the AOM INVEST group, which wishes to develop and invest massively in the tourism sector. This is an extremely attractive investment opportunity for Austrian investors, given that in Algeria there are more than 200 thermal springs throughout the national territory. This figure demonstrates the huge potential for the development of an Aqua Sirence chain across the country.

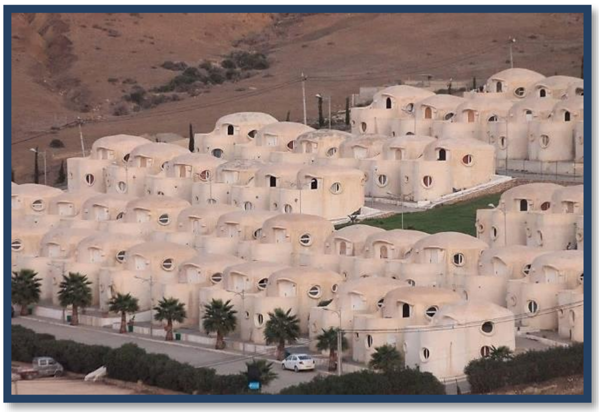
The second investment model advocated by the AOM INVEST group is the acquisition of tourism projects with high potential, through fundraising on the financial market or our own crowdfunding platforms. These high-potential projects are subject to a prior in-depth study, which determines the attractiveness of the project, its profitability and it's potential. These high-potential projects (existing or under construction) are generally in search of financing: this is where AOM INVEST, listed on the stock exchange, invests in order to acquire these projects, to develop and embellish them, while keeping the exploitation of the project.

This is in line with the AOM INVEST Group's business model, which is based on the condo-hotel activity: this activity, which is very popular in North America, represents a condominium project (flat, bungalow...) and is operated like a hotel, with a reception service, cleaning service and more.

The units are generally individually owned (personal residence) and the owners also have the option of renting out their unit, during a period left vacant by the owners, like any other hotel room, to paying guests. Keeping the exploitation of the projects will allow AOM INVEST to maintain high international standards, in order to allow AOM INVEST to create sustainable projects.

For this second business model, a first project is already designed: **an issuance of participating securities (DZD 2.5 billion*, divided into 2.5 million securities)** for the acquisition, development, improvement and exploitation of a project, composed of 118 bungalows; the complex is called **Medina Grataloup**, in the region of Ain Témouchent (Western Region, near Oran). *(* approximately €16 million, at the official rate*

Figures 24 & 25: Medina Grataloup Complex, Bouzedjar, Wilaya of Ain Temouchent, Algeria



Source: Source: AOM-Invest, www.aom-invest.com

The attractive potential of this complex, designed by the world-renowned Swiss architect, Daniel Grataloup (his work, especially Medina Grataloup's design, unique in the world, are exhibited at the Museum of Modern Art in New York since the 1970s), sparked the interest of AOM INVEST, which therefore launches its first fundraising operation, with the aim of acquiring and developing this complex, and to make Medina Grataloup a Destination of Excellence in Algeria.

These fund-raising operations allow AOM INVEST to change the vision of tourism investment, as well as to offer a development tool of tourism excellence, with the aim of positively influencing the country's economy.

AOM INVEST therefore offers a tool of excellence for the benefit of the tourism sector, and for investors in a way to invest serenely in reliable, profitable and secure projects, valuing the tourist heritage and ensuring respect for the environment.

The concept of excellence for destinations is also very important in AOM INVEST's business model: developing and promoting the destination Algeria is a crucial issue for our company, which is why we are the exclusive partner for the **WORLD CENTER OF EXCELLENCE FOR DESTINATIONS (CED**) affiliated member of the World Tourism Organization. The mission of the CED is to bring tourism destinations around the world to excellence by helping them achieve their sustainable development goals and increase their capacity to generate economic benefits, social and cultural).

Knowledge of the local market, combined with exclusive international partnerships, gives AOM INVEST Group a high standard expertise in the Algerian tourism sector and will allow Austrian investors and companies to count on a partner with expertise in the development of touristic projects.

It is also important to mention that many other projects, across the entire national territory, are currently being studied by AOM INVEST, with the aim of identifying new investment operations.

Key Figures in 2019 for the Algerian tourist industry:

- 540 tourism projects have been approved, representing 50% of suggested projects.
- Investment volume of more than DZD 1,500 billion
- Including DZD 300 billion in bank credits.
- Bank rate: between 5.70% and 6.50%, which is too high. (Short and medium term).
- The tourism industry accounted for 5.7% of the GDP in Algeria
  Source: 2020 annual report by World Travel &Tourism Council (WTTC), in partnership with Oxford Economics

- in 2019 the tourism sector grew by 5.1% in Algeria, higher than the country's real GDP growth of 1.7%.
- Almost 647,700 people were employed in the tourism industry, representing 6% of all jobs in Algeria.
- The impact of international visitors to Algeria has been estimated at DZD 24.5 billion, 0.5% of total Algerian exports.
- 97% of expenditures were made within the country, compared to 3% internationally
- 77% of spending on leisure activities, compared to 23% of professional spending.

These figures are encouraging factors for investment: Algerian families generally spend a lot of money on entertainment, leisure and tourism (restaurants, accommodation, vacations ...) and this, despite the lack of proper and suitable infrastructure and an adequate offer in quality tourism.

7.2 Training in Tourism trades

Training is the lifeblood of economic warfare, because it is training that develops skills. The training component constitutes one of the weaknesses of the Algerian destination: there is a lack of trained, competent people, offering the necessary experience to occupy important positions in the tourism sector. This applies to all levels, from the hotel receptionist, to the manager, the restaurant manager, the housekeepers etc. The educational programs are partly obsolete, and modernization is essential, in order to develop Algeria as a mayor tourist destination.

The example of our Tunisian neighbor is striking: a 3* hotel must have a minimum of 16 qualified employees and a housekeeper must imperatively have a diploma (certificate of higher technician in tourism), which is obtained after 3 years of study, after finishing high school.

Unfortunately, in Algeria, the diploma requirement only concerns the hotel manager, which is a heresy, given that without a qualified team around, a hotel manager, however qualified he may be, will hardly be able to contribute anything to a successful job performance.

The same observation applies to travel agencies: The Ministry of Tourism, through its legal texts, focuses only on the profile of the agency manager, who must have a diploma, while counter agents, with no required tourism training, are handicapped at the beginning.

However, there are private schools that teach the basics of tourism through the training of tourism technicians:

- The National School of Tourism El Aurassi has trained, since its opening in 1976, more than 2,000 executives (graduates of a degree in hotel and tourism management) until 2020.
- The schools of Tizi-Ouzou and Boussaâda have trained around 9,000 -11,000 middle managers and agents.

We also witnessed a great loss in this sector of trained personnel since about 80% of young people trained, have left the tourism sector and work in other economic areas!

Several tourism schools are due to open their doors in the next few years, some of them have been considerably delayed in their construction, others have been abandoned. Despite this, we can highlight a very positive project, namely the creation of the School of Hotel and Restaurant Management (called ESHRA), located in Ain Benian (Algiers) and Oran, in partnership with the world-renowned Lausanne Institute.

This project also shows that in recent years, Algeria has undergone a profound economic and social transformation to emancipate itself from the almost exclusive dependence of hydrocarbon exports. Among all economic sectors, tourism has established itself as a vital industry capable of allowing the country to get rid of this dependence on hydrocarbons; so just let us hope that by the summer of 2021 the Corona-Pandemic will be a threat of the past and thanks to a worldwide vaccination policy international travel again will be possible.

The players in this new industry must evolve, but the lack of managers trained to build a prosperous strategic base and face the new challenges, confronting global competition in tourism is becoming a concern for the next years to come, since business travel will no longer be a big driving force! The pandemic has shown that many meetings can be replaced by video calls and conferences and jetting around the globe is no longer in the mind of managers, who have to show that a sustainable development of their business is also in focus.

So Algeria has to find the right market niches and the whole sector must be focused on that; the creation of proper hotel infrastructures is a priority, the valorization of the intangible heritage (gastronomy, know-how ...), and the training of appropriate personnel will be further ingredients for success!

The prospects for investments in the hotel and restaurant sector are therefore most attractive and will create a dynamic demand in the labour market for professionals in the tourism industry, not just in Algeria but also on a global scale. The hotel investment company (SIH) has undertaken and carried out the construction of a series of very high end hotels in several cities of the country. It has partnered with large hotel chains to initially ensure their optimum exploitation and plans to provide these hotels with human resources trained in high-level schools; they have understood, the importance of training in the current information and knowledge society.

To carry out this project, the SIH has included in her strategy the creation of their own training school, another institute of excellence in touristic education.

For this purpose, it has undertaken the construction of a major building site that it equipped with the latest technology available. Aiming at a very high training level, the SIH has entrusted the Hotel School of Lausanne

(LHC), known for being an international reference of prestige in the hotel and restaurant industry, to launch a touristic school with international standards.

This support was based on the signing of a consultancy contract between SIH and LHC. As a result, the Algiers **Higher School of Hospitality and Catering (ESHRA)** was launched in September 2014; the first class of students on a Bac + 4 program, ending with a Bachelor's degree in hospitality management, modeled on the EHL Bachelor-standard, proposed by LHC ended their school life, welcomed by the Algerian tourist industry.

The ambition of ESHRA is to become a pole of excellence in the Maghreb or even throughout French speaking Africa in the field of hospitality management and the training of companies in the catering business. It also plans to support the development of the nascent Algerian tourist industry.

The realization of this project requires a quality product to be rendered to future tourists. This level of requirement is supported by a double label: the certification of the hotel management and catering bachelor program awarded by the Lausanne Hospitality School and its accreditation granted by the Ministry of Higher Education and Scientific Research.

This recognition will allow ESHRA to give credit and relevance to their training mission and reassure their students and clients of a quality training pack, supported by diplomas, recognized all over the world.

ESHRA must therefore ensure the mobilization of all its strengths, establishing a good organization and develop appropriate normative values to deploy its future development plan under the EHL/MHESR label, promote its influence in the world of hospitality and the catering industry and build bridges to other touristic colleges and universities in Europe and Africa, in order to offer an even broader range of training courses in the future, including a master's degree or doctoral degree.

Figure 26: ESHRA Algiers outside

Source: © ESHRA Algiers, www.eshra.dz

The Higher School of Hospitality and Catering was created in 2014 under the supervision of the SIH Hotel Investment Company, accompanied by Lausanne Hospitality Consulting (LHC), a subsidiary of the Lausanne Hotel School (EHL). The Higher School of Hospitality and Catering is an institution of higher education which offers elite training in the field of Catering and Hospitality. This training is intended to train the touristic managers of tomorrow.

Excellence
Simplicity
Hospitality
Respect
Authenticity

Its Mission is to train talent for a career in the hotel and catering industry in Algeria and North Africa and to transmit continuously updated knowledge, know-how to management skills to the stakeholders in the Algerian tourist industry (students, teachers, tourist industry, food and beverage industry and the market in general). Thus, its vision is to be " the best superior training school for hotels and restaurants in North Africa ". The project seems ambitious both in its educational aspect and by its expansion internationally. In its pedagogical methods, the ESHRA project is oriented towards practice and the setting in situation case studies, even if the curriculum includes lectures and exams.To form the elite of tomorrow in the field of catering and hospitality, ESHRA requires men and women, who are committed, competent and imbued with values such as: A sense of responsibility and professionalism, rigor, respect and solidarity!

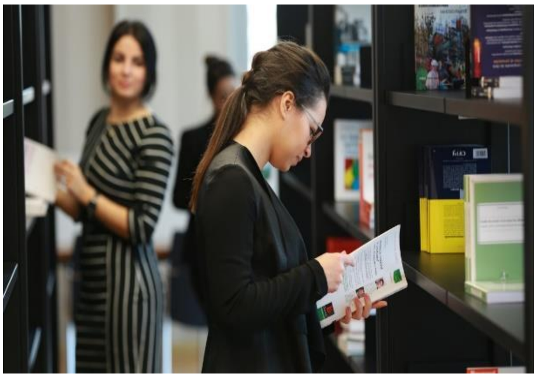
Figures 27, 28, 29 & 30: ESHRA Algiers inside

Thus, during their studies, the students will have the right to make mistakes and get constructive criticism, which will allow them to develop personally and professionally, and give them love and passion for the job.

ESHRA offers a course leading to a degree in Hotel and Catering Management. The duration of studies extends over four years and the minimum age of admission is eighteen. At the end of their studies, students receive a bachelor's degree (180 credits) accredited by the Ministry of Higher Education and Scientific Research in Algeria and a Bachelor's degree (BAC+4), certified by the Lausanne Hotel School (EHL).

Figures 31, 32, 33, 34, 35, 36, 37 & 38: ESHRA inside








Source: © ESHRA Algiers, www.eshra.dz

7.3 Travel offer and promotion of destination

The Algerian destination does not have much impact on the market, in comparison to the neighboring countries: Tunisia and Morocco which are making great strides in international tourism with respectively 9 million and 10 million foreign tourists each year and capital inflows that have increased sharply in recent years, while Algeria received only 2 million foreign tourists in 2019 and most of them belonged to the Algerian diaspora in Europe!

However, Algeria is characterized by an abundant and diversified tourist offer, with an important potential of attractiveness, especially with great natural, cultural and historical sites; tourist complexes, spas and a rich and diversified coastline -stretching over a strip of more than 1,600 km- are waiting to be discovered by international clientele: unfortunately, the services offered are not up to the expectations of international visitors.

Algeria faces enormous competition in the Mediterranean basin, lagging considerably behind in terms of their touristic offer and the number of beds available. In chapter 3 (page 16), we have seen that the number of beds announced for 2018 was just 118,618 hotel beds, a figure well below the offer of our competitors and also a figure which includes many beds, which do not comply with international standards.

The urgent need to reform this economic sector and improve its competitiveness will be made easier, when foreign capital is willing to stimulate growth and investment in Algeria; other countries have managed so far to live from tourism, but the Corona-pandemic also has shown that this might be dangerous; Algeria has all the potential to develop 3-4 pillars, upon which their economy is based and will be focused at; tourism might be one of them, but will need a clear commitment from the political and entrepreneurial side! This will imply massive investments in tourism infrastructure throughout the national territory.

International partnerships must be signed, in order to benefit from the expertise of countries with a vocation in tourism and their training programs: all this will allow Algeria to create a positive tourism ecosystem, favorable for future developments.

Unfortunately, far from the image of the Algerian paradise of the 70s, the country suffers from a lack of promotion on an international scale. Indeed, as described above, the lack of infrastructure and accommodation capacity, as well as the strong competition from neighboring countries (Morocco, Tunisia, Egypt), have not allowed Algeria to shine internationally.

On the other hand there is also a flagrant lack of budget from the government and also from international investors so far, that would allow massive investments in the short run; so it is mainly the Algerian private sector that is investing in tourist projects pushing to increase the number of hotel beds and providing those standards necessary, so that international clientele will flock to Algerian tourist sites! Helpful would also be a marketing and promotional campaign for Algeria as a destination! So the National Tourist Office would need bigger budgets and private sponsors and use social media and other platforms to spread the message that Algeria is also a country for touristic pleasures and relaxing holidays.

Major strengths and weaknesses, opportunities and risks for investors and suppliers in/to Algerian tourism:

Strengths:

- ✓ favorable business climate
- ✓ investment incentives and tax reductions
- ✓ Strong potential, internal tourist base
- ✓ loyal diaspora
- ✓ rich diversity in cultural background
- ✓ large number of roman, byzantine and ottoman heritage
- ✓ Saharan tourism background
- ✓ 1,600 km of diversified coast
- ✓ Good airport and road infrastructure
- ✓ high subsidies on food products
- ✓ high security
- ✓ young workforce, willing to learn
- ✓ untouched and unknown destination, waiting to be discovered

Weaknesses:

- ✓ Few regular foreign customers, apart from diaspora
- ✓ Bureaucratic hurdles
- ✓ Weaknesses in the loyalty for domestic destinations by the Algerian public
- ✓ rich regulatory framework and administrative hurdles to master
- ✓ Weakness in communication; it is necessary to find the right channel to promote tourism in Algeria
- ✓ Weakness in the segmentation of Algerian tourist products
- ✓ Weak foreign client base, which has to be developed

Opportunities:

- ✓ Good reputation of Austrian products and services – high quality
- ✓ New unknown destination, willing to develop this economic sector
- ✓ Cross Border-Special offers for rail, sailing and motorcycle-tourists
- ✓ in culinary tours and destinations
- ✓ lack of theme parks and amusement, like water parks, sea worlds, ice skating rings, bowling locations, cinema centers, golf courses, developed ski resorts, horse racing rings, animal parks and zoos, wider range for berths and marinas for yates, broader offer for shopping malls and food courts, good nightlife with downtown bars and music entertainment

Threats:

- ✓ Climate hazards – period of Sand storms – no trips to the Center of the Sahara
- ✓ Political unrest
- ✓ Legal blockades out of envy of competitors
- ✓ another health pandemic, with closed borders

Since the end of the 1990s, the development of a strong and distinctive brand image has become a key issue for destinations around the world. In an increasingly competitive world, some regions of the world are seeking to differentiate themselves by asserting a personal identity, based on the strengths and characteristics present in their countries. In the digital age, every destination is trying to communicate a brand image focused on experience and emotion, in order to reach tourists from all over the world. Algeria must make every effort to build a strong brand image, based on the development, first of all, of the cultural and historical heritage of the country, so rich and so diversified, which will allow it to stand out from the competition!

Because, in 2021, the image and influence of the destination Algeria around the world, is weak, but has potential. To promote the country's wealth and heritage, to draw up a complete portrait of the Algerian tourism sector in order to structure it, to offer a tool for the development of excellence conductive to investment, whether in existing infrastructure but also new infrastructure, by integrating international standards, quality training and push Algeria towards excellence.

7.4 Assistance and support measures for the benefit of the Tourist investment

In order to improve the investment climate, the last amendments of the investment law took back the 51/49% rule for non-strategic economic sectors and authorized the use "where necessary and selective", of external financing from international, financial institutions for the financing of structural and successful economic projects.

This will enable investors and project holders in Algeria -in search of financing- to turn more easily to foreign partners.

There are certain governmental institutions, responsible for ensuring the support and monitoring of projects, notably the ANDI (National Investment Development Agency). Its main mission is the development and monitoring of investments, through the facilitation of the completion of administrative formalities, relating to the launch of business creating projects.

Investment projects can benefit from tax and/or parafiscal exemptions and reductions, depending on the location, the activity carried out and the impact of the projects on economic and social development. Three levels of benefits are provided:

- Benefits common to all eligible investments and investors
- Additional benefits for the benefit of privileged and/or job-creating activities.

- Exceptional benefits for the benefit of investments of particular interest to the national economy and regional development

Public authorities are also on board, to support investors; in particular the Ministry of Tourism.

Indeed, some measures taken by the Algerian Ministry of Tourism can facilitate investment, particularly in the support for obtaining bank loans: The Ministry of Tourism has announced measures setting deadlines for repayment of more than 10 years and a period of exemption for interest payments of 3 years. Another example, several banks can grant credits for investment, for instance, the National Bank of Algeria (BNA), which can grant medium-long term credit according to the type of projects desired, or the BADR, providing a "tourism" credit or an investment credit, established in favor of companies.

This last example is in line with the SDAT horizon 2030, since the financing of this credit is based on an agreement between the BADR and the Ministry of Tourism, relating to the support of the tourism sector, in its 2030 development plan-horizon.

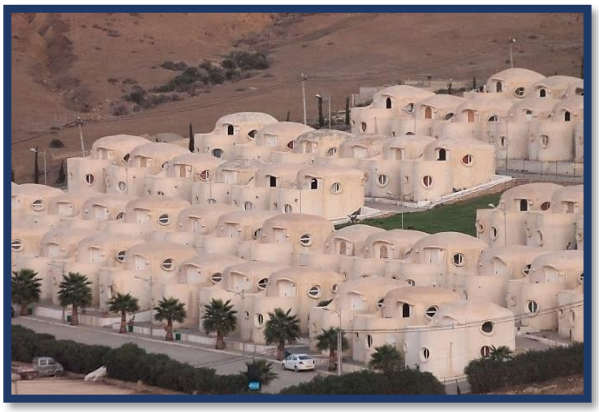
The Popular Credit of Algeria (CPA) also offers the opportunity to obtain an investment credit, in accordance with the decisions of the ANDI on the granting of tax benefits for ambitious projects.

7.5 Best investment opportunities in Algeria

This section will be dedicated to investment opportunities in Algeria, in terms of tourist projects for the years to come. These projects have been submitted to rigorous processes, we use at AOM INVEST, in order to analyze and select tourism projects with high potential, which can generate attractive profitability.

MEDINA GRATALOUP**

Figures 39 & 40: Medina Grataloup Complex, Bouzedjar, Wilaya of Ain Temouchent, Algeria.



Source: AOM-Invest, www.aom-invest.com

- **Location**: Bouzedjar, Wilaya of Ain Temouchent (Western Region, near Oran).
- **General description**:
  Extremely attractive, designed by the world-renowned Swiss architect, Daniel Grataloup (unique in the world, Grataloup's architectures are exhibited at the Museum of Modern Art in New York since the 1970s).
- **Status of the project:**
  The complex is in operation (awaiting acquisition by AOM INVEST): it requires renovation (especially concerning the interior design, as well as an extension for an Aqua Parc, a shopping center...).
- **Approximate investment cost:** €16 million (at the official exchange rate).
- **Owner**: Mekki Brahim (temporary)
  E mekkibrahim45@yahoo.fr
  Mandate granted to AOM Invest for future acquisition – Attar Hichem (future owner)
  E pdg@aom-invest.com

Figure 41: Grataloup's architectures.

Source : AOM-Invest, www.grataloupar chitecte.ch/project/bouzedjar

„LE GRAND BLEU" COMPLEX***

Figure 42: Le GRAND BLEU COMPLEX.

- **Location**: Tipasa, Wilaya of Tipasa (70km from Algiers).
- **General description:**
  This hotel resort is extremely attractive, very high potential, 4 to 5 stars. The complex enjoys an ideal location, both discreet, set back from traffic, but with direct access to make it a visible and easily accessible site. (Direct access to the beach).
  ✓ One unit Residence 'A' of 5 Duplexes.
  ✓ One hotel unit 'B' of 171 rooms, including: 25 Junior Suites; 23 Senior Suites
  ✓ A hotel unit 'C' of 94 rooms and its 33 suites.
  ✓ A hotel unit 'D' with the same configuration as unit 'B'.

(Agreement between the company Grand Bleu and AOM INVEST for a future acquisition, in order to complete the complex and start operations).

- **Status of the project**: 90% finished
- **Approximate investment cost**: €30 million (official exchange rate).
- **Owner**: Mohamed Barki
  E vitograble-med@hotmail.com
  M. +213 555 079 982

Figure 43: the hotel project "LE GRAND BLEU COMPLEX"

Source : AOM-Invest, www.aom-invest.com

RUSSIKADA HOTEL ****

Figures 44 & 45 : RUSSIKADA HOTEL

Source: www.russikada.com

- **Location**: Laarbi Ben Mhidi, Skikda, Wilaya of Skikda (471 km east of Algiers).
- **General description:**
  Located in a region with strong tourist potential, this hotel is composed of:
  - ✓ 90 rooms (07 floors).
  - ✓ Direct access to the beach
  - ✓ Daily cleaning service
  - ✓ Dining Restaurant
  - ✓ Panoramic Restaurant
  - ✓ Concierge service
  - ✓ Bar & restaurant
  - ✓ Indoor Swimming Pool
- **Status of the project**: the hotel is currently under construction (80% finished)
- **Approximate investment cost**: €3 million contribution, according to the owner (to finish the construction). (Total estimate: €20 million).
- Owner: Houssem Boudjemaa
  E hboudjemaa@hotmail.com
  W www.russikada.com

Figures 46 & 47: left: Indoor Swimming Pool | right: SPA

Source: www.russikada.com

Figures 48 & 49: left: Russikada's Lobby | right: Russikada's SPA

Source: www.russikada.com

"LE ZÉNITH" HOTEL****

Figure 50: "Le Zenith" Hotel

Source: www.hotel-lezenith.com

- **Location**: Oran, Wilaya of Oran, Algeria (Western Region).
- **General description:**
  The hotel is located at the entrance of Oran El Bahia, its geographical position allows it to have a strategic location close to all amenities (5 min from the airport and industrial zones, 10 min from the city centre of Oran and 15 min from the Oranian coast road).
  - ✓ 70 rooms and 10 suites.
  - ✓ 01 snack with external terrace.
  - ✓ 01 restaurant.
  - ✓ 01 fitness gym.
  - ✓ 01 hammam.
  - ✓ 01 outdoor swimming pool (with a small pool for children).
  - ✓ 2 meeting rooms and a large banquet hall.

  (Agreement between Zenith Hotel and AOM INVEST for a future acquisition).

- **Status of the project**: 100%, currently operating.
- **Approximate investment cost**: €20 million (official exchange rate).
- **Owner**: Louhibi Karim
  E lazer_algeria@yahoo.fr
  M +213 770 982 360
  W www.hotel-lezenith.com

Figure 51: The "AquaZen" Swimming pool

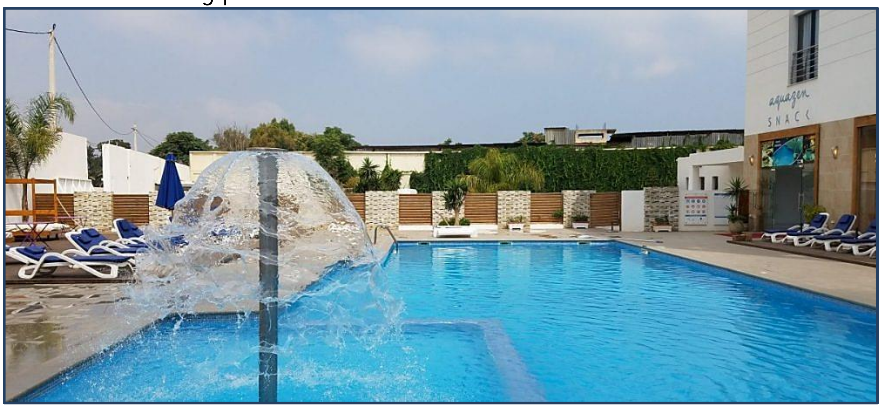


Figure 52: Premium suite

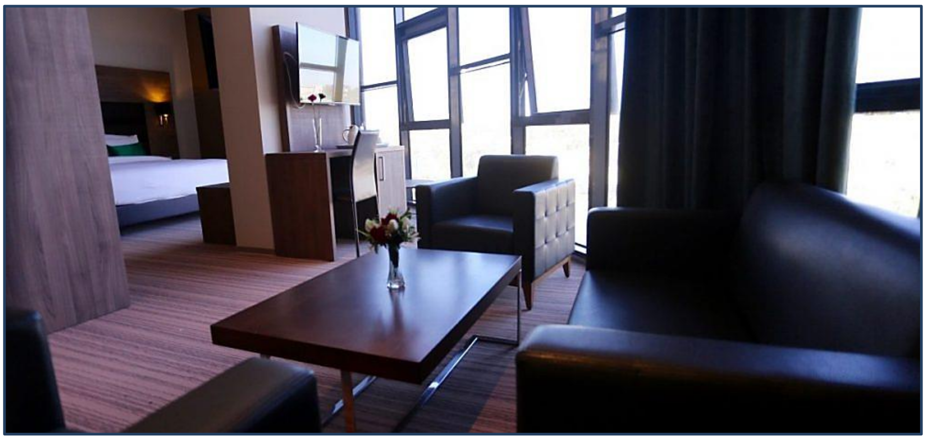


Figure 53: Zenith Lobby

Source: www.hotel-lezenith.com

"LIBERTE" HOTEL****

Figure 54: "Liberté" Hotel

- **Location**: Downtown Oran, Wilaya of Oran, Algeria (Western Region).
- **General description:**
  The hotel is located at the entrance of Oran El Bahia, its geographical position allows it to have a strategic location close to all amenities (5 min from the airport and industrial zones, 10 min from the city center of Oran and 15 min from the Oranian coast road).
  - ✓ 70 rooms and 10 suites.
  - ✓ 01 snack with external terrace.
  - ✓ 01 restaurant.
  - ✓ 01 fitness gym.
  - ✓ 01 hammam + 01 outdoor swimming pool (with a small pool for children).
  - ✓ 2 meeting rooms and a large banquet hall.

  (Agreement between Liberté Hotel and AOM INVEST for a future acquisition).
- **Status of the project**: 100%, currently operating.
- **Approximate investment cost**: €20 million (official exchange rate).
- **Owner**: Mohamed Afane
  E m.afane@hotelliberteoran.com
  M +213 661 201 144 | +213 550 900 651

Source: www.hotelliberteoran.com

“M'HIDDINE TERGA” RESORT

Figure 55: Hotel project “M’hiddine Terga Resort”

Source: www.ctm-terga.com

- **Location**: Terga - Wilaya of Ain Temouchent – Algeria (406 km west of Algiers) (25km from Ain Temouchent center).
- **Are located nearby**:
  - ✓ Zenata (Tlemcen) Airport is 70km away.
  - ✓ Es-Senia (Oran) Airport is 80km away.
  - ✓ The Spa resort of Hammam Bouhadjar is 25km away.
- **General description**:
  Thalassotherapy center located in the wilaya of Ain Temouchent, recognizable by its unique architecture, since the resort is shaped like a boat.
- **Resort facilities**:
  - ✓ 60 rooms and 12 suites
  - ✓ As well as 32 apartments (extension of the resort).

The resort has three restaurants:

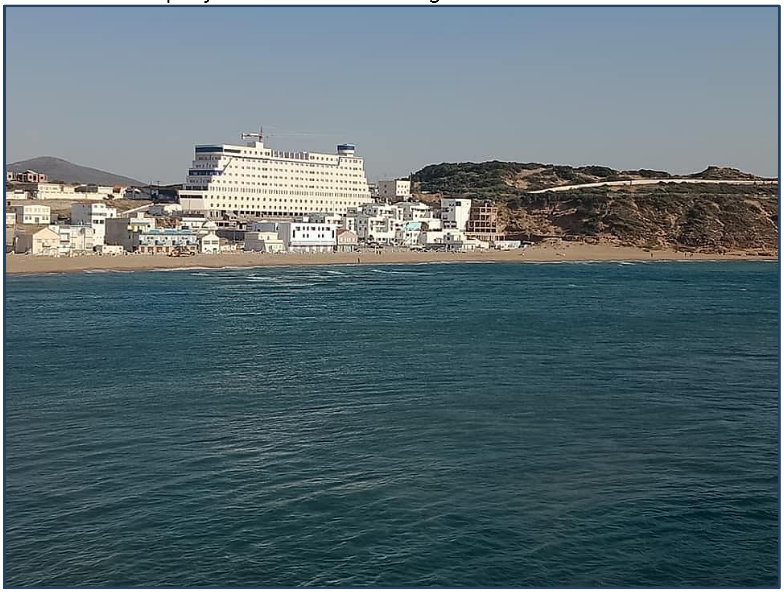
- ✓ For the general public: drugstore, its cafeteria and pizzeria
- ✓ 01 Gastronomic restaurant + 01 Special restaurant for residential customers

Also:

- ✓ A multi-purpose hall for conferences, wedding etc. + 01 nightclub

- **Status of the project**: 90%.
- **Approximate investment cost**: (€1.5 – €2.5 million)
  Contribution for the realization of the last finishing touches, playgrounds, as well as the development of the private beach. (oficial exchange rate).
- **Owner**: Mohamed-Lâarbi Benchabane,
  E mail@ctm-terga.com
  M +213 771 733 499 | +213 661 246 472.
  Firma: Ets M.L. BENCHABANE

Figures 56 & 57: other views of the hotel project "M'hiddine Terga Resort"



Source: www.ctm-terga.com

"RANIA LAND" (Mercure Hotel Project, Accor Group) **

Figure 58: Mercure hotel project "Rania Land"

- **Location**: Skikda, Wilaya of Skikda (471 km east of Algiers).
- **General description**:
  Managed by the company Rania Land LLC (Benkeniou Group), this hotel is realized in partnership with the Accor group, for the creation of a Mercure hotel, in the city center of Skikda.
  - ✓ 14 levels, including a first floor and 3 basements.
  - ✓ Establishment realized on a ground of 3.505m², located in the center of the city and surrounded by a forest of eucalyptus.
  - ✓ Built area of 13.848 m².
  - ✓ 178 rooms (including 10 suites, for a total of 219 beds).
  - ✓ 01 covered parking lot: 1400 m² (192 parking spots)
  - ✓ 01 outdoor swimming pool 250 m².
  - ✓ Sports fields: 350 m².

Catering:

- ✓ 01 panoramic restaurant (220 seats) + 01 Buffet restaurant (275 seats) + 01 Lounge
- ✓ 01 VIP Lounge + 01 cafeteria
- ✓ 01 Bar + 01 Nightclub

Business:

- ✓ 05 administrative offices
- ✓ 01 exhibition store of artisanal products + 01 tourism agency
- ✓ 01 business center

SPA:

- ✓ 01 gym
- ✓ 02 steam baths + 02 saunas
- ✓ 02 hammam + 02 massage rooms
- ✓ 02 relaxation rooms + 01 infirmary

And also:

- ✓ 01 banquet room (capacity: 176 people)

- ✓ 01 committee room (capacity: 97 people)
- ✓ 01 multi-purpose hall (capacity: 63 people) + 01 private room (capacity of 47 people)

- **Status of the project**: 90%
- **Approximate investment cost**: €5.2 million (official exchange rate), (Remaining works).
- **Owner**: Mohamed Amine Benkeniou
  E rania.land@gmail.com
  M +213 661 753 835 | +213 770 998 334

Figures 59 & 60: Mercure hotel project "Rania Land"

Source & ©: Rania Land LLC (Benkeniou Group)

MENZILI HOTEL & SPA **

Figure 61: Hotel project "Menzili Hotel & Spa"

- **Location**: Downtown Relizane (250 km west of Algiers)
- **General description**:
  Hotel complex composed of 125 rooms, located in the heart of Relizane.
  - ✓ 15 suites (junior and royal)
  - ✓ Surface of the complex= **5820 m².**
  - ✓ 01 restaurant (300 seats) + cafeteria
  - ✓ 01 Fitness center
  - ✓ 01 SPA (Jacuzzi, Hammam, Sauna)
  - ✓ 05 stores (hairdressing salon, travel agency, car rental agency, pastry store, handicrafts store)
  - ✓ 01 multi-purpose room (350 people)
  - ✓ 01 outdoor swimming pool for adults + 01 swimming pool for children
  - ✓ 02 parking lots (underground and outdoor)

A plot of land with a surface area of **7200 m²** is planned for the extension of the project, bringing the total surface area of the project to **13.808 m².**

- **Completion time**: 24 months
- **Start of works**: September 2018 (actively seeking funding to finalize the work)
- **Master of work**: GEO "Atelier" Algiers
- **Realization company**: LUCIOS Algeria,
  E info@luciosalgerie.com
  T+ 213 21 79 88 07
  W www.luciosalgerie.com

- **Status of the project**: In progress
- **Total cost of realization**: €17 million (official exchange rate).
- **Owner**: Djeriou Abdelhamid
  E complexe.menzili@gmail.com
  T +213 21 956 442 | M +213 5 60 281 109

Figures 62, 63, 64, 65 & 66: Hotel project, waiting area & hotel reception

Source & ©: LLC « SOCIETE HOTELIERE » MENZILI, Email: complexe.menzili@gmail.com

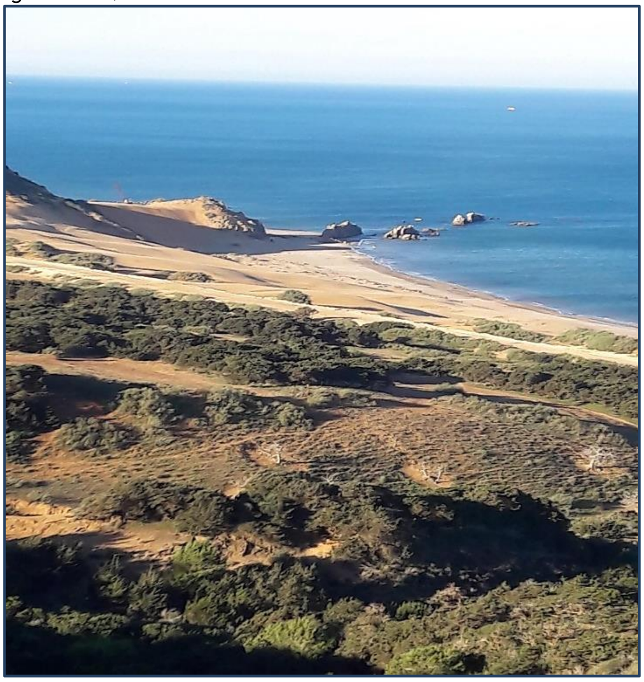
"CAP IVY" RESORT PROJECT

Figure 67: Hotel project "Cap Ivy Resort"

- **Location**: Cape Ivy Lighthouse – Mostaganem (350km west of Algiers)
- **General description:**
  Hotel project, with 8 hectares of land (deeded, building permit issued, approval issued, and civil engineering file approved). With private beach, located at the Cap Ivy lighthouse, in the wilaya of Mostaganem. (With land register).
  - ✓ 316 rooms
  - ✓ 84 apart-hotel (2 floors)
  - ✓ 30 bungalows (1 floor)
  - ✓ 01 wellness center (2 floors) with thalassotherapy
  - ✓ 01 Aqua park + 03 outdoor swimming pools
  - ✓ 12 premises for craft activities
  - ✓ Sports grounds + Playgrounds for children
- **Company to contact**: AOM INVEST
- **Status of the project**:
- **Total cost of realization**: €15- €20 million (official exchange rate).
- **Owner**: Badraddine Amine Boukhari
  M +213 771 502 996.

Figures 68 & 69: Aerial view of the project "Cap Ivy Resort" and overall view of the site

Figures 70, 71 & 72: Overall view of the site (8 hectares) - Cap Ivy – MOSTAGANEM



Source : © AOM INVEST photos, www.aom-invest.com

HOTEL RESORT "LES DUNES"

Figure 73: Hotel project "Les Dunes"

- **Location:** CAPE FALCON- ORAN
- **General description**:
  The complex program is solved through one podium that reaches the different levels of two accesses. As a result the podium elevates the whole hotel, and creates a special building shape resembling a stranded boat in the Mediterranean Sea.
  247 rooms, services, bar & restaurant, multipurpose rooms, recreative zones, SPA, located in Cape Falcon, Oran.
  The land was integrated as a contribution to the capital of the company DMR Promotion LLC, which is for sale. Building permit R+12, Extendable to 14, according to the approval of the Algerian Ministry of Tourism.
- **Parking spaces**: 532.
- **SITE:** 12.480 m²
- **BUILT:** 61.158 m²
- **Architectural office in charge**: DNA Barcelona Architects
  T+34.935.397.566,
  E info@dna-barcelona.com | marketing@dna-barcelona.com
- **Company in charge**: DMR promotion LLC
- **Status of the project**: In progress
- **Estimated cost of the project**: €15-20 million (official exchange rate).
  Owner: Djemai Mohamed Réda, Firma: DMR Promotion LLC
  E dinelec2@yahoo.fr

Figures 74, 75, 76, 77, 78, 79: 3D photos of the project, made by DNA Barcelona Architects

Source: www.dna-barcelona.com/projects/hotel-les-dunes

PHENICIA HOTEL***

Figure 80: Phenicia Hotel

- **Location:** Mostaganem (downtown)
- **General description**:
  This tourist complex is composed of:
  - ✓ 92 villas + 162 flats
  - ✓ a 78-room hotel with 03 swimming pools
  - ✓ a second hotel with 48 rooms
  - ✓ as well as a forest of more than 4 hectares, thus forming a huge tourist complex with a very attractive potential.
  - ✓ Close to the beach (300 meters)
  - ✓ Excellent opportunity for conversion into condos-hotels
- **Selling price**: €3.7 million (official exchange rate).
- **Status of the project**: Currently operating
- **Owner**: Mohamed BELKENADIL, company: EURL HOTEL PHENICIA
  T +213 45 42 01 50
  E contact@hotelphinicia.com | benadelyasmine13@gmail.com

Figures 81, 82 & 83: Various views of the complex

Source: AOM-Invest, www.aom-invest.com

TOURIST EXPANSION ZONE "LA MESSIDA"

Figure 84: Tourist Expansion zone "La Messida"

- **Location**: ZET (TEZ) « La Messida », Wilaya of El-Tarf (Wilaya located at the border of Tunisia, 80km from Annaba).
- **General description:**
  This project involves the construction of several hotels and bungalows, luxury villas, plus a center for entertainment.
  The ZET extends over more than 45 hectares, requiring an amount of 200 million dinars (€1.2 million) for its sanitation. Given the popularity of this destination, this project represents an ideal investment for the creation of a leading tourist destination.
- **Cost of investment:** €1.2 million for sanitation (official exchange rate).
- **Project Management Company**: ANDT (national tourism development agency, Institutional partner of AOM INVEST).
- **Status of the project**: Seeking funding
- **Owner**: National Tourism Development Agency (ANDT)
  T+213 21 37 60 43 | +213 23 20 87 08
  E contact@andt-dz.org | andt@mtatf.gov.dz
  Director of General Administration by ANDT: Meziane Talbi
  M +213 560 953 644

Figure 85: Messida beach views

Source: ANDT (national tourism development agency, Institutional partner of AOM INVEST), www.andt-dz.com

DOUAOUDA TOURIST VILLAGE

Figure 86: Douaouda tourist village

- **Location**: Colonel Abbas Beach, Douaouda - Wilaya of Tipasa (30 km from Algiers)
- **General description**:
  Project for the creation of a tourist village (land: 1.8 hectares), and composed of 36 cottages, for a total capacity of 216 beds.This village will be part of the "Colonel Abbas ZET", which covers 54 hectares, and will be composed of:
  - ✓ 36 cottages (2,340 m²)
  - ✓ 01 reception building (700 m²)
  - ✓ 01 Multipurpose room (500 m²) + 01 place dedicated to events (285 m²)
  - ✓ 01 restaurant-cafeteria (75m²)
  - ✓ 01 swimming pool (1290 m²) with showers and sanitary block (80m²)
  - ✓ 01 playground (870 m²) + 01 Parking (550 m²)
  - ✓ Green spaces (6680m²) (+ roads and traffic areas (4630 m²))
- **Estimated Cost of investment:** €5-10 million (official exchange rate).
- **Project Management Company**: ANDT (national tourism development agency, Institutional partner of AOM INVEST).
- **Status of the project:** Seeking funding
- **Owner**: National Tourism Development Agency (ANDT)
  T +213 21 37 60 43 | +213 23 20 87 08
  E contact@andt-dz.org | andt@mtatf.gov.dz
  Director of General Administration by ANDT: Meziane Talbi
  M +213 5 60 953 644

Figures 87, 88: location of the site and development plan of the village

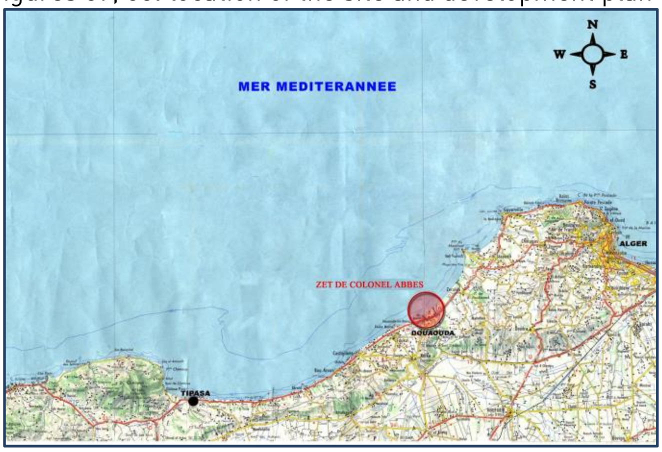


Figure 89: Pool view/ snack bar

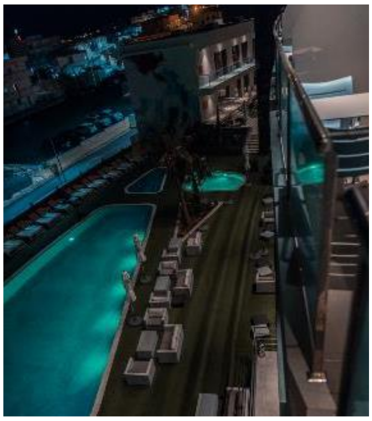
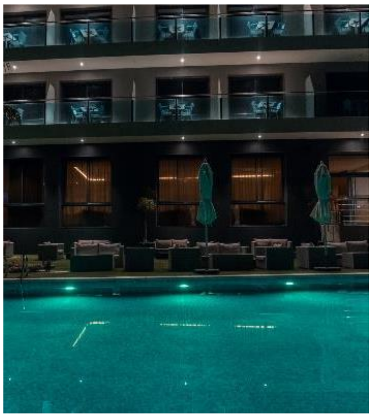
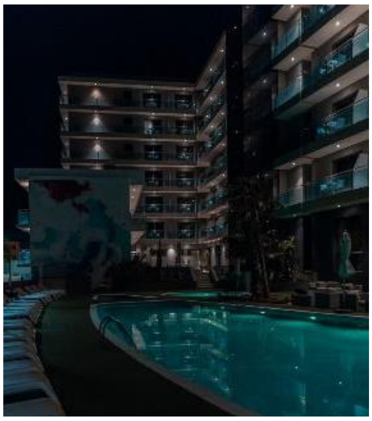
Figure 90: Multipurpose room view

Source: ANDT (national tourism development agency, Institutional partner of AOM INVEST), www.andt-dz.com

AZ-HOTELS „AZ GROUPE“

Figures 91, 92, 93, 94, 95, 96 & 97: Pools & terrace views, „AZ-Hotels Le Zephyr“in Mostaganem:



Source & ©: AZ-Hotels Groupe, www.azhotels.com.dz (Mr Chwki HADJ LAZIB, Sales Manager)

- **General description**: AZ-Hotels Group is a 100% Algerian Hotel chain. The Group currently has 7 hotels in operation and an Aqua park in the city of Mostaganem; one of the hotels is a 5* Hotel in the city of Oran, called "Grand Hotel Oran", which opened at the end of 2020.
  AZ-Group is currently building two large shopping centers in the cities of Oran and Mostagamen in the west of the country. Several other projects were planned by the group in several cities across the country but are currently pending due to the Covid-19 pandemic.
  AZ-Hotels brand:
  ✓ AZ HOTELS ZERALDA, Algiers
  ✓ AZ HOTELS KOUBA, Algiers
  ✓ AZ HOTELS VAGUE D'OR, Algiers
  ✓ AZ HOTELS VIEUX KOUBA, Algiers
  ✓ AZ HOTELS LE ZEPHYR, Mostaganem
  ✓ AZ HOTELS LE MONTANA, Mostaganem
  ✓ AZ HOTELS GRAND ORAN, Oran
- **Project Management Company**: AZ-Hotels Groupe
- **Company in charge of turnkey construction:** Indeco Global Spain.
- **Owner**: AZ-Hotels Groupe
  E ramdane.sadoun@azhotels.dz
  Manager and Director of all projects by AZ-Hotels Groupe: Ramdane Sadoun
  M +213 550 016 666 | +213 561 660 020
  E chawki.hadjlazib@azhotels.dz
  Sales Manager by AZ-Hotels Groupe: Chawki Hadj Lazib
  M+213 560 901 836

These projects described above represent very attractive investment opportunities regarding their state of progress (some are already in operation), having been the subject of an opportunity analysis process initiated by AOM INVEST.

However, many projects are currently being analyzed and will be the subject of a detailed presentation during meetings with foreign investors.

Also, many actors in the tourism sector have been mandated by AOM INVEST to provide other attractive projects by summer of 2021.

In Algeria, certain steps and/or constraints must be taken into account during the realization of a viable tourist project:

- ✓ First of all, the Algerian partner will have to manage the institutional part (relationship between the different institutions in place, such as the Ministry of Tourism, the Daïras (town halls) and Walis (provincial governors), etc.; since these institutions remain often more sensitive to the arguments of local partners, rather than foreign ones.
- ✓ Secondly, certain institutional agreements and permissions will have to be granted by them later on, especially at a local level (some localities are sensitive to informal speeches, while others might have experience and background with local investors in the regions).
- ✓ Finally, the project leader will have to submit his business plan, in order to formalize his project with investors and obtain the green light for his project proposal from the Ministry of Tourism, which will evaluate the investment project according to their different criteria.

Algeria possesses a business environment which is as attractive as it is particular, given that it is essential for a foreign investor to have an experienced Algerian partner in the local market, especially in the tourism sector. This experience and expertise will enable projects to get unblocked and to receive the go ahead quicker as this might happen otherwise. Despite the COVID-19 pandemic, we currently experience a period in which the Algerian government remains attentive to the needs of the tourism sector, and in particular is willing provide aid and help for the recovery of this strategic sector; this also works coordination with the master plan for regional development SDAT horizon 2030.

8. CONCLUSION

Algeria and its tourist business find themselves in 2020/21 in a state of emergency due to Covid-19.

To get out of its dependence on hydrocarbons, Algeria has decided to revive the tourist sector, which has been in great difficulty since the 1980s. As a result, numerous measures to accompany tourist investment have been proposed, as well as laws which are increasingly favorable to FDI (Foreign Direct Investment).

The government promotes investments and grants privileges in terms of taxation and attractive credit lines for investors. Therefore, it seems essential for investors, national or foreign, to seize their opportunities: a vast country, endowed with exceptional, rare, diversified and unique landscapes, requesting massive investments throughout the national territory. In the 1970s, Algeria was a rare pearl of world tourism, often called "Little California" during the 1950s: Algeria has always been a great land of tourism, its history proves it and despite a few difficult decades, the country will regain its luster of the past, encouraging national and foreign investment in the tourism sector by 2030, since it also has a strong homebase of 44 Mio. Inhabitants, which also are tourists during their time of vacation!

AUSSENWIRTSCHAFT AUSTRIA

AUSSENWIRTSCHAFTSCENTER ALGIER
17, Chemin Abdelkader Gaddouche
DZ-16035 – Hydra, Algiers, ALGERIA
T +213 23 47 28 21
E algier@wko.at
W wko.at/aussenwirtschaft/dz