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Sustainable tourism and environment valuation of the heights and coastline of the Edough massif: diversity and strategies of actors

Zennir R., Derradji S. E., Guessoum D. E. **Zrównoważona turystyka i ocena środowiska wyżyn i wybrzeży masywu Edough: różnorodność i strategie zainteresowanych stron.** Niniejsze opracowanie dotyczy aktualnego tematu: turystyki w Algierii, a w szczególności w mieście Seraidi, które należy do północno-wschodniej części Annaby. Rzeczywiście, w kontekście otwarcia i globalizacji, bardziej niż kiedykolwiek, zainteresowanie tematem jest oczywiste. Gospodarka Algierii opiera się obecnie głównie na eksporcie węglowodorów. Biorąc pod uwagę nieprzewidywalne wahania na rynku węglowodorów i wyczerpywanie się jego rezerw, znalezienie alternatywnych źródeł finansowania wydaje się być dla kraju poważnym problemem. W porównaniu z krajami sąsiadującymi, takimi jak Tunezja i Maroko, gdzie turystyka, oprócz znacznego potencjału, odgrywała ważną rolę w gospodarce, sektor turystyczny może stanowić alternatywne rozwiązanie dla ożywienia gospodarczego w Algierii. Z tych powodów rząd algierski zaproponował szereg reform pod nazwą "Horyzont 2025" w celu wzmocnienia i promowania sektora turystycznego. Wilaya w Annabie, a przede wszystkim miasto Seraidi, mieszczą się w ramach tej reformy i korzystają z kilku projektów planowanych zarówno w perspektywie krótko-, jak i długoterminowej. Seraidi stanowi zatem praktyczne studium przypadku w ramach tego artykułu, będące przykładem wysiłków Algierii zmierzających do przekształcenia gospodarki. Przeprowadzono badanie terenowe z wykorzystaniem różnych narzędzi naukowych w celu zebrania danych dotyczących polityki gospodarczej, a także danych społeczno-kulturowych, które były bardzo interesujące, by potwierdzić lub zaprzeczyć wszelkim dotychczasowym założeniom. Celem tego badania jest również określenie potencjału i ograniczeń, które wpływają zarówno na region, jak i na sektor turystyczny. Badanie dotyczące turystyki w Seraidi odzwierciedla specyfikę regionu i pozostaje w ogólnym zakresie tematem promocji turystyki w Algierii.

Зеннир Р., Дерраджи С. Э., Гуэссоум Д. Э. **Устойчивый туризм и оценка окружающей среды возвышенностей и береговой линии массива Эдоу: разнообразие и стратегии участников.** Настоящее исследование посвящено актуальному вопросу: туризму в Алжире и, в частности, в городе Сераиди, который относится к вилайе СВ части Аннаба. Действительно, в условиях, как никогда ранее связанных с открытием и глобализацией, интерес к этой теме очевиден. Сегодня экономика Алжира в основном базируется на экспорте углеводородов. Учитывая непредсказуемые колебания рынка углеводородов, а также истощения их запасов, поиск других альтернативных финансовых ресурсов представляется очень серьезной проблемой для страны. По сравнению с соседними странами, такими как Тунис и Марокко, где туризм является очень важной составляющей их экономики, туристический сектор может представить альтернативное решение для экономического подъема Алжира. По этим причинам Алжирское правительство предложило несколько реформ под названием "Горизонт 2025" с целью укрепления и развития туристического сектора. Вилайя Аннаба и особенно город Сераиди попадают в рамки данных реформ и пользуются преимуществами нескольких проектов, запланированных как на краткосрочную, так и на долгосрочную перспективу. Таким образом, Сераиди представляет собой практический пример, в рамках данной статьи, для реализации алжирских усилий по экономическому пе-

реключению. Было проведено полевое исследование с использованием различных академических инструментов для сбора данных по экономической политике, а также социально-культурных данных, которые представляли большой интерес для подтверждения или опровержения любой гипотезы, выдвинутой ранее. Данное исследование также направлено на выявление потенциалов и ограничений, влияющих на регион и воздействующих на сектор туризма. Исследование туризма в Сераиди отражает специфику региона, оставаясь в общих рамках темы продвижения туризма в Алжире.

Zennir R., Derradji S. E., Guessoum D. E. **Al-siaha al-mastadama wataziz baya mertefat wa sahel katla El edog schrie: tanoa wastratigiat al-jahat al-faala.** yehdef hudha al-amel elly maalja kodia saes: siaha fe al-gazair webschkel akther tahdeda fe madina al-sraidier al-tabea loulaya anaba. wallowagaa an ahtimam hudha al-modhawaa adamid akther minn ei waqt mouda balanftah walema. yatamad alaqtasad al-jazairi elioum beshkel asasi ola tasdir el-hidrokrbonat. hudha almord les abdea yadfa al-balad elly al-bahth an massadir akhra laldakhl. siaha he bedil meham ‘khassa idha nazarna elly moghrab wattons majourine ‘memma yateha mcana hyoya fe agtesadehma fe hayne an faeda al-gazair list swe jaza sghaier minn siaha fe al-bahr al-abeedh al-mutawst. kel hudha dafa al-hakkuma al-jazairia elly eqtrah al-adid minn el-islam alti yatlok ola acherha asem "afaq 2025" lataziz al-qattaa wallenhouhd beh. watqa walaya anaba vakhasa balada al-sareedi fe ettar al-islam hudha wetstfed minn al-adid minn al-masharia mokhtata laha ola meda al-qusayer oa al-tawil. fe hudha al-amle atkhathna minn al-sareedi hala amlia lefdhah hudha al-tahol fe alaqtasad al-jazairi walbled beshkel am. luqud agrena massha medania ostekhdmena doumai al-adwat al-akadimiya lajma al-bayanat hawl al-siyasa alaqtasadia, wilkin asada al-bayanat alajtamaaia schgafia alti kant dhat uhmia kabira latakid oa dahd fardiatna. yehdef hudha al-amel asada elly alekshef an alemkanat walchiod alti touther ola al-montaqa vatother ola qatau siaha. wabaltali fin durasa siaha al-saridi he durasa hala tauks khosousayat al-montaqa ma baqaiha demen el-ittar al-am lamoudoua al-turwij lilsiaha fe al-gazair.

Key words: tourism, promotion, strategy, potential and constraints, Seraidi

Słowa kluczowe: turystyka, strategia, potencjał i ograniczenia, Seraidi

Ключевые слова: туризм, стратегия, потенциал и ограничения, Сераиди

kilmat al-miftahia: siahas, al-truig, al-astratijia alemkanate wa el maaoukati, saridi

Abstract

The present study is to address a topical issue: the tourism in Algeria and more specifically in the Seraidi town, which is belonging to the wilaya NE of Annaba. Indeed, in a context more than ever with the opening and globalization the interest of the subject is obvious.

The Algerian economy today is mainly based on the hydrocarbons export trading. Following the unpredictable fluctuation of the hydrocarbon market as well as the depletion of its reserves, the search for other alternative financial resources seems to be a fatal issue for the country. Compared to neighboring countries such as Tunisia and Morocco where tourism has given vital dose for their economy in addition to the important tourist potential of Algeria, the tourism sector can present an alternative solution for the Algerian economic boost.

For these reasons, several reforms have been proposed by the Algerian government entitled

“Horizon 2025” in order to enhance and promote the tourism sector. The wilaya of Annaba and especially the town of Seraidi fall within this framework of reform and take advantage of several projects planned both on short and long term.

Seraidi thus represents a practical case study, within the framework of this article, to realize an example of the Algerian efforts of economic switch.

A field survey has been carried out using different academic tools to collect data on economic policy but also socio-cultural data that have been of great interest to confirm or disprove. Any hypothesis has been given before. This study also aims to identify the potentials and constraints affecting the region and influencing the tourism sector.

The study of tourism in Seraidi reflects the specificities of the region while remaining within the general framework of the theme of promotion of tourism in Algeria.

Introduction

Algeria has assets and tourism resources that can make it a very important pole of attraction (BOUHELOUF, HADJIEDJ, DUBOIS, 2019). This is due first to its strategic geographical position.

Then to the richness of its contrasting natural relief, composed on first side of 1200 km of Mediterranean coast in the north, and on the other side by more than two million square kilometers of Sahara in the south. Finally, we must not forget the different mountain ranges and the vast forests that spread from the east to the west of Algeria, which offer a multiplicity of landscapes (GHODBANI, KANSAB, KOUTI, 2016).

This natural wealth is accompanied by a diversity of cultures, customs and traditions, all these characteristics pushed the French colonizer to be interested in the tourist sector since the beginning of the colonization. Algeria has seen during this period the arrival of several tourist excursions from Europe (ZYTNIKI, 2013).

In 1962 and after its independence, Algeria started to reorganize the tourism's sector in order to get him good place in economy.

Indeed, in 1966, the tourism charter was published, which defines the objectives, the means and the methods of tourism development in Algeria. This plan foresees to take into account the tourism sector in the heart of the development program adopted by post-colonial Algeria, starting with the three-year plan (1967–1969), passing by the first four-year plan, the second four-year plan, the first five-year plan and arriving at the second five-year plan (WIDMANN, 1976).

During these various stages, the tourism sector has occupied the last places in terms of investment compared to other sectors.

This lack of financing is reflected negatively on the indicators of the tourism sector, namely the number of the involved family, the new jobs, and the human and monetary inflows that were not all at the level of the indicators in the states of the territories.

Algeria has not made great efforts in tourism because it had oil and gas which constituted the main income for the Algerian economy (CHABANE, 2010), then all the effort was for industry and education, unlike our neighbors, who had no oil. Also since the black decade in the 90's Algeria has conveyed an image of state characterized by instability, insecurity, and terrorism. This image, which the country has not managed to get rid of completely until today, has a negative influence on the attraction of tourists to Algeria (MORGANE, 2021).

All this has pushed the public authorities to think again about the development policy of the tourism sector in Algeria.

Tourism is an important sector for the realization of the development objectives and is considered for several countries as the main income for the national economy, the dynamism of the tourism sector; its important direct and indirect effects on the economies of developing countries in particular, make this sector a particularly vital means of development. It is indeed one of the most dynamic economic sectors.

Annaba, the city of the Algerian North East, has a tourist potential that is commensurate with its geographical position on the coast and its mountainous relief. Its corniche and its coast offer the best opportunities for seaside tourism. As for the commune of Seraidi, which culminates at 3307 foot, it remains a major potentiality for the tourism of mountain and climatic. Three areas of tourist extension exist:

- Corniche of Annaba (Cap de Garde): 375 ha,
- Bay of the West (Chetaibi): 382 ha,
- Djenane El-Bey (Oued Begrat, Seraidi): 137 ha.

Annaba has important tourist infrastructures including 13 classified hotels, 30 others not classified, and 60 in the process of completion, 20 classified restaurants, 14 travel agencies of which the most famous is the ATS agency (Algerian Travel Services).

Among the areas having, a tourist potential in Annaba is the commune of Seraidi (ex Bugeaud) which is a forest village, located on the heights of the Edough massif at 850 meters of altitude and barely 13.3 kilometers from

Annaba, this town has many attractive tourist assets where several types of tourism can develop: bioclimatic tourism, mountain tourism, forest tourism, relaxation tourism, health tourism, beach tourism and sports tourism, although until today, the Algerian cities remains a destination little coveted by tourists, far behind Morocco and Tunisia (*Annual report of the Euro-Mediterranean Network of Investment Promotion Agencies*). This observation is based on the weak and strong points of Algerian tourism.

Algeria ranks 147th out of 174 countries (annual report of the Euro-Mediterranean Network of Investment Promotion Agencies), on the other hand, Morocco and Tunisia have focused on investment in hotel infrastructure. As result, they represent the most attractive destinations in the Mediterranean basin.

Henceforth, in order to catch up, Algeria has adopted a new tourism policy called “Vision 2025”. The objective of this strategy is to create favorable conditions for the take-off of Algerian tourism. This vision was concretized through “the master plan of tourist development – SDAT 2025” elaborated by the mini-

stry of land planning of the environment and tourism (MEGHZILI, 2015). This sector which represents an important alternative to the hydrocarbon industry which is the basis of our economy (BENYAHLOU, BOUDJANI, 2020).

It is in this context that we chose to take the zone of tourist expansion the commune of Seraidi located in the wilaya of Annaba, like case of study for our work, which is articulated around the following axes:

- What are the natural and material tourist potentialities in the commune of Seraidi?
- What are the constraints that hinder the development of tourism in the commune of Seraidi?
- To what extent can the existing tourist facilities of Seraidi satisfy the needs of the commune, and are they compatible with the relief of the city?
- What are the strategies and perspectives taken by the actors for the expansion of the tourist activity in Seraidi?
- What are the mechanisms that govern the complementarity between urban promotion and tourism promotion? (Fig. 1).

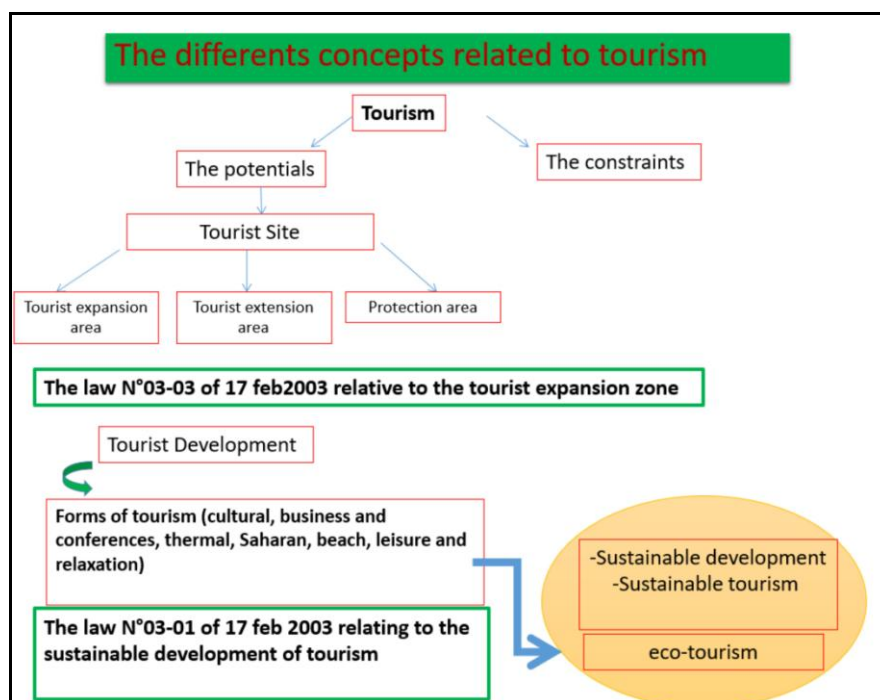


Fig. 1. The different concepts related to tourism

Rys. 1. Różne koncepcje związane z turystyką

Рис. 1. Различные концепции, связанные с туризмом

(source – źródło – источник: R. Zennir, 2014)

In order to propose some lines of research, we are going to propose some research hypotheses:

- There are several obstacles that slow the development of tourism in the commune. Among these obstacles, we can mention the most important ones:
 - Natural constraints such as the mountainous character of the site and the difficulty of access.
 - Material constraints characterized by the lack of necessary infrastructure.
 - The conservative character of the Seraidite community slows down any tourist activity.
 - The urban projects must be adapted to the typology of the relief of the commune and must respond to its natural potentials of the region.
- The urban projects must be compatible with the different types of tourism whose development is possible such as bioclimatic tourism, health tourism, sport tourism.

Materials and methods

This study aims to highlight the various potentials and spatial or a-spatial constraints that the municipality of Seraidi and its chief town has. And also to show the possibility of developing several types of tourism in this town due to the diversity of natural heritage (mountain, forest, sea), in a general purpose to demonstrate the economic importance of the development of the environment of the heights and coastline of the Edough massif in order to achieve a sustainable tourism for the development of the region and the country

The field survey was the basis of our approach during this study. The quantitative aspects related to the tourist phenomenon in Seraidi are analyzed through geographical databases of the region.

We have elaborated some principal questions whose choice of takes into account the

main axes of our problematic and that allowed us to support our hypotheses, to confirm or to deny them, our questionnaire is composed of three headings:

- The first concerns the opinion of the inhabitants of Seraidi on the state of the infrastructures and the existing tourist facilities.
- The second concerns the opinion of the local inhabitants of the city on tourism.
- The third one concerns the tourists and aims at measuring their level of satisfaction.

The number of copies distributed on the inhabitants and the different administrations of Seraidi is 400 copies and the number of copies recovered is 350 copies, and for the questionnaire distributed on the tourists the number of copies is 150 copies were distributed in key places such as the base of the cable car, the hotels and the beach of Oued Bagrate. All copies were filled out on the spot and additional interviews were added to clarify certain points with them.

In addition, we will use the information obtained from official companies and directorates in charge of the urban planning and tourism sector, for example: the World Tourism Office WTO, the National Statistics Office ONS, the National and Regional Agency of Annaba for Tourism Development ANDT.

Study area

Seraidi (ex Bugeaud) is a forest village located on the heights of the Edough massif at an altitude of 850 m a.s.l. and barely 13.3 km from Annaba (Fig. 2). This municipality has many attractive tourist assets where several types of tourism can be developed: bioclimatic tourism (Photo 1), mountain tourism (Photo 2), forest tourism (Photo 3), health and relaxation tourism, sports tourism, and beach tourism (Photo 4).

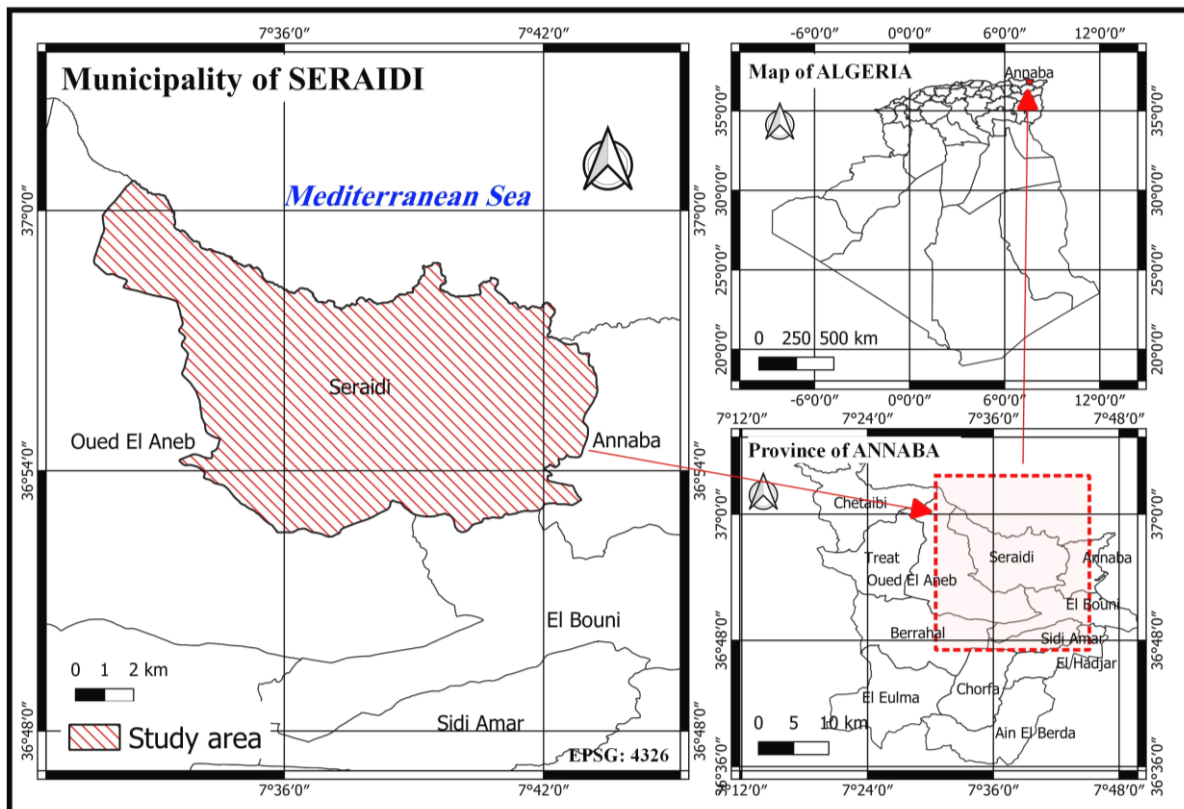


Fig. 2. Geographical situation of the municipality of Seraïdi

Rys. 2. Sytuacja geograficzna miasta Seraïdi

Рис. 2. Географическая обстановка муниципалитета Сераïди

(source – źródło – источник: realized by the authors, 2022 – opracowanie autorskie, 2022 – авторская разработка, 2022)

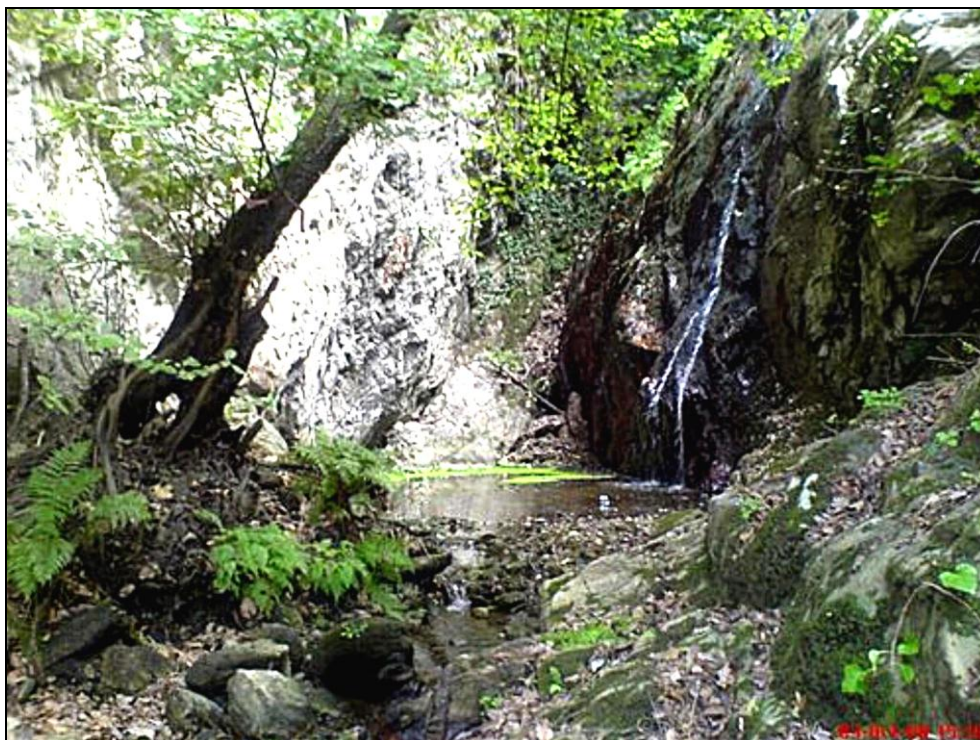


Photo 1. Bioclimatic tourism
 Fot. 1. Turystyka bioklimatyczna
 Фот. 1. Биоклиматический туризм



Photo 2. Mountain tourism
(snow)

Fot. 2. Turystyka
górska (śnieg)
Фот. 2. Горный
туризм (снег)



Photo 3. Forestry
tourism

Fot. 3. Turystyka
leśna
Фот. 3. Лесной
туризм



Photo 4. Seaside
tourism
Fot. 4. Turystyka
plażowa
Фот. 4. Пляж-
ный туризм

(source of all pho-
tos: field survey)

Results and discussion

A natural tourist potential to valorize

The climate of Seraidi is a humid climate with an important pluviometry and a mild temperature in the annual average (Station of meteorological of Seraidi, and survey on ground), which assures a pure and fresh area throughout the year, in the winter, from time to time it snows what results a remarkable tourist attraction.

Moreover, the forest occupation of the commune with its 1025 ha (Domaine of forests of Seraidi) which represents 75% of the territory in general, this heritage plays a primordial role in the balance of the bio-vegetal ecosystem and the protection of the slopes from erosion (see: photo 3).

It also offers an asset for forest tourism for walks and picnics and camping areas.

The municipality of Seraidi has beaches; the most coveted is that of Oued Bagrat (Photo 5),

which is located in the extreme east of the town. It is accessible by two roads, the first is the old road of the city of Seraidi very picturesque in the middle of cork oak, oak Zen and maritime pine in poor condition, the second road is connected directly to the city of Annaba through Ain Achir.

This beach is still in a wild state, although it is classified as the most frequented beach of the wilaya of Annaba.

The beach of Oued Afriss is located at 15 km from the city of Seraidi, less important than the beach of Oued Bagrate but which does not lack splendor, it is still in a wild state, the problem of access is a constraint on the use of the beach.

There is also the beach of Ain Barbar (Photo 6), which is located west of the town, 30 km from the city of Seraidi; it offers a wealth of wildlife and forests. It is surrounded by mountains and covered with forests of various species-giving rise to a unique landscape, but it is little coveted due to the rocky nature of its sands.



Photo 5: Beach of Oued Bagrat
 Fot. 5. Plaža Oued Bagrat
 Фот. 5. Пляж Уэд Баград
 (Source – źródło – источник: taken by the author, 2019)



Photo 6. Beach of Ain Barbar
 Fot. 6. Plaža Ain Barbar
 Фот. 6. Пляж Аин Барбар
 (Source – źródło – источник: Tourism Department of Annaba)

Materials potentials (Tourist equipments)

Hotel El Mountazah 3*

With 102 rooms and residences, a true architectural masterpiece of Mediterranean style (photo 7 and 8).

It remains the only hotel with a high number of guests and receives mass visitors regularly throughout the year.

Its sumptuous swimming pool and the panoramic view that it offers on the immense forest of Oued Bargat will seduce the visitor of the hotel.

El Djazair Hotel

Private hotel of 30 rooms, but it is not as frequented as the hotel of "El Mountazah" (photo 9).



Photo 7 and 8 – Fot. 7 i 8 – Φοτ. 7 и 8: El Mountazah hotel (source: Tourism Department of Annaba)



Photo 9 – Fot. 9 – Φοτ. 9: El Djazair hotel (source: field survey)

There is also the Preventorium that can be considered as an equipment for health tourism. Create because of climatic potentiality of the area, it is specialized in physical medicine and rehabilitation.

As a means of connection with the city of Annaba, there is the line of the cable car this line of Sidi harb-Seraidi, which crosses the mountain thus offering panoramic sights on the solid mass, and the plain of Annaba, this cable car is regarded as a means of transport and at the same time a means of tourist attraction (Photo 10).



Photo 10. Seraidi cable car (source: photo – Tourism Department, text – by the author from the survey data)
Fot. 10. Kolejka linowa w Seraidi (źródło: fot. – Tourism Department, tekst – autorzy na podstawie danych z ankiet)

Φοτ. 10. Κανатная дорога в Сераиди (источник: фото – Tourism Department, текст – на основании данных опроса)

| Tourism | Transport |
|---|--|
| It remains an important element in bringing visitors and tourists to the city of Seraidi. | 74.18% of the population is satisfied with its services and recognizes its role in reducing the transportation crisis. |

Human potential (social and economic characteristics)

According to the direction of planning and land, use of Annaba (DPAT), the number of inhabitants 7752 inhabitants at the end of the year 2010.

The average occupancy rate per unit in the municipality is 4.2

- Number of households is: 1845 households.
- Youth index Pop -of 30 years: 52, 81%.
- Old age index Pop +of 60 years: 8, 81%.
- Literacy rate: 82.8%.
- Illiteracy rate: 16.2%.

This literacy rate allows the relatively young and educated population of Séraïdi to understand the main issues of tourism in the region.

The constraints can slow down the tourist activity in Seraïdi

After our survey and observation of our study area, we were able to arrive at results, which answered our questions and confirmed or denied our initial hypotheses. However, regarding the constraints can slow down the tourist activity in the town of Seraïdi, we were able to distinguish two types of constraints (spatial and A – spatial), which we have listed in the table 1.

Table 1. The constraints can slow down the tourist activity in Seraïdi
 Tabela 1. Ograniczenia spowalniające działalność turystyczną w Seraïdi
 Таблица 1. Ограничения, замедляющие туристическую деятельность в Сераïди

| Spatial constraints | A – spatial constraints |
|---|---|
| 1 – Relief : - Forest conservation limiting the extension of developments, - the uneven nature of the relief and its steep slopes (see Fig. 3), - Which contributes to the inaccessibility of some parts of the region. | 1 – Climate : - Climatic changes often have negative repercussions on tourist activities, such as the interruption of traffic due to snow. |
| 2 – Agricultural lands: - The occupation of some parcels of agricultural land can slow down the tourist extensions. | 2 – Transportation problem especially towards the beach of Oued Bagrate, this region is not served by public transport. |
| 3 – The urban land : - The urban lands constitutes a real obstacle in front of any type of development whatever it is. And in particular because the majority of the grounds are of forest nature. | 3 – Material constraints : - are characterized in the flagrant lack of the necessary infrastructures. On the other hand, the delay in the realization of the planned projects constitutes an additional constraint. |
| 4 – Forest fires | 4 – The high cost of tourist services. |

(source – źródło – источник: realized by the authors – opracowanie własne – собственная разработка)

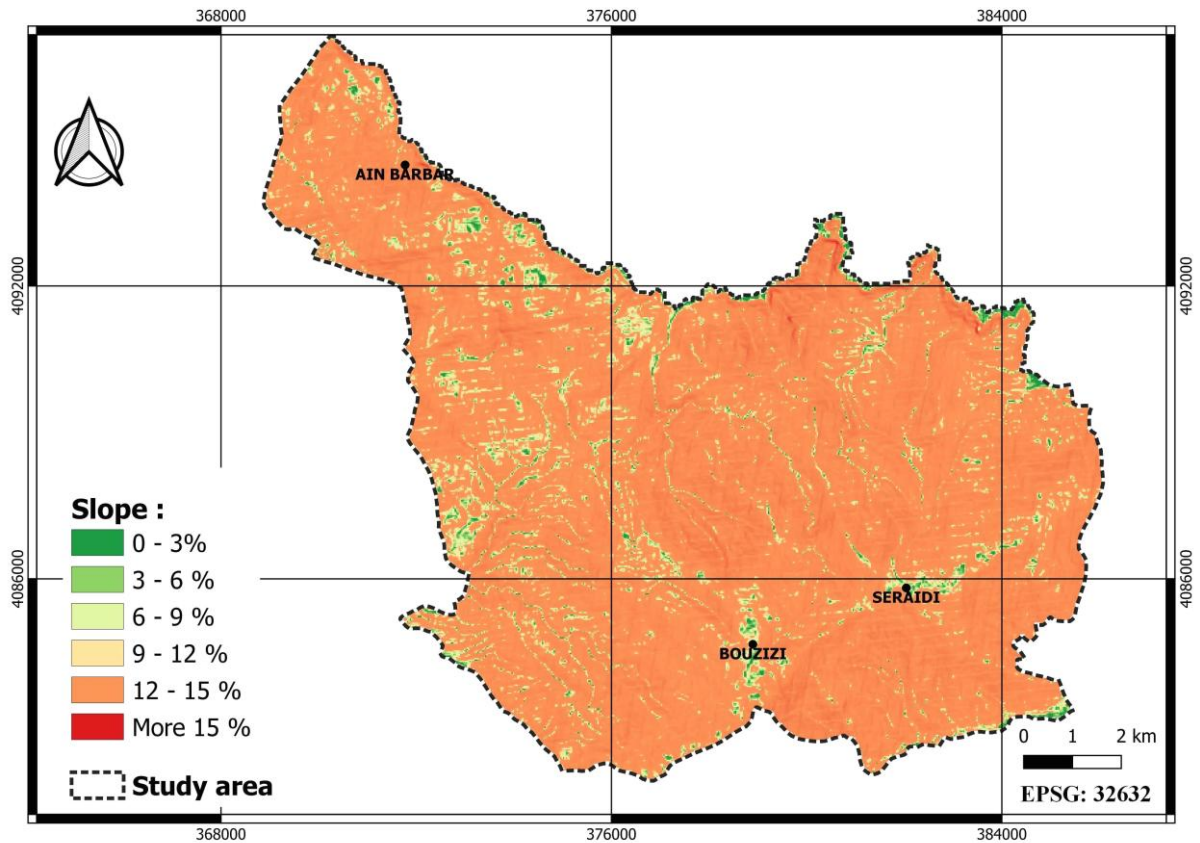


Fig. 3. Slopes of Seraidi (realized by the authors, 2022)
 Rys. 3. Nachylenie stoków w Seraidi (opracowanie własne, 2022)
 Рис. 3. Уклон склонов Сераиди (собственная разработка, 2022)

Results of the survey with residents and tourists

After our questionnaire distributed on the tourists, that we met at the various sites of the town, we could know the most important motivations of choice of Seraidi by these tourists,

it turned out that people visit Seraidi a little more for its mountains and when it snows with 41%, and then 39% chose it for the beach of Oued Bagrat, and also 20% prefers it for its forests, in particular when the weather is good (Fig. 4).

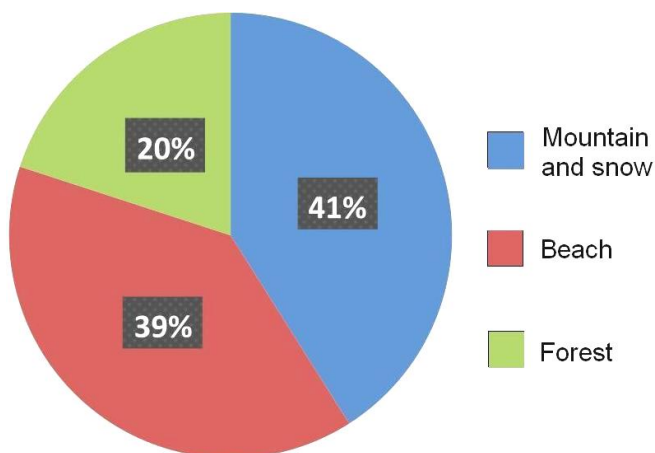


Fig. 4. Main motivations of tourists visiting Seraidi
 Rys. 4. Preferowane miejsca turystów przyjeżdżających do Seraidi
 Рис. 3. Предпочитаемые места туристов посещающих Сераиди

The problem of transport in the village is not a problem according to the inhabitants, but for tourists it is a major problem, as it is quite rare especially towards the beach of Oued Bagrate where there are no lines leading to this beach. Moreover, the high prices of accommodation in the hotel “el Mountazah” and hotel “el Djazair” and also the lack of tourist facilities as well as the high prices of meals in restaurants especially during the summer period constitute ad-

ditional obstacles against the development of tourism in the region (Figs 5 and 6).

About the security, which is an essential element for tourism, according to our survey Seraidi is a secure tourist city that puts its population as well as visitors and tourists at ease. The city of Seraidi does not record any major problems, apart from a few thefts and some rare aggressions in places far from the city center.

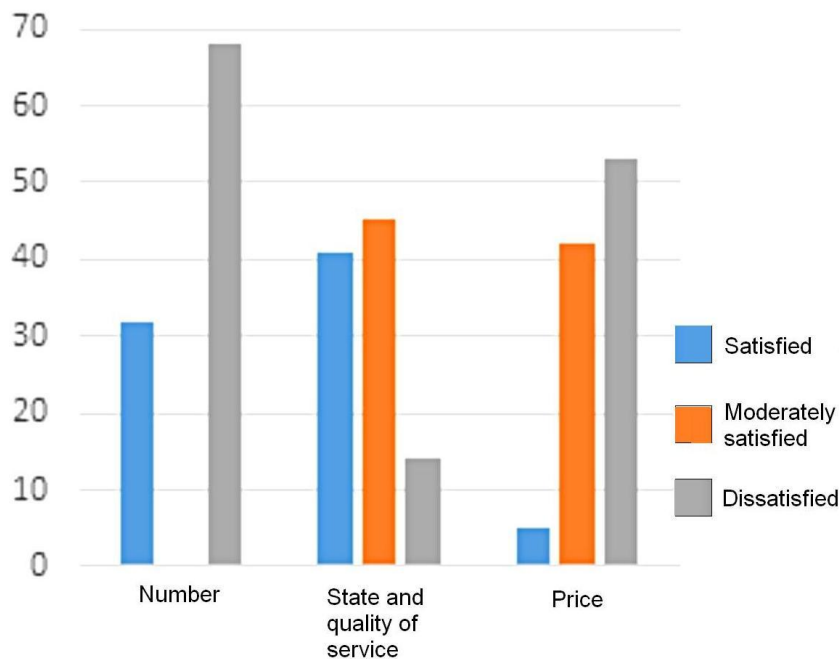
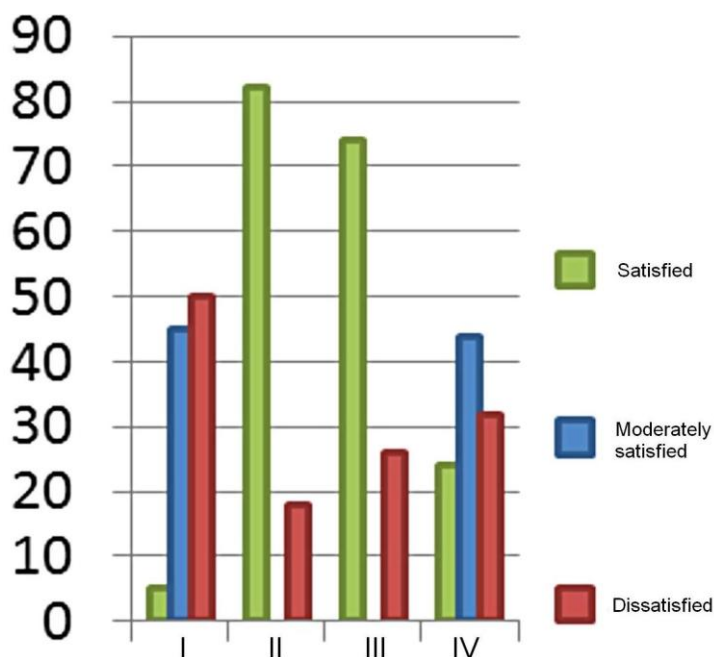


Fig. 5. Level of satisfaction of residents with tourist facilities

Rys. 5. Poziom zadowolenia mieszkańców z udogodnień turystycznych

Рис. 5. Уровень удовлетворенности жителей туристическими удобствами



I - road network, II - transport, III - security, IV - urban moped

Fig. 6. Level of satisfaction of the inhabitants with respect to the different urban conditions

Rys. 6. Poziom zadowolenia mieszkańców z różnych uwarunkowań miejskich

Рис. 6. Уровень удовлетворенности жителей различными городскими условиями

According to 73.64% of the population questioned, the city of Seraidi is calm and secure because the services of the gendarmerie ensure a perfect job.

On the other hand, our field survey allowed us to notice the presence of some elements of urban real estate that have a **positive** aspect such as:

- The trees implanted on the sidewalks.
- The public lighting is in good condition because it was recently renovated.
- The benches are located on the renovated sidewalks in the entrance of the city.

On the other hand, other aspects are **negative** such as:

- The degradation of the sidewalks in the secondary districts, absence of benches and deterioration of the electricity.
- The public lighting of the road that connects Annaba to Séraïdi is dilapidated and sometimes is not functional.
- The lack of garbage cans on the sidewalks.

The prospects of expansion of the tourist activity

Within the framework of the development strategy adopted by the Ministry of Regional Planning, Environment and Tourism by 2025, huge projects are planned for the Oued Bagrate the tourist extension area in the town of Seraidi. According to the regional tourism development agency of Annaba (*ANDT*, 2011), the main indicators of the the tourist extension area are as follows:

- Total area: 1375 hectare
- Planned area for development: 137 hectare
- 3 hotel complexes 5*, 4*, 3*.
- 103+87 group of residence of excellence and high excellence.
- Local shops and security centers.
- Total accommodation capacity: 2520
- Density: 18, 39 beds/Hectare
- Total workplaces: 5046.

But, we are in the year 2022 and the majority of these planned programs have not seen the light of day.

Recommendations

After this fieldwork based mainly on the contact with the inhabitants on one side and tourists on the other, the evaluation of cases and the determination of the natural and human potentialities and constraints, we came to the following recommendations :

A – Infrastructure

- The renovation and maintenance of the hotel El-Mountazah, which suffers from significant degradation, and flagrant lack of equipment and services and especially the problem of water.
- The redevelopment and reopening of the zoological park long closed will be an additional attraction.
- The strengthening of the chain of tourist equipment, and to institute a strict compliance with the deadlines for the realization of tourist complexes planned in the touristic area of Seraidi.
- The construction of huts in the forest to encourage more.
- Development of the road network such as forest roads to facilitate access to the forest.
- Encouraging sports tourism by creating preparation centers due to the climate and the appropriate location of Seraidi.

B – Services

- State intervention to regulate prices to avoid abuse and make tourism accessible to the middle class.
- The organization of transport and the increase in the number of means of transport.
- Improving health and food safety.
- The creation of a commercial center and increase the availability of goods.
- Establishing security points in the areas most frequented by tourists and visitors to ensure moral security.

C – Tourism marketing

- Raising the awareness of the local population towards tourism through associations and advertising campaigns for the presentation of the town.

- Undertake marketing operations to make the region known as a tourist destination in the country and abroad in order to attract a larger and more diversified clientele.

Conclusion

After this study, we can observe that it will be necessary to give additional efforts to enter the world of tourism, even if it is by the small door. Indeed the case study of the commune of Seraidi reflects the situation in most regions of the country. In an international context marked by globalization and the rapprochement of different peoples, we have seen that this commune does not lack resources concerning the human factor. We have been able to refute certain preconceived ideas concerning the incompatibility between conservatism and openness. The Seraidites knew how to remain themselves by respecting their traditions and their culture while rubbing shoulders with other cultures more or less different from theirs according to the origins of the various tourists. Moreover after having exposed the material lack of structures and services handicaps the tourist activity, we saw that it does not slow it down. This is due to the different natural assets of the region, and the human factor, which is expressed in the atmosphere marked by solidarity, conviviality, and tolerance.

During this presentation, we also emphasized the efforts of the Algerian state to develop this sector. The starting of the cable car constituting the typical example of these efforts. This shows that the development of tourism sector cannot be done without a strong commitment of all operators and the support of the highest political authorities.

Today, we are witnessing in Algeria the emergence of a real tourist industry based on the development of natural-cultural potential and civilization of the country. The various projects planned in the town are part of the development plan "Horizon 2025" which aims to promote the tourism sector in order to emerge a real industry of the sector. Nevertheless, the im-

plementation of projects in the city of Seraidi and especially the tourist extension area take a long time at the expense of the reputation of the town. It would be necessary to accelerate the construction of new infrastructures, and the renovation of the existing complexes. On the other hand, it is necessary to build and develop marketing bases to make known this region characterized by a rare multiplicity and richness of natural reliefs as well as the development of several types of tourism in the region.

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