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ASSESSMENT OF POTENTIAL TOURISM RESOURCES IN THE RURAL ENVIRONMENT OF EL KALA (ALGERIA): FROM TYPOLOGY TO THE POSSIBILITY OF IMPLEMENTING POLYSPATIAL TOURISM

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ABSTRACT

Tourism resources are potential for territorial development and tourism diversification. This article presents research on the evaluation of potential tourism resources in the light of the case study of the El Kala region, one of Algeria's largest National Parks. The aim of this article is to study tourism potential in rural areas, with a view to proposing a typology for the possibility of tourism development, to shed light on this still understudied issue in tourism studies, and to reveal or exploit the potential and local specificities of the El Kala region. This qualitative analysis uses conceptual and institutional approaches to develop a typological model of tourism potential. The theoretical results were then adapted in the field to produce empirical data. The method chosen for data collection is based on an operational approach to compiling a multi-thematic inventory of the region's tourism potential. These classified potentialities can be used to support, qualify and amplify the creation of polyspatial tourism and new destinations. This approach, built on theoretical approaches and field research, can be used as a decision-making tool to build a sustainable, polyspatial tourism promotional strategy adapted to current challenges, taking into account the region's strengths and weaknesses.

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1. Introduction.

Resources are at the heart of many issues and refer to a multitude of different objects and situations (Kebir, 2006; 2010), but in the case of this research, we are interested in the question of the resource as an object with tourism potential and a lever for territorial development and tourism production. This involves evaluating and classifying potential resources with a view to staging and promoting tourism, in an area designated as a “National Park” and “World Biosphere Reserve”. In this sense, (Stock, Coëffe, & Violier, 2017) points out that “tourism is based on a valuation, changing over time, of the biophysical world: landscapes considered marvellous, places deemed paradisiacal, climates

apprehended as relaxing, picturesque mountains,...” These biophysical elements have led to the creation of a typology of tourist destinations. These have been constructed and shaped by a set of enhancement actions, decisions and strategies deployed by different social actors in particular historical contexts to make them accessible for use and satisfaction (Gagnon, 2007).

From this perspective, protected areas, with their conservation objectives and eco-socio-economic values, as well as their labelled sites (Ramser Sites, World Reserves, National Parks...) have emerged as valuable spaces containing resources with great potential for tourism development. Tourism has become a tool of influence for territories, particularly "at a time when all the world's activities and places are looking for tourism potential to develop in all types of spaces" (Duhamel, 2018), and international tourism is also developing, with a particular focus on major natural sites, but also as a geopolitical resource” (Giraut, Guyot, & Houssay-Holzschuch, 2004).

Against this backdrop, Algeria has decided to take up the challenge of capitalizing on its assets and giving tourism a scope commensurate with its enormous potential. As a result, tourism has now become an imperative and a national priority, not an option (SDAT 2030)¹. The current challenge is to develop a tourism economy that is an alternative to hydrocarbons, and to insert national tourism into the global tourism circuits. Algeria's new strategy is based above all on the development of regions and territories, where the fundamental values of territorial development are better preserved in the countryside than in the city (Hervieu & Viard, 1996). To this end, the rural territory and its potentialities constitute the future space for the promotion of several forms of tourism, based on performances and important natural amenities, in particular Protected Areas and National Parks, which represent an important heritage for the country's future.

The aim of this article is to study the potential for tourism in rural areas, with a view to proposing a typology for the possibility of tourism development, shedding light on an issue that is still understudied in tourism studies, and revealing the potential tourism resources and local specificities of the El Kala region. In the words of (Vitte, 1998), "the development of tourism requires the omnipresence of policies that direct manna at different levels". The El Kala region is part of a promotional policy expressed through the creation of the North-East Tourist Pole of Attractiveness and Excellence (N-E POT), proposed as part of the guidelines and objectives of forward-looking land-use and tourism development documents in Algeria (SNAT², SDAT). It is one of the areas included in this major regional project, which aims to create a tourism hub based on sustainable tourism models, a polyspatiality of tourism activities and varied uses. Tourism has now become a strategic issue, constantly expanding and increasingly diversifying. The same applies to the tourist, who has become an individual endowed with a "polyspatial culture", that's to say a culture "of generalized circulation" (Jean Viard, 2015, cited by Guibert, 2015).

2.2. Contextualization of the study area: El-Kala, “Queen of Coral” and “label of the green and ecological region.

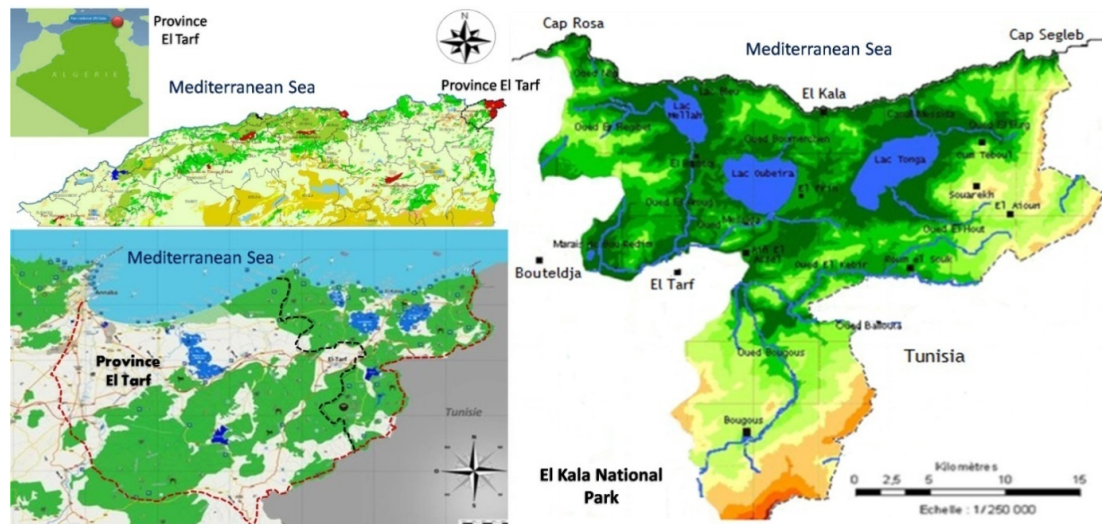
Our problematic is set in the Algerian context, by studying the case of the El Kala region located in the province of El Tarf, in the extreme north-east of Algeria, on the Tunisian border. This territory was classified as an Algerian National Park in 1983 by Presidential Decree no. 462/83, and as a Biosphere Reserve in 1990 by UNESCO. This Park is one of Algeria's largest National Parks, covering almost 80,000 ha in area, almost a third of the province of El Tarf and a total population living in or near the Park estimated at 147,141 inhabitants³ (ANIRF, 2019)⁴, or 31% of the total population of the province of El-Tarf. Its territory encompasses (06) communes, which are totally included (EL-Aioun, Souarekh, Ramel ELSouk, El-Kala, Ain Assel and Bougous) and partial parts of three other communes (El-Tarf, Bouteldja and Berihane). This inter-municipal area is characterized by rural life and an economy based mainly on agriculture, fishing and tourism. It is home to a number of rare and unique heritage resources, diverse natural ecosystems (lacustrine, palustrine, marine, forest, dune, fauna and flora) and a variety of landscapes and cultural and historical sites, making it a major component in the development of several tourism products.

¹ Tourist Development Master Plan "SDAT 2030". Book 1. Diagnosis: Audit of Algerian tourism.

² National Spatial Planning Scheme "SNAT 2030".

³ The population of six communes within the perimeter of El Kala National Park: EL-Aioun, Souarekh, Ramel EL-Souk, EL-Kala, Ain Assel and Bougous.

⁴ National Agency for Land Intermediation and Regulation, 2019. Monograph of the province of El Tarf.



*Figure 1. Location of study area (El Kala National Park).
Source: Author, 2023.*

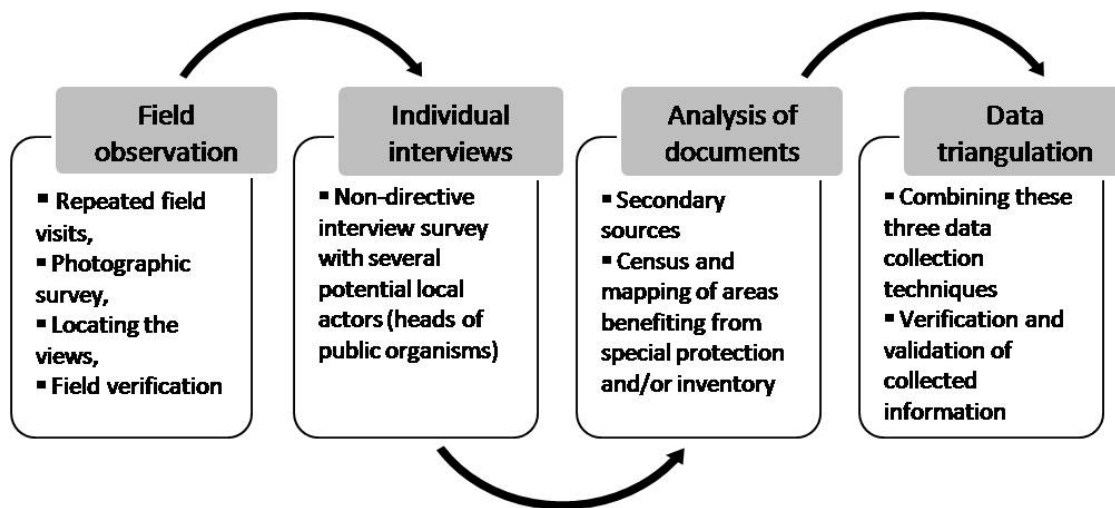
3. Research methodology.

In order to achieve the research objectives, the methodological approach is based on a qualitative approach and structured according to three approaches: conceptual, institutional and empirical through the case study of the El Kala region (Figure 2). The case method is one of the most important strategies in qualitative research, enabling in-depth analysis of phenomena in their context (Montagne-Macaire, 2007), using all appropriate and available means to deconstruct and inherently reconstruct the complex phenomenon under study (Yin, 2003). This empirical approach systematically aims to gather sufficient information and rich quantitative and qualitative data on several aspects related to the El Kala region (natural, ecological, cultural, landscape, tourism).



*Figure.2. Construction of the research methodological approach.
Source: Author, 2023.*

The qualitative/interpretive approach combines different data collection tools (Mucchielli, 2009) to apprehend the phenomenon in its entirety and answer the research questions. In the case of our research, we have combined several data collection tools (Figure 3), based on criteria of accessibility, relevance, availability and mobilization of different sources, which are then subjected to content analysis and interpretation.



*Figure.3. Data collection tools.
Source: Author, 2023.*

4. Potential tourism resources in rural areas: For an assessment and classification analysis.

Tourism is a practice that develops and diversifies according to available potential and new offers. A region's tourism value is therefore based on the tourism potential of its resources and their degree of attractiveness.

Tourism studies deal with issues relating to space (urban, rural, mountain, forest, natural park,...), the infrastructure associated with it, the potentialities that must be rich or remarkable, spontaneously citing examples of these potentialities, without ever making a typology or classification (Kadri, et al, 2019). As a result, in this research we attempt to establish an evaluation analysis of potential tourism resources in order to build a typology on which to develop new offers and diversified tourism practices in the study area. This classification is based on the inventory method, as "tourism development requires an inventory before proposing a reasonable scenario or utopia on the basis of which it will be possible to develop, using suitably chosen mediators, a tourism system" (Raffestin, 2015). Thus, the inventory of resources required for tourism development, as stated by Violier (2009), is the most widespread tool for explaining the existence of tourist attractions, revealing the resources that contribute to the growth and development of local tourism, and creating thematic tourism products targeting tourist clientele.

But what is a resource and what is a potentiality? And what is the typology of resources with tourism potential? Before discussing its evaluation, we need to understand the meaning and link between these two concepts, and then try to establish a typology of resources with tourism potential, with reference to scientific literature and the content of professional documentation (strategic planning plans and programs in Algeria).

4.1. The notion of tourism “resource” and “potential” and their evaluation according to the scientific literature: From conceptualization to categorization.

In the abundant literature on these concepts, we make no claim to exhaustiveness, but simply try to retain the main meanings found, in order to understand their meaning, relationships and classification.

"Resources" and "potentialities" are often linked in their use. In geography, these two concepts are very closely coupled, especially when it comes to studies that deal primarily with the natural environment. They become frameworks for action and strategies that stakeholders can promote or protect. Their definitions vary according to disciplinary approaches, and are treated as polysemous entities.

First of all, the resource is such a vast subject (Pouzenc & Olivier, 2011), and a plural object (Redon, & al., 2015), used by geographers and economists alike.

According to the economic approach, this concept designates the means available to an individual or group to act and/or create wealth, namely labor, capital, raw materials (Gumuchian & Pecqueur, 2007), as well as, the recently added cognitive resources (linked to the new knowledge economy) (Grison, et al., 2009). Consequently, all these elements are considered to be the territory's main resources.

In geography, and according to traditional approaches, the conception of the resource is a given, reduced to its natural dimension considered as renewable resources (water, soil, forest, sun, wind, heat of the earth, biomass, waterfalls, tides, etc.) or exhaustible (coal, natural gas, oil, uranium, etc.), to create wealth and the satisfaction of needs. In this sense, Levy (2013), has defined the notion of resource as any "reality entering the production process and incorporated in the final result of this production". This vision contrasts with the geographical approach to tourism, which considers the notion of resources as irreducible to the biophysical world, but to the set of social and institutional rules that contribute to transforming an element of the biophysical world into a resource (Stock, Coëffe, & Violier, 2017). This interpretation is in line with the constructivist vision, which considers the notion of resource to be a tool for constructing territories, and that it is apprehended as a social construction rather than a given. According to this conception, any resource is "a social construct" (Redon, & al., 2015), and "the result of a construction/combination stemming from human will and activities" (Colletis & Pecqueur, 2018). It is "the product of a relationship that results from the interaction between a group of actors and physical space" (Blot & Milian, 2004). Kebir, (2006) also stresses that "the resource is not a given, it is a construct situated in time and space", and it varies historically according to contexts, cultures and technological capabilities.

The definition of this concept has recently been updated by (Colletis & Pecqueur, 2018; Pecqueur, 2020), where the resource can be defined according to several characteristics, whether territorial, in relation to the geographical environment and its specificities (of historical, cultural, productive, agricultural goods and services, etc.), its nature of potentiality to enhance it, its hidden character linked to the place after careful diagnosis, which can reveal it and create status and distinction or its renewability through its use.

As for potentiality, this term is borrowed from the medieval Latin word "potentialitas", derived from "potential", character of what is potential, virtual, rare (Dictionnaire de l'Académie française, 9th edition). It is a quality of what exists in potential and does not exist in reality, but which can be developed. According to the CNRS-CNTRL lexical tool, this noun refers semantically to possibility, virtuality. Philosophically, the term is synonymous with what exists in potential and not in deed. Potentialities contribute to transformation or to the capacity for action, production or attraction. The term varies and is used in all scientific fields. We're talking about human, military, energy, industrial and tourist potential...

In geography, potentialities are the characteristics of a place that can be developed, and they refer to the capacity that a resource may have to develop. Thus, potentiality is associated with a resource to express its value, its potential for development and its capacity to generate wealth and stimulate the attractiveness of a territory. When it comes to potentialities closely linked to tourism products, they actually depend on the specific characteristics of the territory and its potential for development, and are subject to the actions of actors to transform and exploit resource potentialities into tourism products and services. Dewailly & Flament (1993) point out that "tourism objects (spaces or facilities) can be referred to as resources rather than potentialities, since the term potentiality only expresses a latent state that requires activation by the social and historical context". Thus, potentiality "expresses a possibility" (le robert dictionary), and is synonymous with eventuality, that is to say the character of what can be realized. Tourism potentiality is therefore represented by the value of resources and the possibility of exploiting them, creating the destination, attracting tourists and providing them with tourism experiences.

From this multitude of conceptualizations found in the scientific literature, we try to discover the classification of potential resources stemming from the thinking of certain researchers. Defert (1982) attempted to classify tourist resources based solely on the factors that motivated the traveller to move, without any external influence. He classified all resources into four distinct groups, namely Lithôme (Monument), Phytôme (Nature), Hydrôme (the attraction of water) and Anthropome (Human activity). This categorization applies to all resources, regardless of their location in the world.

Glavan (1995), Căndeia et al (2003) cited by (Popescu, 2015) have defined the potential of tourism resources as the set of natural, cultural, historical, socio-demographic and techno-economic components, which are recognized and proven scientifically, quantitatively and qualitatively by practice, offering opportunities for tourism development and conferring certain functions to the tourism industry. This set of components represents what Dewailly & Flament (1993) refer to as "tourist material", which consists of all the places and events that are the object of tourism, discovery and transformation into tourism projects and products. According to (Hazebroucq, 2007), the attractiveness of a region is determined by the natural and Anthropie territorial parameters that underpin its appeal to tourists. As a result, a permanent inventory of

available resources is essential for the implementation of tourism projects. Four main families of resources can be identified as potential bases for development and innovation:

1 - Physical resources: geography, climate, sites, vegetation, etc.

2 - Heritage resources resulting from man's contribution. Generally speaking, there are two types of heritage: "tangible", which concerns built achievements: geographical, archaeological and prehistoric sites, towns, villages, craftsmen, traditional religious, military and industrial buildings, monuments, museums, parks and gardens, places of remembrance, accommodation and transport; and "intangible", which focuses on the "animus": fairs, markets, celebrations, events, traditions, festivals and gastronomy,

3 - Human resources are linked to tourism and its industry, and include human capital and the importance of its interaction with a region in terms of jobs, services, work and innovation capacities, management, motivation, know-how, skills, interpersonal skills, training, mobility... to produce the offer for customers.

4 - Financial resources include all the funds needed to create, manage and develop new tourism projects (participatory financing, contributions of associates, bank loans, guarantees, etc.).

In turn, Cooper & Hall (2011) put forward four types of potential resources for marketing a destination and attracting tourists to it: physical and cultural attractions, infrastructure and human resources influencing the destination's accessibility, infrastructure and human resources enabling visitors to stay, and they added media and information relating to the destination's resources.

Recently, (Glon & Pecqueur, 2016) have classified resources into three categories: material resources (businesses, natural resources, forests, landscapes), immaterial resources (air, information, landscape, culture), and human resources (acquired or potential skills, people's capacity for initiative and action, experience).

At the end of this scientific analysis, resources with tourism potential are natural, anthropic or infrastructural territorial parameters, which can be valorized in their complementarities to produce possibilities for the development of tourism activities on a territory. The above definition or classification offers several advantages. First of all, this analysis can be a relevant approach for carrying out a diagnosis of a territory's potentialities in an easy and systematic way, but not an exhaustive one, as its application depends on the scale and context of the intervention and its particularities. It can also serve as a guide in the process of strategic planning and tourism development programs.

4.2. Assessing tourism potential in Algeria's institutional context: Spatial planning and tourism development tools.

As with all territorial development, "the production of a tourism offer involves institutional channels" (Vitte, 1998). In Algeria, making the most of the country's tourism potential is at the heart of national land-use and development policies, through strategic planning tools that reflect the State's commitment to the country's development, in particular the development of tourism in Algeria and its territories.

These tools form the reference framework for this proactive, centralized policy, represented at national level by the SDAT (2030) and at local level by the SDAT of the province of El Tarf. The latter is the main sectoral instrument for the development of local tourism. The province of El Tarf, in which the study area is located, is included in this tool, drawn up in 2011 and based primarily on the general orientations of the SDAT. Its strategic plan addresses five key dynamics shaping the new tourism development strategy up to 2030: Enhancing the value of Algeria as a destination, developing Tourism Poles of Excellence (POT), rolling out a tourism quality plan, implementing a public-private partnership plan, and implementing a financing plan. This innovative approach to state planning is aimed specifically at developing the country's tourism potential and making Algeria a tourist destination, by specifying strategic tourism development guidelines for the country as a whole and for each of its regions.

Examination of this document revealed the province's tourism potential. These are addressed in the province's tourism inventory phase (prospective and shared diagnosis). The methodology developed in this study is based on field visits by experts, surveys of the main departments concerned, consultations and debates at local and regional meetings. Based on this participatory approach, tourism potential was identified in the chapter on tourism in the province through a descriptive, thematic and concerted analysis. This made it possible to identify the region's major potential, the major challenges facing tourism, the main development issues and a proposed typology of tourist areas for potential development in the region.

Although these studies have placed great emphasis on tourism potential, and have been based on broad consultation, their analysis has been cursory, and potentialities have been limited to natural and cultural resources alone (Figure 4), neglecting all types of infrastructure. This analysis is both acceptable and open to criticism, as potentiality, in a common sense, is not only natural and cultural, but infrastructures and networks as well as other resources (human, material, informational, financial) present great potential and essential support for the development of tourism.

Furthermore, the analysis is not based on a detailed, comprehensive inventory tool, nor even on a link with the projects and programs proposed as part of upstream strategic tools. Especially as the El Kala region is part of the North-East Tourist Pole of Excellence proposed as part of national strategic planning projects. Furthermore, the use of the term potentiality is reduced to the assets or characteristics of rich or wonderful areas, and refers in one way or another to the specific resources of the region by theme (natural, ecological, thermal and cultural), without giving much importance to the resource's capacity to contribute to the development of other activities or services on which tourism relies.

According to this institutional approach, tourism potential has been grouped according to natural and cultural criteria. They are summarized in Figure 4.

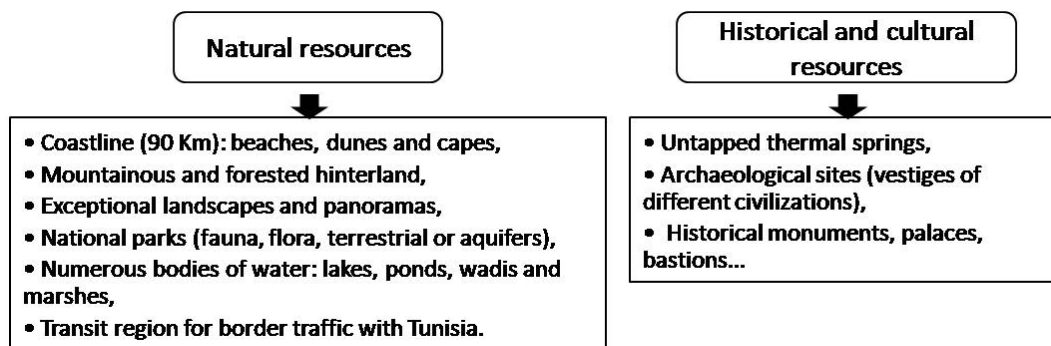


Figure 4. The components of tourism potential according to the Tourist Development Master Plan for the province of El Tarf (2011).

In the end, all the above analyses have enabled us to define a typology of resources that could be empirically adapted to identify the different types of resources of a territory and its potential for tourism development. This classification is made up of three main categories, divided into six sub-categories to better highlight the specificities and uniqueness of each resource of tourist interest and value to a territory. Figure 5 below summarizes this classification. This can be a tool that facilitates the analysis and study of the complex realities of a territory, but this classification does not have a universal character, as the appreciation of tourism resources is variable and linked to its subjective, temporal, dynamic and unfathomable nature (Cooper & Hal, 2011), and depends on the perceptions of inhabitants, the motivations of tourists and the specificities of territories. It is not exhaustive either, but reflects the main dimensions of this issue and the possibilities for a territory to promote tourism, enrich the tourism offer and create new destinations.

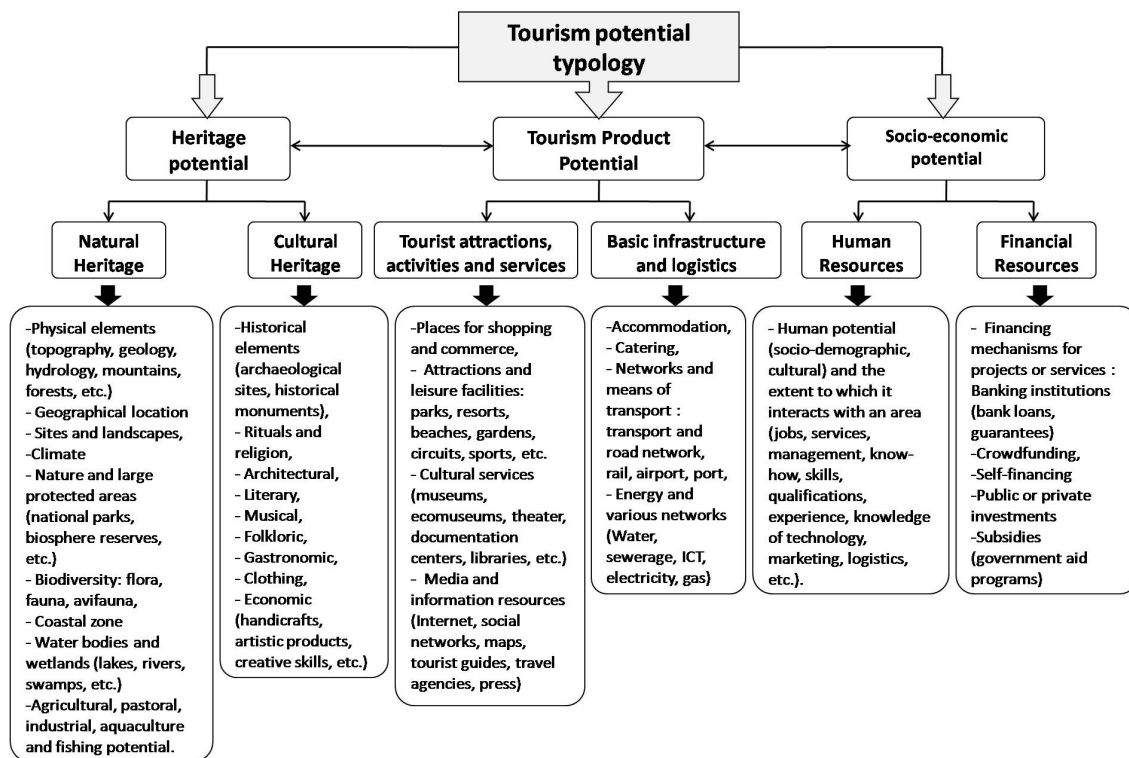


Figure 5. Model for designing a typology of resources with tourism potential for a territory (Source: Author, 2023).

5. Empirical approach to tourism potential assessment adapted to the El Kala region: from inventory and data presentation to classification.

Here we attempt to adapt our theoretical findings on tourism potential assessment, by applying the conceptual model proposed above to the El Kala region to generate empirical data. The method chosen for data collection is based on an operational approach to compiling an inventory and classifying potential resources according to identity themes that have left their mark on the territory and can reveal its riches and promote multi-spatial tourism. As a result, the potential tourism resources of the El Kala area are inventoried and classified into four main categories, and analyzed in detail below.

5.1. Capitalizing on the results of the assessment of resources with tourism potential in the El Kala region: Typology and summary of overall potential.

In the end, we tried to collect and classify all the data related to the region's potential tourism resources in order to understand its diversity, wealth, tourism value, degree of attractiveness and capacity to develop and diversify tourism in the region. They are presented in the form of a table and a map, locating the main potentialities that are known or considered to be of exceptional value.

5.1.1. Eco-potentialities and the natural environment: Untapped potential for attractiveness and wealth.

The field results first led to the discovery of eco-environmental values that could be conducive to the establishment and diversification of sustainable tourism in rural areas. El Kala is an enchanting area with a great deal of unexploited natural potential, making up the natural and ecological units of its land use. These eco-environmental components are reflected in the concepts of "Nature Park", "Ramser Sites" for the large lakes and "Biosphere Reserves" for the wetland complex. These labels have given the region its reputation as "green and ecological". This analysis was carried out with the aim of revealing these natural potentialities for its enhancement and perpetuation, as "nature is considered to be the first tourist attraction" (Tranquard, 2020).

Table 1. Natural and ecological potential categories.

Types	Features and main sites
Geographical position	Coastal and border zone: Economic openness, accessibility and proximity to European issuing countries and Tunisia (potential market).
Wetland complex	Seven Ramser sites, with a rich and diverse hunting heritage,
Richness of flora and fauna	Biodiversity classified as rare and diverse according to global standards ¹ and Algerian lists (laws and decrees).
Landscape and environmental quality	Diversity of morphological landscapes, panoramic sites and stations of visual interest (Cap Rosa, Cap Segleb, Lake Tonga arboretum, etc.).
Marine, coastal and dune ecosystems	High diversity of species and habitats (Posidonia meadows, red coral reefs, several fish species), coastal dune cord of El-Kala and Berihane populated with abundant and diverse vegetation
Forest ecosystem and mountain range	Multitude of beautiful dense and lush forests (El Kala forest, Bougous climatic forest, Haddada forest, etc.)
Agricultural potential	Crop production (cereals, tobacco, peanuts, forage, vegetables, fruit trees, arboriculture, industrial crops: tomatoes, olives). Animal production. (90750 cattle, 154590 sheep, 38310 goats, 55314 bees and 1262700 poultry)
Marine resources	Fisheries and aquaculture potential (fishable biomass 19,000 tonnes/year, with 10 aquaculture units)
Weather conditions	Climate comfort (pleasant temperatures > 20° in summer), enhancement of the sun for the seaside season, and air quality and its healing properties (purity of healthy sea air, altitude air, mountain air, etc.)

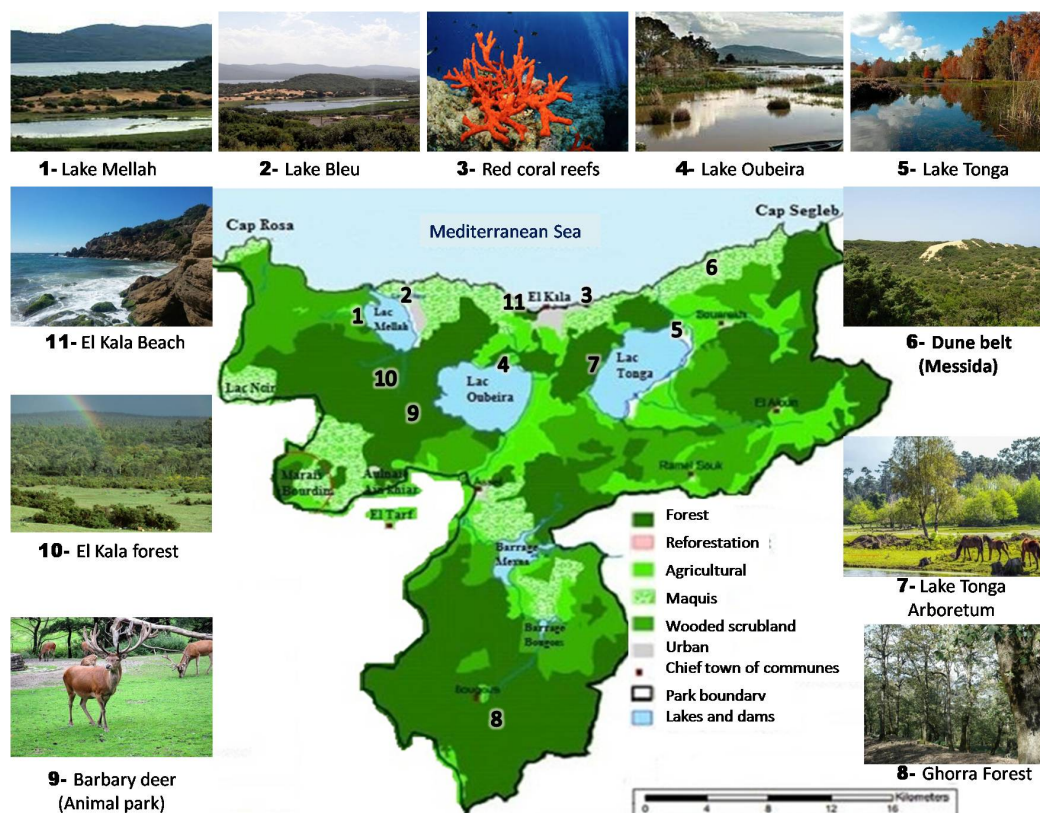


Figure 6. Some of the natural and ecological potential of the El Kala region
Source: Author, 2024.

¹ The Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES), and the International Union for Conservation of Nature (IUCN).

5.1.2. Socio-cultural and historical potential: Excessive values on the wane.

El Kala is a region steeped in valuable history. Its historical heritage bears witness to the various civilizations (Phoenician, Roman, Byzantine, Vandal, medieval, Arab-Ottoman and French) that have succeeded one another in this region over the course of time. Traces of these cultures can still be found in many parts of the region. Despite these excessive heritage values, this historical heritage is poorly known and is being lost due to a lack of initiatives to promote it. Thus, the objective of "the analysis of heritage objects highlights major elements that can contribute to the construction of an identity around products, know-how, landscapes and built elements" (Landel & Senil, 2009). Indeed, these heritage and cultural elements (see Table 2) can offer opportunities for diversified tourism in the region, providing an alternative to maintaining tourist activity outside the summer season.

Table 2. Typology of historical and cultural potential.

Categories	Values and main sites
Archaeological sites	164 sites: Menhirs and dolmens (Cap Segleb), Neolithic cave paintings and engravings (Ramel souk), megalithic tombs (Ain Kbir), dolmens and Roman remains (Bougous)...
Historical monuments	Bastion of France, Church of Saint Cyprien, Lala Fatma Palace, Fort Moulin, Olive presses, Dolmens, Historic monument of Challe and Maurice (Electrified lines mined on the Algerian-Tunisian border)...
Local culture and traditions	Craft activities : Production of lentisk oil, briar pipes, cork oak activity, honey production, traditional red coral jewelry, artifacts, baskets, pottery, music, local gastronomy, traditional clothing...
Festive events	Coral, Honey, Sea and the Sailors festival, celebration of World Wetlands Day,
Historical and architectural heritage	- Old Calle and its typical old places (church, town halls, ...), - Original rural villages in picturesque natural settings, - The Calloise coast and its trading posts (called Bastion), Bastion de France and Cap Roux

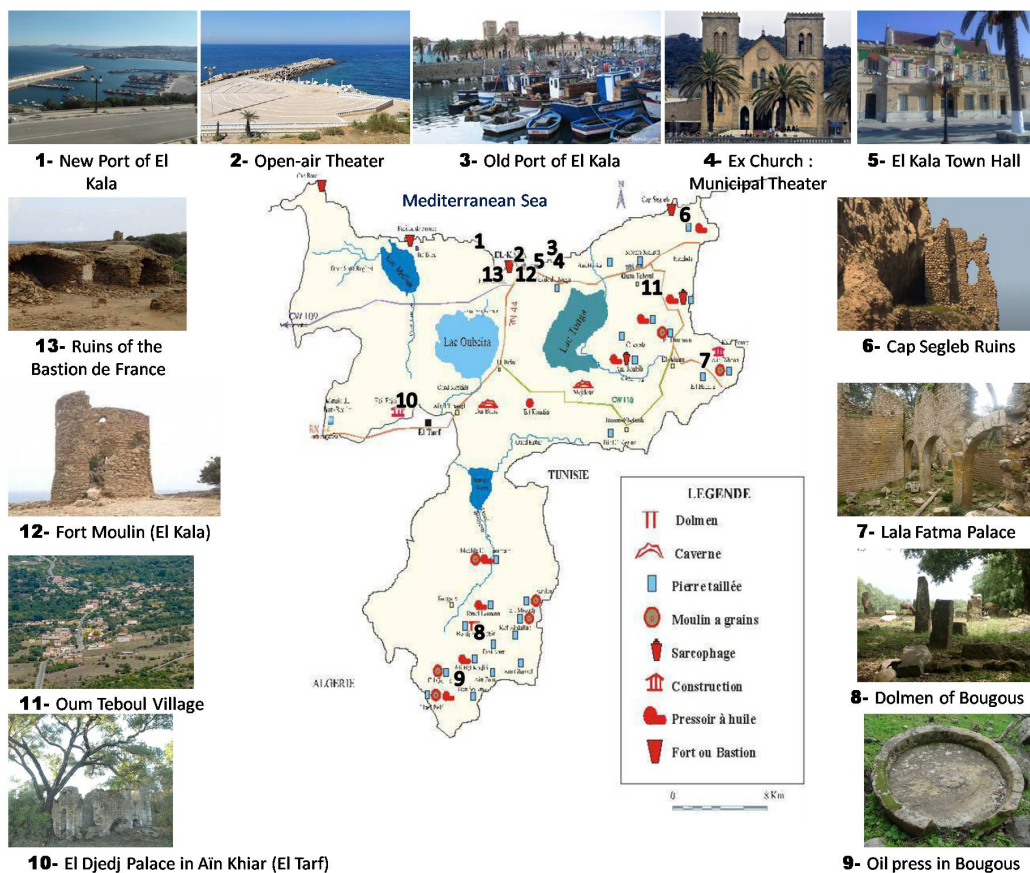


Figure.7. Location of some historic sites.
Source: Author, 2024.

5.1.3. The potential of tourism products: Types of basic and attraction infrastructures.

The tourism product is made up of a set of benefits and services, represented by tourist facilities for physical, cultural and psychological satisfaction related to entertainment (experience). It is a complex combination of heterogeneous elements made up of spatial dimensions (geographical, economic, cultural), temporal scales of varying magnitude (leisure, excursion stays, vacations), diverse productive processes (hotels, catering, transport) and complex relational patterns (personal or collective), market or non-market, standardized or spontaneous (Lozato-Giotart & Balfet, 2007). Following the approach of Cooper and Hall (2011), a destination's tourism product is identified as an amalgam of elements, the components of which are shown in figure 8.

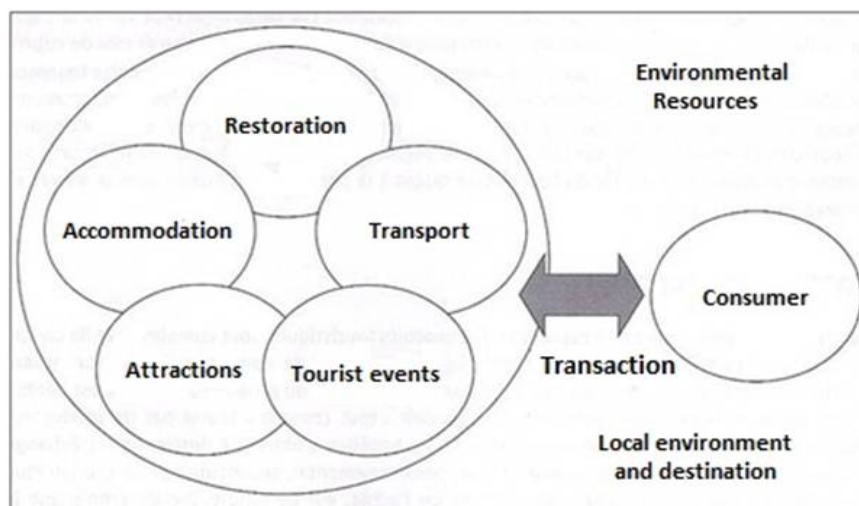


Figure 8. The tourism product according to Cooper & Hall (2011).

The potential for tourism products in the El Kala region can be grouped into two categories:

- Attractions and entertainment activities (table 3)
- Basic infrastructure and logistics (table 4)

Table 3. Potentiels d'Attractions et d'activités touristiques.

Types	Data and Features
Places of shopping and commerce	22 Shopping Centers, 19 Superettes, 18 Covered Markets, and 14 Weekly Markets
Tourist Expansion Zones	05 Zones: Messida, Cap Rosa, Hennaya, Mafragh East and West in Berrihane
Resources and spas	06 thermal sites with undeniable properties (in and around the park): Mexna thermal site (Bougous), Sidi Trad (Zitouna), Beni Salah, Sidi zid and Zatout (Bouhadjar), Sidi Djaballah (Lac des oiseaux)
Beaches and coastlines	Large number of beaches (40 km of coastline, 15 beaches authorized for bathing)
Port city of El Kala	Old fishing port with promenade ledges, new marina
Eco-tourism circuits	Hiking and trekking trails: Oum Teboul bird track, Haddada forest circuit, horse-riding or hiking around the lakes, El Kala urban coastal itinerary.
Water activities	Swimming, snorkeling, boat trips across Lake Tonga, excursion boats (local, regional and to Tabarka in Tunisia).
Parks and leisure areas	Brabtia amusement park in El Kala (horse-riding center, zoo park, aquapark), Ezzana recreational and leisure forests, Tonga, Souk El Rguibet (El Kala), Gergour (Bouteldja), Ain El Assel leisure center, Bouredj Ali Baie (Berrihan), Ain Bergougouia (Souarekh), El Khengua (Bougous), Matroha (El Tarf)
Cultural services	Municipal museum, Open-air theater in El Kala.
Media and information resources	Algerian Radio El Tarf, local presses, video reports, social media influencers, ONAT ¹ , maps and tourist guides on the region, 14 travel agencies.

¹ Algerian National Tourist Office.

Although the region has no shortage of cultural and natural attractions for tourist experiences and entertainment, these attractions have not attracted large numbers of tourists due to the absence of an effective marketing and information strategy, which today has become a crucial resource for destinations, as well as the non-existence of any tourist office in the area to welcome, inform and promote tourism.

Table 4. Various infrastructure potential.

Types of infrastructure	Data ¹ and Features
Accommodation structures	19 hotels, Tropicana tourist village, 08 campsites, 07 vacation and leisure centers, private residences (rental)
Transport infrastructure	Fairly dense road network (1,670.675 km long), road density 573.60 km/1,000 km ² . National roads (297.3km), province roads (294.9km), Communal roads (968.35km), Secondary roads (22.4km), East-West freeway (87.725km). Port network: 02 ports (fishing and pleasure) at EL KALA and its proximity to the port of Annaba. Railway network (03 stations: Drean, Chebaita Mokhtar and Chihani). Airport network (close to the international airports of Annaba, Tabarka and Tunis).
Water resources	Water resources estimated at over 700 hm ³ /year (03 dams, 109 boreholes, 17 hill reservoirs, 151 tanks, 02 treatment plants).
Energy and telecommunications networks	Electrification rate 97.75%, gas connection rate 68.70%, 57 post offices and 119 telephone centers.
Environmental equipment	31 lifting stations, 04 wastewater treatment plants, 02 landfill centers, 03 public dumps, 34 green spaces.

Generally speaking, these infrastructure networks offer appreciable indicators for satisfying the daily needs of users and the tourism sector. Although the road network is fairly dense and adequately covers the province's territory, it needs to be modernized on certain routes, such as RN44, RN16, RN A4, as well as the rail network and access routes to scenic and tourist sites, which are defective and inaccessible to buses (group clientele). Transport facilities are inadequate and poorly organized. In addition, accommodation facilities are insufficient in terms of capacity (1,535 beds for 74,457 tourists arriving in 2019). There are also imbalances at several levels (Latreche & Rouag, 2020): Geographically (hotels concentrated mainly in the town of El Kala), in terms of quality (basic and rudimentary class), In terms of supply and services (very little diversification).

5.1.4. Human and financial potential.

Human and financial resources have a major impact on a destination's tourism and economic output. They are factors that support tourism production (goods and services), destination attraction (tourist choice and arrival) and tourism development (investments and projects). These resources can constitute strengths or weaknesses, as tourists' choice of destination is enhanced by the combination and effectiveness of these resources in terms of facilities, services, behavior and welcome. The human resources of the study area are summarized in Table 4, and represented by indicators that allow us to assess the capacity of these resources to support tourism activity in the region. These indicators show the involvement of the local community in the preservation of traditional crafts and specific activities that contribute to the promotion of tourism in the region. Alongside these crafts and specific activities, the usual activities and socio-cultural practices linked to the region's space can be sources of attraction for tourists curious to discover social, traditional, ritual and ceremonial practices. Socio-demographic potential also represents an essential support for tourism and its development (workforce and service-providing personnel). These indicators will enable us to assess whether tourism and its development can be supported by the local population and its characteristics. For example, the region's demographic potential is quite significant in terms of employment (working population 39%),

¹ El Tarf province monograph, 2019.

but there is a shortage of skilled labor, which requires adaptation to the needs of international tourism (Training and professional qualification needs).

As for financial resources, these are also factors that support tourism production linked to the implementation of goods and services, and the ability to finance dedicated tourism development and infrastructure projects. In the region, these resources represent a major handicap to tourism development, despite the various financing methods available. This is due to the administrative and organizational problems (bureaucracy, financial and difficult access to bank loans) that hamper all investment in this sector.

Table 5. Human and financial resources of the El Kala region.

Support resources		Data and indicators
Human potential	Traditional products and crafts	<p>Traditional crafts (Two craft units):</p> <ul style="list-style-type: none"> - Production unit for internationally renowned pipes and artifacts (conversion of briarwood varieties), - Unit for converting red coral into jewelry and decorations <p>Specific craft activities: 2082 craftsmen (Traditional clothes, embroidered fabric, artifact industry, gypsum industry, engraving industry)</p>
	Socio-cultural practices	<p>Usual activities (animal husbandry, extensive and subsistence agriculture, fishing)</p> <p>Traditional practices: Rural and community practices, welcoming population, authentic spaces in very picturesque, unpolluted natural environments (rural villages retaining their originality).</p> <ul style="list-style-type: none"> - 21 cultural associations, 111 sports associations, 270 religious associations.
	Socio-demographic potential	<ul style="list-style-type: none"> - Total population of the province 481,136 inhabitants, or a density of 165 inhabitants per km². - Employment: Active population 188135, employed population 169375 persons (agriculture, fishing and forestry 19.80%, commerce 15.39%, administration 16.48%, services 11.53%), BTPH¹ 18.96%, Industry 14.24%, Other 3.60%.
Financial potential	Financing methods	<ul style="list-style-type: none"> - State financing of sectoral development programs and/or projects, - Self-financing of the National Park establishment, - State investment funds (investment companies), - Private investments (promoters and project leaders), - Public and private financial institutions (bank loans, currency exchange), - Subsidies and assistance programs from public bodies: AAPI², ANADE³, ANGEM⁴.

Conclusion, limits and perspectives.

At the end of this research, resources with tourism potential are plural, interdependent and variable objects. The proposed typology can be a relevant model and a practical tool that facilitates analysis of the complex realities of a territory, by carrying out a diagnosis of its potential in a systematic and multi-thematic way, and by revealing the strategic issues that support tourism promotion policies, as well as identifying the weaknesses that require investment and effective action to develop a local and original tourism offer.

This typology is not generic for all territories, as the appreciation of tourism resources is variable and is linked to their subjective character (perceptions of inhabitants, motivations and interests of tourists), their dynamic nature (they develop according to human needs and actions), cultural changes (influences and modification of perceptions on the creation or not of resources) and the local specificities of territories. Nor is it exhaustive, as the problem lies in its application, which depends on the scale of the intervention area (local, regional, national micro-territories) and the context and its characteristics (originality, identity, accessibility, planning, etc.). However, this typology reflects the main dimensions of this issue and the possibilities for a territory to promote tourism and create new destinations.

¹ Public Works, Construction and Hydraulics.

² Algerian Investment Promotion Agency.

³ National Agency for Support and Development of Entrepreneurship,

⁴ National Microcredit Management Agency.

Adapting this classification to the El Kala region has enabled us to identify and assess its potential and intrinsic resources, which can be elements of support, qualification and amplification that need to be activated, revealed and organized, or elements of weakness in certain potentials that require development and investment. The dynamic interaction of these potentials with each other and with their territories makes it possible to develop polyspatial tourism, to operate several projects in support of the tourist activity and to create new destinations, because tourism is based on a complex dynamic that requires the combination of these different potentials, and natural or cultural potentials alone cannot create tourist spots. As a result, the El Kala area has enormous potential and excessive heritage values, but tourism is underdeveloped, due to a lack of enhancement initiatives and the weakness of other important potentials such as the weakening of human, financial and information resources, and the weakness of transport, logistics and hotel infrastructures, which are lagging far behind at all levels (technology, innovation, training and quality, etc.), leading to an impoverishment of the offer.

El Kala is a region with many vocations, where all types of tourism are indeed possible, thanks to its enormous and diversified potential. But to take its full place in the national and global economy, El Kala needs massive investment in basic infrastructure and services, in the knowledge economy and innovation, in the qualification of players, in financing and in quality by integrating the notion of quality, sustainability and partnership in all tourism development projects, as well as by implementing an effective marketing strategy through the use of virtual tools (social networks, influencers, online travel guides, creation of an attractive website) to present the region, discover its resources and potential products, and improve the perception of its image and visibility

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