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	RESEARCH ARTICLE 	
	<h2>Enhancing the Activation and Sustainable Development of Tourism and Traditional Industries in Algeria through Academic Scientific Research Outputs: A Strategic Analytical Perspective</h2>	
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Keywords	Tourism development; Traditional industries; Academic scientific research; Higher education; Sustainable development; Algeria.	
<b>Abstract</b> Tourism and traditional industries represent two strategic sectors capable of contributing significantly to economic diversification, employment generation, and cultural preservation in Algeria. Despite the country's rich natural, historical, and cultural assets, the performance of these sectors remains below their potential. This study examines the role of academic scientific research outputs in activating and developing the tourism and traditional industries sectors in Algeria. It focuses on how higher education institutions and research centers can generate applicable knowledge, innovative solutions, and human capital capable of supporting sectoral transformation and sustainability. Using an analytical and descriptive approach, the study explores key forms of academic scientific research outputs, including scientific studies, peer-reviewed articles, academic conferences, and learner-related outputs, and evaluates their relevance to tourism planning, quality improvement, heritage valorization, and traditional craftsmanship development. Particular attention is given to the Tourism Quality Plan and the Strategic Development Plan for Tourism (SDAT), as well as to institutional partnerships between universities and stakeholders in tourism and traditional industries. The findings highlight that academic research can play a decisive role in diagnosing structural constraints, proposing evidence-based policies, enhancing service quality, supporting innovation in traditional industries, and strengthening Algeria's tourism competitiveness. The study concludes that integrating scientific research outcomes into national development strategies is essential for achieving sustainable growth in tourism and traditional industries and for maximizing their contribution to national income and socio-economic development.		
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### Introduction:

Algeria possesses numerous and diverse natural and cultural assets that grant it unique tourism characteristics, enabling the establishment of highly important tourist hubs. However, this sector has not reached the level necessary to achieve its intended objectives.

Considering that the tourism and traditional industries sectors are among the most suitable alternatives for supporting state revenues and contributing to national income growth, activating these sectors has become a necessity for the state. It is undeniable that higher education and scientific research play a decisive role in producing academic scientific research outputs and effectively developing them to activate the tourism and traditional industries sectors in Algeria, which allows for their development and growth.

Based on the above, the study problem can be formulated as follows:

- How can the tourism and traditional industries sectors be activated through academic scientific research outputs in Algeria?

### Study Outline

#### Chaper One: Conceptual Framework

- Tourism and its characteristics
- Traditional industries
- Academic scientific research outputs
- Concept of scientific research
  - ✓ Scientific research studies
  - ✓ Scientific article
  - ✓ Scientific conferences
- Outputs related to the learner

#### Chapter Two: Activating the Tourism and Traditional Industries Sectors through Academic Scientific Research Outputs in Algeria

- Role of scientific research in activating the tourism sector in Algeria
- Tourism quality plan (Guideline Plan for Tourism Development SDAT)
- Key agreements between higher education institutions and the tourism and traditional industries sectors

#### Chaper One: Conceptual Framework

**Tourism and its characteristics:** Numerous experts, researchers, and tourism stakeholders have defined tourism, with definitions varying according to different criteria of distinction. From this perspective, some of these definitions include:

- Tourism refers to leisure trips or a set of organized human activities designed to achieve this type of travel; it is an industry that helps meet tourist needs.
- Definition by the World Tourism Organization (WTO): Activities undertaken by individuals during their travel and stay in places outside their usual environment for less than a year for leisure, business, or any other purpose.
- Tourism is a temporary movement to a country or place associated with learning about other countries, their culture, social and natural life, for purposes of interaction and engagement.

From these definitions, tourism can be concluded as a human activity involving the movement of an individual or group from one place to another to satisfy a set of needs and desires such as pleasure and leisure, which results in

exposure to the civilizations and cultures of other peoples. Tourism is also an industry in its own right because it encompasses several sectors such as transport, accommodation, and entertainment, among others.

**Characteristics:** Tourism includes many characteristics, among which:

- ✓ Diversity and multiplicity of tourism activity components and their connection to many other economic activities (industrial, service);
- ✓ The suitability of the tourism climate (political stability, economic development, absence of hostility toward foreigners, etc.) is an influential factor on demand and the tourism product locally and internationally;
- ✓ Tourism as a productive activity provides services linked to economic, social, and political development in both developing and developed countries;
- ✓ Absence of pure competition or occasional monopoly, especially for scarce tourism resources, making it difficult for some countries to produce alternative tourism goods;
- ✓ Diversity in types and purposes of tourism, resulting in a variety of activities and tourism-related services;
- ✓ Tourism demand is linked to personal motives of tourists, meaning tourism demand is usually highly flexible;
- ✓ In most cases, tourism demand is not a derived demand for goods or products.

**Traditional industries:**

Traditional industries are considered part of national identity, and preserving them means preserving belonging, resisting cultural erosion, and educating the youth to appreciate their historical heritage.

They reflect various aspects of life through artistic works, drawings, shapes, and decorations visible in handicrafts and traditional industries derived from the environment and its historical and cultural character.

In 1969, the United Nations Conference on Trade and Development (UNCTAD) distinguished between handicrafts and traditional industries as follows: Handcrafted products are produced manually using simple tools, while traditional industry products are distinguished by their traditional or artistic character reflecting the producing country's characteristics, usually made by artisans working from home.

According to Article 5 of Decree No. 01-96, traditional industries and crafts include any activity of production, creation, transformation, restoration, maintenance, repair, or service dominated by manual work, carried out:

- ✓ Mainly and permanently;
- ✓ In a stable, mobile, or exhibition format in one of the following activities:
- ✓ Traditional industry and artistic traditional industry;
- ✓ Traditional craftsmanship for material production;
- ✓ Traditional craftsmanship for services.

**Academic scientific research outputs:**

Higher education, with its multiple levels and institutions, is a key source of human capital formation and development, essential for comprehensive development in educational, cultural, social, and economic aspects. Higher education plays a decisive role in producing and effectively developing academic scientific research outputs.

**Concept of scientific research:**

Scientific research is an organized process following specific scientific methods to verify facts and modify or add new knowledge. It involves gathering facts and studies, fulfilling all material and moral elements on a precise topic within a specialization, and examining them according to established scientific methods to reach new results.

- **Scientific research studies:**

- A set of innovative works and projects reached in a systematic and organized manner, aimed at increasing scientific publication and using this knowledge to build new applications that improve human life economically, socially, culturally, and politically.

- **Scientific article:**

A written style in which a researcher presents an issue or idea systematically according to a scientific method suitable for the nature of the research, encompassing all studies and scientific papers that undergo multiple stages. Scientific publication serves as an indicator of research progress and is crucial for assessing scientific development; universities and research centers contribute to scientific and technological advancement.

- **Scientific conferences:**

Intellectual discussions and exchanges at local, regional, or global levels regarding phenomena or issues, aiming to reach recommendations, decisions, or commitments. Conferences are key channels for disseminating knowledge and developing scientific research, providing opportunities to share expertise and exchange the latest findings.

**Outputs related to the learner:** These primarily concern graduate quality as a product who must meet certain characteristics, such as:

- ✓ Equipped with skills and competencies for workforce integration and self-actualization, including job search skills, initiative, and decision-making ability;
- ✓ Acquiring knowledge and research proficiency, along with lifelong learning capability;
- ✓ Ability to adapt to emerging events and changes in the work environment;
- ✓ Strengthening motivation for continuous learning and development, viewing graduation as the start of lifelong self-management;
- ✓ Developing critical thinking to support creativity.

Higher education and scientific research are vital investments in any country's future, promoting sustainable development and progress across economic, social, and cultural sectors.

## Chaper Two:

### Activating the Tourism and Traditional Industries Sectors through Academic Scientific Research Outputs in Algeria

The contribution of higher education and scientific research in tourism and traditional industries is activated by identifying needs and challenges, encouraging universities to direct research to solve problems, analyzing local and global market needs, developing solutions and innovations, and strengthening strategic partnerships between the sectors' institutions.

#### Role of scientific research in activating the tourism sector in Algeria:

- **Diagnosing capabilities and obstacles:** Algeria has significant tourism potential in terms of natural and climatic diversity, historical, cultural, and civilizational heritage. Despite this, the tourism sector remains below expectations due to structural and organizational obstacles. Scientific research plays a key role in diagnosing these capabilities and obstacles through methodological and scientific studies, including:

⇒ Study by Said Miftah et al.: Measures the tourist attractiveness of Biskra through natural and cultural resources, identifying capabilities and obstacles, providing an accurate scientific assessment of desert tourism potential as a strategic economic diversification opportunity.

⇒ Study by Laif Iman and Ben Hussein Nassira: Develops a model to assess the attractiveness of tourism fronts using qualitative diagnosis of tourism resources and quantitative visitor surveys, helping destination managers guide tourism development.

- **Proposing policies for economic diversification:** Several studies emphasize the need for a comprehensive vision, investment attraction, marketing modernization, bureaucratic simplification for beach, desert, and ecotourism sectors, including:

⇒ Study by Ashouri Ibrahim and Ben Moussa Mohamed: Suggests mechanisms for sector development, highlighting tourism media roles, public sector reforms, private sector engagement, and legal-institutional framework improvements.

⇒ Study by Arabi Hana and Ammar Abdelhafid: Proposes strategies such as investment rules, competitive incentives to attract local and foreign investors, and banking sector modernization to facilitate project financing at low interest rates.

- **Digital promotion and tourism awareness:** Studies on digital influencers show their effectiveness in stimulating tourism demand, recommending official support for tourism content creators as a low-cost promotional tool.

⇒ Study by Ahlam Kara et al.: Focuses on tourism promotion through social media, examining influencer pages on Facebook and their role in promoting destinations.

#### Contribution of scientific research in activating traditional industries and linking them to tourism in Algeria:

- **Highlighting the role of crafts in local economy and tourism:** Studies on palm products in Adrar (Oulf) and olives in Boumerdes show that crafts support rural tourism, increase artisans' income, and promote environmental sustainability.

⇒ Study by Mustafa Safia et al.: Connects tourism with the promotion of traditional products, such as household items made from palm fibers and plastic strips, produced in Oulf, promoted through national and international exhibitions, illustrating the economic impact of traditional industries.

- **Diagnosing the state of crafts and mechanisms for improvement:** National research on traditional industries shows that official support mechanisms (national awards, promotion funds, national days) are insufficient for qualitative leaps.
- **Innovation and industrial clusters:** Studies on copper clusters in Constantine and jewelry in Batna show that craft clusters enhance innovation, cooperation, and competitiveness, requiring digital skills and protection of geographical indicators.

⇒ Study by Laouj Wardia et al.: Analyzes how artisan affiliation to clusters enables innovation and collective projects, focusing on copper artisans in Constantine and jewelry in Batna, based on Richard Florida's 3Ts model (Technology, Talent, Tolerance).

The research methodology relied on a field survey conducted during the 21st International Crafts Fair in Algeria, with a sample representing 30% of participants (46% men, 54% women).

The study concluded the importance of protecting artisan creativity through collective marks and geographical indicators.

#### International perspective:

Global methodological guidelines show that crafts linked to tourism are a major source of income, employment, and poverty reduction in rural areas, which supports the quality of Algerian research in this field.

From the above, it can be said that academic scientific research in Algeria has provided deep diagnostics, evaluation models, and practical solutions to link tourism with traditional industries and enhance their role in sustainable development.

#### ❖ Tourism quality plan (Guideline Plan for Tourism Development SDAT):

The Guideline Plan for Tourism Development (SDAT 2025) constitutes the strategic reference framework for tourism policy in Algeria. This plan serves as the document through which the state announces its tourism project

for 2025 to all actors, sectors, and regions. It is a tool that reflects the state's will to valorize the country's natural, cultural, and historical capacities and place them at the service of tourism in Algeria.

To achieve the required leap and make tourism a national priority, it must be seen not as an option but as a necessity, as it represents alternative resources to hydrocarbons. Among the strategic objectives of this plan is to extend the effects of this policy to other sectors, including higher education and scientific research.

➤ **Tourism quality plan:** Today, quality has become a necessity in major tourist countries. It is the philosophy that makes the tourism plan aim to develop the quality of the national tourism offer, focusing on training and education, and integrating information and communication technology in line with global tourism product development. The tourism quality plan includes:

- ✓ Improving quality and developing the tourism offer;
- ✓ Providing a new vision for professionals;
- ✓ Encouraging tourism operators to adopt quality procedures;
- ✓ Promoting Algeria as a quality destination through international and national exhibitions.

To achieve the material and financial goals of the 2025 action plan, human resource training has become essential. Accordingly, this plan sets three strategic training objectives to stimulate tourism in Algeria:

- ✓ Ensuring the competitiveness of pedagogical programs and qualifying trainers at tourism schools;
- ✓ Preparing excellence standards for tourism education and training;
- ✓ Innovation and use of information and communication technology in the tourism quality plan.

#### ❖ **Key agreements between higher education institutions and the tourism and traditional industries sectors:**

➤ On November 9, 2019, during the first national forum on "Traditional Industry and Crafts as a Mechanism to Activate Sustainable Tourism Economies and Market Regional Identity in Algeria" at Mohamed Seddik Ben Yahia University - Jijel - a cooperation and partnership agreement was signed between the Directorate of Tourism and Traditional Industry and Crafts of Jijel and the university to exchange expertise between the two sectors and develop tourism and traditional industries and crafts according to scientific frameworks.

➤ On July 20, 2020, in Algiers, eight agreements were signed between the Algerian Industrial University consortium and some national universities as a step to implement cooperation between the Ministries of Industry and Higher Education and Scientific Research, including one agreement related to ceramic industry and its derivatives.

➤ On September 19, 2020, the Minister of Tourism, Traditional Industry, and Family Work, and the Minister Delegate to the Prime Minister in charge of micro-enterprises signed a framework agreement to enhance entrepreneurship and creativity among project holders in tourism and traditional industries, especially in the south, highlands, and shadow areas.

➤ On March 25, 2021, a cooperation agreement was signed between the Ministry of Tourism, Traditional Industries, and Family Work and the Ministry of Higher Education and Scientific Research. This cooperation defines the general framework for work, coordination, and collaboration in higher education and scientific research between the two ministries, aiming to achieve SDAT plan objectives for tourism quality and the national tourism quality plan.

This agreement covers training and research areas related to both sectors and shared interests, including:

- ✓ Preparing qualifying training in areas of mutual interest for the benefit of their employees;
- ✓ Integrating tourism and traditional industries educational units into bachelor's and master's programs;
- ✓ Selecting thesis topics to serve both parties' needs;
- ✓ Supervising trainees during thesis preparation;
- ✓ Participating in thesis evaluation committees;
- ✓ Organizing pedagogical internships in continuous training for sector employees;
- ✓ Contributing to organizing periodic scientific forums, conferences, and seminars on shared interests;
- ✓ Encouraging partnership and experience exchange between educational institutions in both sectors;
- ✓ Supporting the establishment of laboratories or joint scientific research teams.



➤ On June 23, 2021, in Algiers, the Ministry of Tourism, Traditional Industries, and Family Work, together with the Ministry of Industry, oversaw the signing of a cooperation agreement between the Directorate General of Traditional Industry and Crafts and Algerian university associations. This aims to transform the traditional industry sector into a genuine productive industry. The Minister of Tourism emphasized that the agreement prioritizes scientific research through technical and scientific studies to improve production methods and techniques, develop artisans' skills, address obstacles, and propose innovative solutions for promotion, marketing, and exporting craft products globally.

➤ National and international exhibitions and fairs were organized to promote tourism and market craft products through direct sales or digital marketing. The sector works with several start-ups to prepare digital platforms accessible to tourism agencies and artisans for marketing craft products and assisting in establishing e-commerce stores.

➤ An agreement was concluded with the Ministry of Higher Education to develop tourism research and integrate tourism specialization into the university system.

### **Conclusion:**

Academic scientific research outputs allow activating the tourism and traditional industries sectors by adopting studies and research aimed at monitoring and diagnosing the current state of the sectors and providing alternatives for their advancement, in addition to encouraging and promoting partnerships between institutions in both sectors to valorize their capacities and activities. This helps achieve quantitative and qualitative objectives through strategic programs to develop and grow the sectors as sustainable resources for future generations.

However, the practical impact of scientific research remains limited, weakening investment and institutional coordination.

### **Recommendations:**

➤ Establish a work plan between tourism, traditional industries, higher education, and scientific research to develop and renew tourism products and crafts to keep pace with rapid changes and match diverse consumer tastes according to social and economic transformations;

➤ Develop international partnership structures in scientific research for tourism studies;

➤ Organize and develop scientific research by providing management structures to monitor and guide research serving tourism and traditional industries;

➤ Disseminate scientific conference results and benefit from them to address issues in tourism and traditional industries;

➤ Activate the role of higher education and scientific research generally, and in tourism specifically, by encouraging research, studies, and application of results.

### **Ethical Considerations**

This study was conducted in accordance with recognized ethical standards of academic research. The authors ensured intellectual honesty, proper acknowledgment of sources, and respect for academic integrity throughout all stages of the research process. No human participants, personal data, or confidential institutional information were involved. The study does not contain plagiarism, data fabrication, or misrepresentation of findings, and it adheres to principles of transparency and responsibility in scientific research.

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### Conflict of Interest

The authors declare that there is no conflict of interest regarding the publication of this article. The research was carried out independently, and the findings and interpretations presented are solely those of the authors.

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