



**Tourism Promotion in the Desert Areas of Algeria
Reality and Hope: Tamanrasset as a Model**

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Abstract:

Most countries around the world seek to build a strong economy, as it has emerged as the most important growth sector of the global economy and the strongest activity on the agenda of many countries of the world.

Algeria has paid attention to the tourism sector as an alternative to the hydrocarbon economy, and attached great importance to it to achieve comprehensive and sustainable development. Algeria has enormous tourism potential that qualifies it to be one of the most prominent tourism poles at the regional and global level.

Keywords:

Desert Tourism, Tourism Promotion, Tourism Poles, Border Areas, Tamanrasset.

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I. Introduction:

Algeria occupies a pivotal position in the Maghreb, Africa and the Mediterranean thanks to its geographical and economic character, its social and cultural features and its special morphological features. Due to this location, nature has made Algeria a meeting place for strong and diverse civilizational currents that have shaped the history of some of the most famous groups in the world.

Algeria is rich in riches and attractive landscapes, with towering mountains, vast high plateaus, plains, deserts, 1,200 kilometers of Mediterranean coastline, and an area of 2,981,741 kilometers, two-thirds of which is desert.

Algeria's important location and history are among the factors that make it a tourist destination par excellence, unlike most global tourist destinations, due to its diverse terrain, diverse climate, and myriad resources, if rationally utilized to promote the tourism sector to become the most important destination for various tourist delegations, and southern Algeria represents the most attractive tourist sites that qualify it to be among the leading countries in the field of desert tourism.

The Algerian desert is considered the second largest desert in the world due to its vastness, as it contains an important and diverse natural, cultural and historical heritage with a variety of archaeological monuments, sand dune formations and natural rock paintings. Perhaps the city of Tamanrasset is among the most important desert border areas that boast a geostrategic location due to its presence in the largest globally classified area thanks to the natural and archaeological wealth and the various human civilizations that succeeded in it..

2. Problematic:

Tourism is an economic phenomenon that is growing rapidly in several countries and is an industry in its own right, as it is no longer just entertainment, recreation and festive manifestations, but much more than that to become an important source of financial resources and an important element for attracting local and foreign investment.

Algeria, like the rest of the world, seeks to emphasize the attractions of tourism in most regions of the country by establishing a stimulating ground for the development of the tourism sector through strategic policies based on well-defined promotional plans and borders.

The border city of Tamanrasset is one of the desert regions distinguished by its cultural, urban and mountainous tourism potential, due to its important historical heritage and internationally recognized natural assets.

However, despite these natural and historical assets, we find that the tourism yield has not reached the required level, and this region still suffers from a serious lack of promotion of the tourism sector, which is a challenge that the government is betting on through the directives of the President of the Republic to the government to find ways to develop these tourist areas.

Based on the above, we sought in this study to answer the following main question:



What is the reality of tourism promotion in the desert border region of Tamanrasset?

To answer this central question, we include the following sub-questions:

- **What are the tourist attractions in the city of Tamanrasset?**
- **What are the tourism promotion mechanisms adopted to revitalize tourism in the border region of Tamanrasset?**
- **How can Tamanrasset be strengthened and modernized to make it more attractive to tourists from inside and outside Algeria?**

3. Objectives of the study:

This study aims to identify the most important principles and procedures used to promote tourism in the desert border areas of Tamanrasset.

4. Research Methodology:

In order for the researcher to familiarize himself with the aspects of the research to be studied, we chose to rely on the descriptive method by describing and listing the theoretical literature related to the reality of tourism promotion in the Tamanrasset region.

II. Theoretical framework of the study:

1- The nature of tourism and its importance:

1.1 The concept of tourism:

Tourism has been defined in various ways, with interest in it as an independent phenomenon with its own components beginning in the 1980s as an attempt to provide a unified and comprehensive definition. The concept of tourism serves to reinforce ideas about the developments that have occurred and are occurring in all human fields, and it also aims to build a network of strong human relationships.

However, upon examining the definitions of tourism, one finds that each researcher has focused on a specific aspect or a particular phenomenon. Some have emphasized it as an economic, social, or cultural phenomenon, while others have considered it a phenomenon based on the development of international, human, and cultural relations. Nevertheless, the concept of tourism has been closely associated with luxury, improving living standards, stability, and security, and these are among the most prominent definitions..

German scientist explained “**Jobert Freuler** “ In 1905, tourism is a phenomenon of the times, stemming from the increasing need to obtain rest, recreation, change of atmosphere, sense of the beauty of nature, taste it, and feel the joy and pleasure of staying in areas of special nature. (Kafi, 2015, p. 50)

The founder of tourism research, the researcher “ **Hotzkiz**, “ went on to consider the arena as the sum of the relations and phenomena that result from the travel and temporary residence of a person outside his habitual place of residence as long as this temporary residence does not turn into permanent residence, and as long as this residence is not linked to the activity of this foreigner. (Robert , 1993, p. 10)



While the Austrian economist went “**Herman Von Scholleron** “ In 1910, he defined tourism as that term that is given to all overlapping operations, especially economic operations related to the entry of foreigners, their temporary residence and their spread inside and outside the region or state of A.and Specific country (Kafi, 2015, p. 51)

as for “**Nell Leiper** It provides a more precise and comprehensive definition, as it sees tourism as an open system consisting of elements that interact with each other in mutually influential relationships, namely the human element, the geographical elements and the economic element. (Beddadou, 2010, p. 42)

The colloquial organization defines tourism as the movement of individuals from one place to another for different purposes and for a period of time exceeding twenty-four hours and less than a year.

as for **International definition** It was developed by the International Federation of Official Travel Organizations **LUOTO** which later became the organization of the arena and international travel and was approved by the Conference, as approved by the United Nations Statistical Commission in 1968, which is that "a tourist is any person who resides outside his habitual home for a period of more than twenty-four hours, provided that such residence does not turn into permanent residence. (Al-Dughaim, 2014, p. 44)

And I knew “**British Tourism Association**" 1981 Arena It is a collection of special and selected activities that take place outside the home and include accommodation and staying away from home. (Zaid & Belkacem, 2013, p. 167)

Among the terms that we find in the field of tourism:

Tourist:A person who travels for pleasure away from his usual home for more than 24 hours as transfers of less than 2 hours are considered trips. (Sarhan, 2015, p. 06)

In 1957, the United Nations Committee of Statisticians recommended approving the definition of tourists as follows:

- People who travel for pleasure, health reasons or special reasons.
- People who travel to attend meetings or represent different aspects such as scientific, administrative, sports, religious and tourism aspects.
- People who travel for business and trade.
- Cruise passengers even if less than 24 hours have passed.
- Those who enter a country with a contract to take up a job in it.
- Persons coming to reside in a foreign country.
- Students and learners enrolled in period-specific studies
- Residents of border areas and those in transit looking for work in a neighboring country.
- Passengers passing through a country. (Al-Sarifi, 2009, p. 25)

As for the parks, they are:

- People travelling to attend meetings or perform their duties
- Cruise subscribers even if their stay exceeds 24 hours
- Passengers who stop on the roads even if their stay exceeds 24 hours. (Kouache, 2007, p. 30)

-Tourism Activity: Tourism activity is represented in various information, advertising and public relations operations that symbolize the preparation of a message and present the image of tourism for a country or a region to international markets and exhibitions. (Hajab, 2004, p. 23)



-Tourist nights: It is the group of overnight nights that tourists spend outside their home countries in any place designated for tourist residence.

Tourism spending: It is all that tourists spend on services and what they consume from different materials, and on other expenses to other than what is included in the outcome of the host countries, and there are some statistics, indicating that the tourist may spend on accommodation 45%, drinks and food 20%, trips 15%, purchases 10%, entertainment and entertainment 5%, and there are other expenses about 5%.

It is known that the amount of spending is related to the level of tourists, their professions, ages, cultures and living standards. (Al-Dughaim, 2014, p. 15).

1.2 The importance of tourism:

-Tourism is a source of hard currency in the balance of payments

2- Tourism is an important source of job creation, whether in tourism institutions or in other sectors such as transportation, traditional cultural crafts and others.

3- Tourism is a source for upgrading the infrastructure of roads, airports, ports of entertainment places and others.

4- Tourism is a source of high prices as a result of activating the movement of production and consumption, improving the standard of living, thus increasing demand, and then rising prices.

5- Tourism is a source of entertainment for investment, whether in infrastructure or in the field of tourist structures to receive tourists.

2- The concept of promotion, its importance and objectives:

2-1-: Definition of promotion:

Promotion is the communication process through which the tourist institution or the tourist destination country seeks to achieve a set of objectives related to the definition of the characteristics of the benefits of the tourist area, so what do you mean by promotion

There are several definitions that dealt with promotion, the most prominent of which are the following:

- Promotion is the efforts and actions made in order to communicate with the target consumer through personal and non-personal communication channels that carry a certain message for him in order to arouse his interest and convince him to prefer the product or company over what other companies offer and then convince him to buy it.

- Promotion is a basic activity for any successful organization, especially in light of competition, so the market and customers need to identify the activity and production of that organization and then deal with it, and if promotion is important for all industries, it must be of greater importance in the field of tourism, where the importance of it increases relative to the rest of the other elements of the marketing mix due to the intangible nature of tourism services, which require focusing on the benefits and rumors expected from the service instead of focusing on the service itself. (Adada, 2019, p. 105)

Promotion is also defined as the processes of communication with individuals and institutions directly or indirectly to facilitate exchanges through influence and



persuasion to accept the products of the institution, whether those products are goods, services or ideas. (Hawwas & Oukil , 2018, p. 143)

Promotional communication is defined as a set of activities that define the product (for a good - a service - an idea) by focusing on its benefits and benefits to entice the target customers to buy it. (Belaid, 2008, p. 70)

As you know **Promotional Communications** It represents all messages, information and signals of any kind that the Promoter organization transmits to the target audience for the purpose of achieving a response. (Maher & Abu Qaht, 1999, p. 152)

These definitions refer to the following bases:

Promotion is a dynamic activity and one of the vital elements of the marketing mix.

-Promotion includes a number of sub-elements, which are called the promotional mix as it is a system that interacts with the rest of the other systems (elements of the marketing mix)

The organization uses promotion with the aim of influencing the environment and increasing demand for its products.

Promotion is a means through which organizations seek to convince customers of their products and services in their target markets.)Al-Taie(291 صفحة ،2002 ،

2.2 The importance of promotion The promotion activity is essential for any successful organization, especially in light of competition and in light of the need of the market and customers to identify the activity and production of that organization and who deal with it, and if the promotion is important for all industries, it must have greater importance in the field of tourism, where the importance for him increases from the rest of the other elements of the marketing mix relative to the intangible nature of tourism services, which requires a focus on the service itself. (Adada, 2019, p. 108)

2.3 Promotion Objectives:

Media: It means providing information and data about the tourism product to current and prospective customers (tourists).

2- Persuasion: Trying to convince the targeted and potential tourists to focus on the benefits and benefits they will get from using the product that satisfies their needs and desires.

3- Reminder: It means reminding tourists from time to time of the tourist product.

4- Reinforcement: It means strengthening the attitudes of the current positive opinions of tourists towards the tourism product to strengthen the feeling of satisfaction after purchase and to repeat the purchase constantly.

5- Interest: Arousing the interest of targeted and current tourists and forming a good mental image of the tourism institution and its products and commercial information. (Lovelock , Write, Lapertet, & Munos, 2008, p. 193)

5. Make the effort In order to influence the opinions of negative behavioral attitudes of customers and turn them into positive attitudes towards the tourism product and the institution, provide information to customers and various customers, increase demand and product differentiation, build relationships and reduce sales fluctuations. (Obeidat & Al-Dmour, 2005, p. 342)

From the consumer's point of view, the consumer gets direct benefits from promotion and the direct and quick benefits he gets are:



Promotion **creates desire**: Promotion activities aim to reach consumers and their feelings by reminding them of what they want and need.

* Promotion informs the consumer so that promotional means provide information to consumers about the new commodity and the satisfaction it offers and inform consumers of its prices, sizes and guarantees that are provided with the commodity.

* Promotion achieves the aspirations of the consumer, promotion is based on people's hopes and aspirations for a decent life.

From the point of view of the marketing man, the marketer tries to share with others a certain idea and encourages the consumer to behave in a certain way. (Al-Allaq & Rebayia, 2007, p. 13)

3: Tourism Promotion and its objectives:

3-1: The concept of tourism promotion:

It is an important variable for the definition of tourism as the main reference for communication that aims to convince the public of various media and communication messages that include the presentation of tourism products and services aimed at convincing the public to change its view towards the promoted product in the targeted market sectors or that can be targeted in the future. Distinguished to ensure strong relations with these tourism source markets by clarifying the realistic picture of the regions and regions Coming to the tourist and highlighting the temptations Multiple facilities that will be provided to them from accommodation places and other services accompanying tourism operations (Al-Sahn, 2005, p. 314).

Tourism promotion is one of the branches of marketing communication through which the tourism institution seeks to provide tourists with information for the purpose of introducing them, reminding them, convincing them of its tourism products, influencing their behavior to make and repeat the purchase decision and gain their loyalty using appropriate means of communication (promotional mix). (Belkacem , 2015/ 2016, p. 54)

and know him **Khalil Dabbas** It is a direct or indirect communication process directed to the current or prospective consumer or to other groups with the aim of creating a suitable climate for the development and strengthening of the center of the tourism institution, in addition to urging the consumer to obtain products that would restore him to his natural state and protect him from the possibility of exposure to any influence that draws attention to the nature of his behavior. (Hajab, 2004, p. 137)

3.2 Tourism Promotion Objectives and Strategies: Tourism promotion is based on two strategies that can be followed to influence the target audience.

* **Attraction strategy:** This strategy aims to attract the tourist and convince him to visit the tourist destination, so that this results in an effective tourist demand, and this strategy depends on widespread advertising, which is directed to the potential tourist and the result of following this strategy is to increase spending on advertising, especially in widespread means such as satellite channels.

***Payment Strategy:** This strategy depends on personal means such as personal selling and public relations to a large extent, where an attempt is made to convince tour operators to deal with the tourist destination and obtain assurances of that dealing, and they in turn will promote the tourist destination to their agents, and to other tourism companies, and follow this strategy in promoting tourist destinations that are not



available enough information in the source market for tourists, and require highlighting the characteristics and features of the tourist destination, such as the center of tourism abroad. (Adada, 2019, p. 106)

Promotion usually aims to excite the consumer quickly and instantaneously to import the commodity or services and increase acceptance of product ideas through all means that deliver information to the tourist, whether through radio, television, newspapers or magazines, or by showing films about the tourism product within the means of transportation that the tourist rides, and this is the most important form of communication between the seller and the current or potential buyer. (al Bakri, 2005, p. 242)

As well as providing the tourist with information to clarify the general picture of the tourist destination, while creating a distinct center as much as possible for the tourist destination and increasing the number of tourists visiting the tourist destination.

In addition to the stability of the volume of tourist demand and not its decline, while ensuring the formation of a positive trend towards the tourist destination and protecting the image of the tourist destination in times of crisis. (Adada, 2019, p. 106)

Tourism promotion also aims to expand and provide goods and services according to the needs of the target market by dealing with entities seeking to show the tourism product at a certain time.

As well as confronting competing promotional programs for the tourism product that affect the behavior of existing or promoted customers to visit the tourism product. (Al-Dabasi, 2006, p. 19)

4: Tourism promotional mix and its elements:

4.1 Concept of promotional mix

Promotional mix is a set of components that interact and integrate together to achieve promotional objectives established within the framework of the prevailing marketing philosophy. (Al-Allaq & Rebayia, 2007, p. 36)

Hotel tourism organizations seek to use one promotional methods and activities to deliver their message to the tourist consumer, and these elements are known as the promotional mix, i.e. communications, which is defined as the set of elements and activities used to achieve what they infect the promotional company with tourism and hotel organizations.

4.2 Elements of the promotional mix:

Key direct elements:

1- Personal Selling: Personal selling is defined as the process of personal communication between the seller and the buyer in which information is exchanged with the aim of convincing the prospective buyer to buy the product. (Kafi, 2015, p. 145)

2- Publicity: It is an attempt to disseminate data and information that can have a good impact on the hearts of the masses, with the aim of attracting the prospective tourist and urging him to make the right decision, and to Tourism advertising has an important role in the field of influencing the trends of tourists and finding a general trend among the prospective public to make tourist trips and heading towards a specific country, and not cheating tourism advertising from the use of many means to influence the Recipients, taking into account that there are means that affect more than others in certain circles



and certain segments as a result of the influence of some peoples by more means than others. (Al-Dughaim, 2014, p. 68)

3- Public Relations: Public relations and publishing are elements of the promotional mix because they are a means of communication aimed at improving the image of the organization, and improving its relations with the different categories of audiences that deal with it, public relations is the audience that the organization makes in order to improve its image in the eyes of customers. (Adada, 2019, p. 112)

This means that it is a continuous process that uses various means of communication and media after measuring public opinion trends and analyzing the psychology of the concerned audiences that are directly or indirectly related to the institution, according to a scientific approach that enables understanding and agreement between the institution and the different audiences related to it. (Al-Dughaim, 2014, p. 71)

B- Indirect elements: the most important of which is advertising, which uses media and communication means, the most important of which are

- Television and radio as the most influential, used and attractive means to the public, as well as increasing the revenues of television and radio stations over the course of their transmission
- Newspapers and magazines, which are considered available means regardless of cost
- Means of transportation such as trains, cars and subways
- Paper posters are considered one of the oldest means of advertising, as they are usually written by hand or painted in one or several colors and implemented on a specific type of thin paper that is easy to paste on the wall and wood panels (Al-Masri, 2002, p. 65). In addition to other tools and means that will contribute to the process of stimulating tourism and promoting it, including
- Conferences held at different periods with the aim of discussing related phenomena.
- Promotional films for the tourism product that are displayed in public devices.
- Brochures issued by tourism products.
- Exhibitions where amateurs and those interested in tourism work meet, in addition to concluding agreements for the exchange of tourism products.
- Invitations to embassies and consulates for the purpose of participating in festivals or visiting tourist areas in the country. (al Bakri, 2005, p. 185)

III. The first axis: desert tourism and investment in it

1- Prospects for investment in desert tourism:

Desert tourism is a type of tourism, the natural environment of which is the desert, including landscapes represented in the accumulations of sand dunes, barren mountains, dry valleys and Natural oases One of the human manifestations is the lifestyle and culture of the Saharan peoples that are in harmony and fully harmonious with the nature of the desert, to form in their natural and human interaction a strange pattern of life familiar in cities and rural areas. (Gharaibia, 2009, p. 31)

as Aims also To visit the desert and archaeological areas and learn about the ancient paths and roads located deep in the desert, that is, what links its essence to the mind and thought directly, so we find it attracts certain categories of tourists who want to visit cultural monuments)Salah El-Din(13 صفحة ،1998 .



As for the Algerian legislator, he defined it as "every tourist stay in a desert environment, based on the exploitation of various natural, historical and cultural capabilities, accompanied by activities related to this ocean of entertainment, entertainment and exploration." (Official Gazette, 2003).

Tourism investment is defined as the productive capacity aimed at forming physical capital and preparing human capital in the field of tourism industry, further improving the production and operational capacity and providing the best services related to this activity.

Algeria has sought to prepare the master plan for tourism development by 2025 (SDAT) by the Ministry of Territorial Development and the Environment (SHE's DEAD.) which is part of the National Territorial Development Plan SNAT2025 The strategic frame of reference for tourism policy in Algeria is distributed as follows: (Aouinan , 2012 - 2013, p. 322)

- The tourist poles of the north in the north of the country, and includes three tourist poles of the concession, namely the tourist pole of the concession northwest, the tourist pole of the concession in the north-center, and northeast
- Tourist poles of the south: The south-northern region includes two tourist poles of the concession: the tourist pole of the concession (south-east) oases, the tourist pole of the concession southwest
- Tourist poles of the Great South: It also includes two tourist poles of the concession, namely the tourist pole of the Grand South concession - Tassili Najer, and the tourist pole of the Grand South concession - AlAhgar, which includes the southern states of the country Elezi Tamanrasset

2- Facilities to support desert tourism:

It is a set of privileges granted to each investment in the field of desert tourism to people or tourism institutions that wish to invest in this field

There are also serious efforts to create new expansion areas in the Saharan states through the state policy pursued in recent years.

IV. The second axis: the elements of tourism activity in the city of Tamanrasset

- **Natural stimuli** : The city of Tamanrasset has a strategic location - a link between the continents of Africa and the continent of Europe - its people to be an active tourist destination for foreign tourists, especially from European countries, who flock every year in order to see the site of Tassili Najer, classified globally, in addition to the charming mountain peaks such as the summit of Tahat, which is 3003 m high, which is the highest peak in Algeria, without forgetting the view of the most beautiful sunrise and sunset in the heights of ElAskram At an altitude of 2800 m, this wonderful diversity and combination of the Tanmrast rooftop molefologists has made it an open-air museum.

The city of Tamanrasset has several natural sources such as Tamkrst waterfalls, water ponds, oases, water of Laayoune and petrified forests located in the northern part of the state in the Tidikelt area, in addition to a diversity of animal wealth, which made the princes of the Gulf go to it in abundance in order to carry out the process of hunting the animal dhab



- **Human Ingredients:**

- **Rock drawings and inscriptions**, especially in the Ahgar and Tassili regions, which date back to 12,000 years ago, reflect the life that man was living in that period, and they symbolize a group of animals and tools that existed at the time, in addition to a group of writings in the Tifinagh language

- **The mausoleum of Queen Tinnan**, the Queen of the Tuaregs, her mausoleum is located in the Iblsa area, northeast of the city of Tamanrasset, and this mausoleum dates back to before the fifth century and some religious monuments such as the church of the monk Charles Dufukull, located in the area of AlAskram, as well as mosques with a local geometric shape.

- **Ancient palaces** such as the Palace of BAgouda in Ain Saleh, the Palace of Musa Ibn Mistan, located in the city of Tamanrasset, and other palaces that tourists from all over the world go to enjoy the exceptional architecture that formed the nature of society at the time, as well as the Roman historical monuments scattered everywhere

- **The traditional irrigation system** or the so-called Faqra, which is a traditional system that has been included among the historical and cultural monuments

- **Weekly markets and various traditional industries** such as the manufacture of traditional ornaments such as anklets and bracelets, the manufacture of baskets for the presence of palm trees in abundance in the region, leather industry such as the manufacture of bagpipes and tents, pottery industry used especially in cooking and eating, wood industry and often used in decorations and eating utensils.

- The city of Tamanrasset is characterized by a solo artistic character, as it is famous for its distinctive lyrical and folkloric dances, the most important of which are the tandi dance, the gunpowder dance, as well as the music of the auction relative to the original auction instrument

- Infrastructure:

Base facilities contribute to the development of tourism and in the provision of better services such as transport networks, accommodation facilities, tourist agencies, etc., as it contains 2556 km of land roads, of which 2121 km are national roads and 430 km are state roads, and the region also contains 03 airports, including one international located in the state capital and two internal airports located in Ain Salah and Ain Guezzam.

The establishment also contains a huge capacity for accommodation and reception, as the region has known a diversity of tourist facilities from hotels, camps, tourism agencies and travel, thanks to the continuous increase in the influx of tourists, and these facilities have helped to reduce unemployment by providing many jobs and contributing to tourism development, where there are 07 hotels and 16 camps, employing about 365 workers, including 160 permanent, in addition to 82 tourist agencies, including 03 tourist offices, namely the Local Office for Tourism in Tamanrasset, the Diwan Local Tourism in Ain Salah and the National Bureau of Tourism in Piger



V. The third axis: the foundations of tourism promotion to activate tourism activity in Tamanrasset

First: Promotion through the exploitation of cultural resources:

The city of Tamanrasset has a cultural and cultural heritage that will contribute to attracting tourists to the region, perhaps the most important of which are those cultural, economic and religious events as well

* Tavest, an economic and cultural event held during the month of April.

The Cultural Festival of Amazigh Song and Music is a cultural and tourist festival held in December.

* Visit Daghmouli, which is a religious, cultural and tourist kit to be held in May.

Al-Assihar, an economic, cultural and tourist event held during the month of January and February

Second: Promotion through sports events:

These sports events contribute to the revival and promotion of tourism activity by introducing the Sahara region in general and the city of Tamanrasset in particular and its wealth and natural and cultural heritage, material and intangible, while working to protect and preserve these resources, and the most important of these events are: (Gharbi & Doueifi, 2020, p. 66)

Red Brands: It is a sports and tourism event organized by a private tourism agency, aimed at promoting the region and considering it a sustainable tourist destination, this event began to be organized since March 2016, in which the participating contestants travel over a distance of 2200 km from Algiers to the city of Tamanrasset.

- International Desert Challenge Rally: It is for mechanical sports, including car and motorcycle racers, and includes several participants from inside and outside the country, and the organizers of this sports competition aim to introduce the tourist destinations in the Algerian desert and discover its wealth and beauty of its scenery through difficult paths in which the rate of adventure and enjoyment at the same time increases.

- Dune Marathon: It is a cultural sports event in which the marathon area extends to 42 km over 3 consecutive days in which the runners roam the various desert terrains at a free pace by walking or running, and on the sidelines of this event a rich tourist and cultural program is organized that includes daily trips to museums, historical sites and religious places such as corners and temples such as the temple of Saint de Foucault, in addition to holding exhibitions of traditional industries, reviving local bands and concerts in order to highlight the various desert singing styles with traditional meals which Tamanrasset region is famous for

In addition to other sports such as the famous camel race in the Tamanrasset region, which extends for six (06) days and five nights.

Third: Media promotion of tourism in Tamanrasset

Tourism media is necessary and indispensable to inform tourists of the efforts made by tourism service providers, which increases their awareness and desire to visit the tourist destination again. It is a communication activity with its own characteristics, characteristics and messages and fulfills the roles assigned to it within the framework of tourism media policies.



The region of the border city of Tamanrasset enjoys a local regional radio station that broadcasts classes and programs concerned with the tourist aspect and this is to introduce this tourist pole in coordination with tourism operators (Tourism Directorate, 2024). Those in charge of the tourism sector also see the need to involve other mass media such as public and private television, as well as radio of all kinds, in the task of promoting tourism in the Algerian desert in general and the city of Tamanrasset in particular, and this by broadcasting various quotas and programs in order to attract the largest possible number of local or foreign tourists. However, what The blame on the media corner is that it is limited to covering the demonstrations and festivals held in the city of Tamanrasset and not including tourism in its development media plans

Fourth: Promotion through tourism agencies

It is widely spread about 83 tourist agencies in the state of Tamanrasset and is of great importance, as a large percentage of foreign tourists depend on their services in their movements, so they are primarily the appropriate factor to increase the rate of travel for internal and external tourism, and the development of tourism at the present time can not be without the presence of these agencies, which represent the link between the tourist and the rest of the facilities and tourist facilities

6. Recommendations:

- ✚ The need to develop infrastructure to receive tourists from all countries of the world
- ✚ Work to improve the image of desert tourism among local or foreign tourists
- ✚ Providing media support to deal with the measures taken by the Algerian government in favor of tourism in Algeria
- ✚ Providing incentives to tourism and travel agencies in order to attract the largest number of tourists.
- ✚ Relying on promotional tools for the tourist destination through mass media such as radio, newspapers, television, discs, movies, the Internet, social networking sites.
- ✚ Motivating tourism companies to work in the desert, especially in border areas, and encouraging the establishment of companies in order to stimulate tourism work.
- ✚ The need to complete tourist maps and guidebooks containing tourist attractions.
- ✚ Urging civil society to spread the culture of tourism by preserving the desert environment and giving a good image of these areas.



7. Conclusion:

The Tamanrasset border area is considered a tourist area par excellence, where it has become necessary for officials to enhance its tourism function to attract the largest possible number of tourists if we want to promote the tourism sector in the border city of Tamanrasset, as the latter is a gateway for the influx of tourists to and from African countries. The development of border tourist areas has also become of great importance by increasing the bonds of brotherhood and social and cultural communication between neighboring countries and the authorities responsible for tourism, especially with Algeria's political efforts to consolidate partnership and cooperation relations with African countries adjacent to the city of Tamanrasset.

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