

## The exploitation of tangible cultural heritage for the promotion tourism: A case study of the state of Chlef

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### Abstract:

This research aims to highlight the role of material cultural heritage in increasing tourism movement as it is one of the most critical components of tourist attraction, thus achieving local tourism development in the state of Chlef. It was found that the state has a large and rich material cultural heritage that can become an essential source for increasing the tourist attraction in the state and thus achieving local tourism development. The local authorities have implemented financial programs to preserve the tangible cultural heritage and a set of efforts to achieve growth in the state's tourism sector.

**Keywords:** tangible cultural heritage; Tourism promotion; Local development.

**JEL Classification Codes:** Z10, Z 32, R11.

### ملخص:

يهدف هذا البحث إلى إبراز دور الموروث الثقافي المادي في تنشيط السياحة باعتباره من مقومات الجذب السياحي وبالتالي تحقيق التنمية السياحية المحلية في ولاية الشلف. توصلت الدراسة إلى أن الولاية تملك موروثا ثقافيا ماديا زاخرا يمكن أن يصبح مصدرا أساسيا لزيادة الحركة السياحية في الولاية، وبالتالي تحقيق التنمية السياحية المحلية.

ولقد جسدت السلطات المحلية مجموعة من البرامج المالية من أجل الحفاظ على الموروث الثقافي المادي بالإضافة إلى مجموعة من الجهود لغرض تحقيق التنمية في القطاع السياحي في الولاية.

كلمات مفتاحية: الموروث الثقافي المادي، تنشيط السياحة، التنمية المحلية.

تصنيفات JEL: Z10، Z32، R11.

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## **1. Introduction**

It is considered the tangible cultural heritage, which includes the historical heritage recorded by man since past civilizations and passed through various regions of the world, which seeks, as part of a group of great efforts, to preserve and value it for future generations. The tangible cultural heritage includes the architectural, historical, and artistic heritage, including historical monuments, handmade and traditional products, archaeological sites, buildings, museums, and archaeological sites.

Tangible cultural heritage reflects the cultural distinctiveness of local areas and forms the basis for preserving identity and privacy. Hence, its role is highlighted as an effective tourism product that increases local tourism attractiveness.

Algeria is replete with many types of this material cultural heritage within its states, such as the state of Chlef, which has something that goes deep into history, as it is full of various historical monuments and landmarks dating back to the various eras, civilizations.

Perhaps one of the most important challenges facing the state of Chlef is how to value and protect this heritage to employ it in the development of local tourism, given that the region can become a destination for local and international tourism at a time when voices have begun to grow louder about the necessity of moving towards tourism development, and this will only happen if The way to protect the cultural heritage of the state on the one hand and making it one of the most prominent tourist destinations sites on the other hand.

Hence, the problem of our study is centered within the framework of the use of material cultural heritage in local tourism development as an effective and distinctive tourism product through searching for ways to exploit it in development and in developing the tourism sector without losing its archaeological value by valuing and preserving it. From here we raise the problem that we justify in the fundamental question as follows:

**To what extent can the material cultural heritage be exploited to stimulate tourism in the state of Chlef?**

### **Research importance:**

The research derives its importance from the growing interest in achieving tourism development, considering heritage tourism in Algeria as an important type of tourism, and considering the cultural heritage as a tourism product that can be exploited and devising different ways to attract tourists to it within the framework of mechanisms to diversify the national economy, especially since Algeria contains a rich cultural heritage. It tells the history of civilizations and cultures that passed

through every region of Algeria. Such as the Chlef region, where it has become necessary to recover this history, preserve it, and benefit from it to revitalize the tourism sector.

## **2. The concept of material cultural heritage**

Many countries of the world have a cultural heritage whose history extends back thousands of years, and thus they are rich in values and principles. Many nations have developed when they discovered the secrets of their cultural heritage, which made them rush to activate their resources and capabilities effectively to achieve the goals and requirements they seek. (Al-Khudairi, 2009, p. 115)

### **2.1 Definition of material cultural heritage**

Heritage means the inheritance that successors inherit from predecessors, which requires the necessity of preserving and reviving it, transferring it, continuing it, and passing it on from one generation to another, which is at the core of the meaning of heritage. Thus, it becomes clear that the concept of heritage is not complete without being coupled with the concept of preserving and reviving it, and that successive generations are constantly keen on the necessity of identifying it, revealing it, protecting it, and reviving it, and highlighting its latent strength, which depends on the extent of people's awareness of that heritage and their keenness to possess and realize themselves through continued creativity in it. And bear the responsibility for its sustainability by passing it on to future generations. (Ashi, 2011, p. 4)

UNESCO defines cultural heritage as: “the inheritance of material and intangible possessions that belong to a group or society that has legacies from previous generations, and which have remained until the present time and have been gifted to future generations (Gombault, 2009)

Others defined it as: “It is the result of the intellectual, social and material experiences of our ancestors, written and oral, formal and popular, linguistic and non-linguistic, that have reached us from the distant and recent past.” (Sweilem, 2018, p. 241)

These definitions established a broad concept of heritage, as it did not specify whether it was tangible or intangible heritage, including all types.

Cultural heritage consists of things and ideas of value and importance, and the material represents everything built and tangible left by previous generations.

### **2.2 Types of material cultural heritage**

Tangible cultural heritage includes buildings, historical places, monuments, and artifacts, as well as what excavations reveal and what museums contain, each of which represents historical periods in the lives of peoples, which requires their protection and sustainable preservation for future generations. They are thus distinct elements of archaeology, architecture, science, or technology, especially those

associated with cultural elements. These components become important for the study of human history because they represent the basic foundation of ideas over time. (Ashi, 2011, p. 6)

According to Algerian law, tangible cultural heritage includes two parts: immovable tangible heritage (real cultural property)

Movable tangible heritage (movable cultural property).

**2.2.1 Fixed material heritage:** which is known in the language of archaeologists as fixed antiquities, is represented by the remains left by ancestors of religious and funerary facilities such as temples, tombs and shrines, mosques and mosques, and military and civil buildings such as forts and palaces, castles and baths, dams and walls, and they include Both: (Sweilem, 2018, p. 243)

**2.2.1.1 Historical monuments:** What is meant by this is: any individual or collective architectural structure that bears witness to a particular civilization, significant development, or a historical event. The monuments concerned in particular are major architectural achievements, decorative art, painting, engraving, magnificent scientific buildings or complexes of a religious, military, or industrial nature Arabic, calligraphy, civil, agricultural, prehistoric structures, or tombs, grottoes, caves, paintings, and drawings. Megalithic monuments, memorials, structures, or isolated items that have a connection to major events in national history.

**2.2.1.2 Archaeological sites:** These are: built or unbuilt areas without an active function that bear witness to human actions or interaction with nature, including the subsurface of the lands connected to them, and have value from a historical, archaeological, religious, artistic, scientific, or anthropological point of view. In particular, it means archaeological sites, including archaeological reserves and cultural reserves. - And urban or rural groups: what is meant by: kasbahs, palaces, cities, palaces, villages, and traditional residential complexes characterized by the dominance of the residential area in them, which, through their harmony and architectural, and aesthetic unity, possess historical, architectural, artistic or traditional value importance that would justify their protection, repair, rehabilitation and valorization.

**2.2.1.3 Movable tangible heritage:** which archaeologists call movable antiquities, and is mostly represented by: coins and artistic artifacts resulting from archaeological explorations and research on land and underwater, including ceramic and pottery pieces, archaeological writings, coins, seals, jewelry, traditional clothing, weapons, burial remains, archive documents, and manuscripts. .

Movable cultural property includes, in particular, the following: (Sweilem, 2018, p. 245)The results of archaeological explorations and research on land and underwater.

- Remains of the destruction of historical monuments.

- Artifacts such as ceramics, writings, jewelry, coins, seals, traditional clothing, weapons, and burial remains.
- Cultural property related to religion, the history of science, and the history of economic, social, and political development.
- Properties of artistic importance:
  - Oil paintings created by hand on any type of support made of any material.
  - Original drawings, posters, and photographs that represent original creativity.
  - Original artistic installations made from all materials, such as engravings and products of statuary art in various materials, and applied artworks on glass, wood, porcelain, metal ,and more.
- Books, documents, and publications of special interest.
- Coins (medals and coins) or postage stamps.
- Archival documents including text recordings, maps and other cartographic equipment, photographs, films, audio recordings, and machine-readable documents.

### **3. The role of material cultural heritage in stimulating tourism**

The German Goeber Freuler presented a definition of tourism, as a contemporary phenomenon arising from the growing need for rest and change of air, and development of an appreciation for the beauty of nature, and the experience of joy and enjoyment, and residence in areas that have their nature, additionally the advancement of communications which resulted from the expansion of trade and industry, has contributed to the growth of tourism. (Hadir, 2005-2006 , p. 2)

According to the International Academy of Tourism, it is an expression given to leisure trips or a group of human activities mobilized to achieve this type of trip, and it is an industry that cooperates to meet the needs of tourists. (Al-Hamdan, 2001, p. 57)

According to the World Tourism Organization, it is a group of activities offered to people on the occasion of their travel and staying in places outside their usual surroundings for entertainment, business, or other motives. (Sakina, 2010, p. 15)

From the above, we can conclude that tourism is:

- The activity that a person carries out to entertain himself, by changing the routine atmosphere in which he experiences in his daily life.
- A relationship that develops between individuals and different communities, allowing the exchange of different cultures and languages, and learning about different customs and traditions.

- Economic activity that countries try to exploit to provide new capital to achieve permanent development and progress.

Activating tourism depends on several measures aimed at increasing tourist traffic and developing the tourism sector by working to enhance tourist attraction in a specific area.

The appeal of tourist attractions can vary greatly and may include natural landmarks, historical sites, cultural events, theme parks, museums, beaches, shopping areas, and more. Tourist attractiveness may also depend on its beauty, historical importance, entertainment value, what distinguishes it, or any other factor that captures the interest and curiosity of tourists.

Cultural heritage is considered a source and wealth to be exploited to increase tourist attraction and investment in it so that it benefits economic development. This will only be achieved by paying attention to it and reviving it by rehabilitating archaeological sites, for example, to attract visitors to encourage internal and external tourism, and this will lead to heritage tourism taking its place in society to preserve this Cultural heritage.

The relationship between tangible cultural heritage and increasing tourist attractiveness appears through the close relationship between some global cultural heritage sites classified by UNESCO and international tourism revenues. (Olivier, 2000)

The importance of tangible cultural heritage is that it is a unique, non-renewable resource of cultural, scientific, national, and religious value.

For an individual, cultural heritage is considered the first cradle of his thinking and culture. Therefore, heritage must be preserved and awareness must be raised about the necessity of activating it and passing it on to generations with pride and honor, because it enhances belonging and highlights identity, and it is what awakens in man the faculty of research and contemplation and pushes him to work and change to complete his existence.

Cultural heritage is of great importance and plays the largest role in stimulating tourism, especially cultural tourism, in many aspects, including the following:

### **3.1 Historical importance**

The cultural heritage is considered a history of a special kind. It is material and intangible history, tangible history, and living history. Accordingly, heritage is a basic and living source that the tourist looking for learning cannot do without, as well as the historian in historical writing. Through them, the historian can confirm or deny some of the historical events discussed in the main books, They provide the historian with material support in writing because the monument, from the historian's perspective, is a material support that carries much historical, archaeological, artistic, and cultural knowledge, and the legacy is the shining historical facade of the peoples.

### **3.2 Preserving national identity and enhancing cultural awareness:**

The tangible cultural heritage contributes to increasing the cultural awareness and deepening their of of culture and history of the country they are visiting, as the material remains of the civilizations that succeeded different peoples are not merely silent stone monuments, but symbols of an ingrained identity that implants its roots. In the depths of history and extending across the epochs of time, in Algeria, for example, even colonialism, which continued to cast doubt on Algeria's identity and its history full of glories and heroics, was confronted by ruins that still exist in many of Algeria's archaeological cities confirming that there was a people who knew all the layers of human civilization that had accumulated on its land. Starting from prehistoric times to the present day, all of them express an extended history and a solid identity that has continued to resist the colonizers' attempts to erase it. The cultural heritage was and still is the title of this identity.

### **3.3 Stimulating the local economy:**

Tourists who explore the tangible cultural heritage contribute to revitalizing the local economy through demand for shopping, entertainment, accommodation, and local cultural experiences. This enhances interest in the tangible cultural heritage and its preservation for future generations to use to spread tourism activity in local communities through its restoration and maintenance.

Increasing the proportion of tourists through exploiting the tangible cultural heritage also contributes to the development of local communities by creating new job opportunities in the tourism sector, strengthening the local economy, and promoting local development.

## **4. Prospects for exploiting the material cultural heritage of the state of Chlef to stimulate tourism**

Chlef Province is located in northwest Algeria and extends over an area of 4,791 km<sup>2</sup>. It is characterized by historical, economic, and social importance. Chlef Province has known several names, the most important of which is: (Directorate of Culture and Arts of Chlef Province, 2022)

- Chenalif Flumen: The origin of the name Chlef goes back to the era of the Phoenicians, as the Phoenicians are considered the first to give it this name about the Chlef Valley, which was known in their era as Chenalif Flumen, meaning gratitude for the thanks of the gods and goddesses who poured water on them, according to their belief.
- Castellum Tangtanium: It means the Tangier Citadel because Chlef at that time belonged to Mauritania Tangier.
- Idols: They were called “idols” by the conquering Arabs because of the buildings and Roman remains they saw in them, including the large columns and statues spread

throughout the city. It was said that it was the land of idols, and it remained under this name until the colonial period.

- Orleans-Ville: It was named after the city of the Duke of Orleans, the son of the King of France, Louis-Philippe (1830 AD - 1848 AD). Marshal Piguët gave it this name.
- Chlef: It was named after the Chlef Valley passing through its soil. It was said that the valley is the one that derived its name from it and that the word is derived from the Phoenician word Sheliphan or Schliemann, meaning a Phoenician god specializing in fertility and good things, knowing that the Chlef Valley is one of the largest and most fertile rivers in North Africa.

**4.1 Historical stages of the state of Chlef:** Below we can summarize the most important historical stages that occurred in the state of Chlef: ([www.dta-chlef.com/index.php?ref=tourisme](http://www.dta-chlef.com/index.php?ref=tourisme), 2020)

**4.1.1 The presence of prehistoric man:** The evidence of this is the presence of prehistoric man in the caves of Mount Sidi Marwan in the city of Tennis, as well as the presence of human skeletons discovered in the caves of Mount Sidi Marwan and stone tools such as arrowheads and some pottery vessels.

**4.1.2 Phoenician presence:** Around the 10th century BC, the Phoenicians were present on the Chlef coast, and due to its strategic location, they settled in Tennis and made it a commercial port. Among its remains is the Phoenician cemetery engraved in the sea rocks of the coastal city of Tennis.

**4.1.3 The Roman presence:** Around the first century AD 01 AD, the Romans gave the city of Tennis in their reign the name: Cartina Cologne, and during their reign they built a Roman city supported by several towers. The Romans also built in the interior areas of the Chlef Plain a colony known as Castellium Tungtanium, which was transformed into a Roman city in which it flourished. Trade was due to the abundance of agricultural products, and the Church of Reparatos was built in 324 AD, which is one of the oldest churches in North Africa.

**4.1.4 The Vandal presence in 430 AD:** eliminated the Roman presence under the guidance of Gesric. The Vandals destroyed most of the Roman constructions and succeeded in managing the real estate and agricultural lands. They also destroyed most of the facilities, including the city of "Castellium Tangtanium." The Vandal presence in Chlef lasted for some time. Considerable until it was the turn of the Byzantines.

Under the leadership of Genseric, the Vandals destroyed most of the Roman constructions.

**4.1.5 Byzantine presence:** After a century, the Byzantines invaded the city of Chlef, seeking to revive the glories of ancient Rome and recover stores of wealth. However, they did not last long until the Islamic conquests came after that.

**4.1.6 Islamic conquests:** This took place around the 7th century AD at the hands of Abu Al-Muhajir Dinar, and thus the residents of Chlef embraced the Islamic religion, and its civilization shone in most fields such as architecture, sciences, and others, and it was marred by successive Arab-Islamic disputes and emirates (the Idrisid, Almoravid, Umayyad...and others). During this period, Chlef also entered under the rule of the Ottoman Empire until 1830 AD, when it was occupied by French armies.

#### **4.2 The presentation of th material cultural heritage of the state of Chlef**

The state of Chlef has a rich cultural heritage, including history and diverse civilizations that passed through the region, and it serves as a tourist attraction that can contribute to revitalizing tourism activity in the state. We mention the most important of them as follows: (Directorate of Tourism of Chlef Province, 2023)

**4.2.1 Ras Tennis Caves:** Ras Tennis, located in Jebel Sidi Marwan, acquires significant archaeological importance because of the valuable evidence it contains of Iberomarean and stone industries dating back to the Neolithic era, given the gray layer.

The site includes the caves: the Cal Genoise Cave, the Church Cave, and the lower cave of the lighthouse. And the upper lighthouse.

**4.2.2 The Phoenician Cemetery:** There are more than 60 graves carved into the sea rocks on the Tennis Coast. They are monuments of a funerary nature that translate social rituals and customs of Phoenician origins. These graves extend over an area of 5 hectares, and these graves were completed inside the rocks.

**4.2.3 Bnairiyah Wall:** It originally goes back to the ancient Roman wall of Zaloga. It is characterized by a military character extending over a length of more than 500 meters. It was built to protect the city. It is said that its building stones were brought from the Oran Valley. It was built specifically to protect imperial agricultural properties given its wide extension.

**4.2.4 Tymelos:** It dates back to the dawn of history and is located next to the Benairic wall. It is a monument of a funerary nature. This Tymelos translates religious and funerary rituals and social beliefs of Berber origins. The Tymelos were built with round-shaped stones in medium and small sizes, and have been witnessed in many places in the world. Chlef Province: It consists of graves dating back to the Berber period, mostly built in circular or conical shapes.

**4.2.5 Oulad Ben Abdullah Castle (Timisi Castle):** It is a colony built on a plateau that is naturally protected on three sides. It is located near the Sidi Issa roundabout in the municipality of Taouqrit. The castle includes two walls, one east and the other west. As for the north and south sides, there are corridors extending in front of each. Among them is a watch center carved into the rocks to protect the city. In it, cisterns carved into the rocks and a Christian church with columns were discovered. At the entrance to the city were statues carved into stones and decorated. They were

classified on 05/09/1905 AD according to Official Gazette No. 07 and reclassified in 1968 AD according to the order. No: 67.

**4.2.6 Arsonaria:** Built on a mountain peak taken as a geostrategic location, it is a colony dating back to the Roman period located in the municipality of Marsa, in the Dahamnia roundabout, near the Sidi Bouras shrine. It represents the remains of a military city according to the remains of the fortified wall, in addition to two water tanks that used to supply the city with safe water. For drinking and in addition to mosaic pieces.

**4.2.7 Mosaic of Saint Reparatus (Roman period):** It consists of 04 mosaic panels bearing Latin geometric and epigraphic decorations indicating the establishment of the church in 324 AD. It is one of the oldest churches in North Africa. It was established when Saint Agustin allowed the population to convert to Christianity. It was classified in 1905 AD according to the Official Gazette. No. 07, and it was reclassified in 1968 AD according to Order 67, and it is located in the Garden of Idols.

**4.2.8 The archaeological site, Hay Al-Azm:** It was recently discovered in the city of Tennis and dates back to the Roman period. It consists of two water tanks, polished stones, and many pottery fragments, in addition to the remaining traces of walls indicating the presence of architectural structures. It was classified on 11/12/2011 according to the decision dated 06 Safar of the year 1432 AH.

**4.2.9 The western wall of the city of Chlef:** This historical landmark is located west of the city of Chlef. The wall was built in the French period using polished stones in the year 1850 AD. The wall acquires a military character as it was built to protect the city of Orleans-Ville (Chlef). It was classified as a national historical landmark on 03/17. /2010 according to the decision dated the first of Rabi' al-Thani 1431 AH.

**4.2.10 Tennis Lighthouse:** Tennis Lighthouse is located in the north-east of the city of Tennis, 08 km away. It was built in the year 1865 AD. The lighthouse is considered one of the most beautiful historical buildings that stand on the Chalfi coast due to its beautiful architecture in harmony with the coastal landscape. It was named the Roman Lighthouse in the year 1957 AD. The height of the lighthouse is estimated at 31 meters and its height above sea level is 89 meters. The lighthouse was built with white, square-shaped rocks.

The lighthouse is used to guide ships and ships coming to the port of Tennis and is currently affiliated with the National Maritime Guidance Agency. The lighthouse dates back to the colonial period. It is approximately 640 meters from the sea and in 1957 AD it was called the Roman Lighthouse. This lighthouse is entered through a large gate that was used to enter military trucks.

As for the internal spaces, they are a technology that contains machines and devices whose function is to continuously illuminate ships and sea vessels. The

earthquake that struck the lighthouse and its environs at one o'clock in the afternoon in 1957 AD and 1954 AD, made access to it difficult.

**4.2.11 Dar El Baroud:** or the Museum of Idols in the center of the city of Chlef and is distinguished by its cylindrical shape, but from the inside it was built in an arched shape. It was transformed into a museum of antiquities that includes many archaeological finds represented by columns, capitals, and some Roman mosaic pieces that adorn the museum garden. It was classified on 03/17/2010 according to the decision dated the first of Rabi' al-Thani in the year 1431 AH.

**4.2.12 Dar Al-Baroud: "Al-Jeira Ali Museum in Tennis":** This landmark is located in the coastal municipality of Tennis. It is a rectangular hall in shape that acquires a military character. It was used to store military ammunition in the colonial period. It is surrounded by a wall with holes used by soldiers for shooting.

**4.2.13 The Virgin Statue:** This bronze statue represents an image of the Virgin Mary located in the city of Tennis. It was built during the French occupation period due to the large presence of Christian residents in the city of Tennis at that time.

**4.2.14 Cannons:** The cannons are located at the top of the city of Tennis, adjacent to Mount Sidi Marwan, where they overlook the port. They were made in the late nineteenth century AD and were placed in this location during the First World War to defend the port of Tennis from invasion, knowing that the city in This period was subject to French occupation.

**4.2.15 Zawia Majadja:** It is one of the most ancient scientific zawiyas in the state of Chlef. Its inception dates back to the fifteenth century AD when Bey Muhammad al-Kabir built the shrine on the grave of the scholar Sidi Muhammad Abhlul al-Majaji, who is one of the righteous scholars and saints for whom the state is famous. Chlef. This righteous saint was considered one of the nobles and notables of Granada. Due to his continuous travel in pursuit of knowledge, he settled in the Majaja region, and for this reason, he was called the Majaji. He was famous for his asceticism, piety, and abundance of worship and piety. He had great blessings and answered prayers. The zawiya also includes a mosque bearing Ottoman architectural touches.

**4.2.16 The ancient city of Tennis:** The city of Tennis is considered one of the most ancient cities in the Mediterranean basin, given its history full of events and the civilizations that passed through its port. Its name is derived from the Berber word, which means the key. It was known to the Phoenicians as Kartina, which means the key city. The Romans called it Cartina Cologne, meaning the colony of Cologne, due to its prosperity in their era. The Kasbah contains many religious monuments (mosques, walls, towers, baths, and residential complexes). Its founding dates back to the year 785 AD/262 AH by Andalusian sailors, and it is classified as dated 18/09/2007 According to Executive Decree No. 07-277 dated 06 Ramadan 1428 AH, the

Kasbah contains Bab al-Bahr, Lalla Aziza Mosque, Sidi Bel Abbes Mosque, Sidi Boumaiza Mosque, the bathroom, alleys and old houses.

**4.2.4 Mama Peanut Shrine:** It is a building of a religious nature, which includes a tombstone for the legendary Mama Peanut. Its construction dates back to the colonial period as a tribute to Mama Peanut, who lived in the region with a group of nuns after their ship crashed due to a sea storm to receive them. In Bani Hawa Beach, this incident is known as the story of the banal 1802 AD. The shrine of Mama Peanut was restored by the Dutch Embassy with a financial support of 70 million centimes, in 2008 AD. It was decorated with blue and white ceramic designs and was accompanied by: 06 tombstones of her companions. Beni Eve has become a tourist attraction competing with the beaches of Las Palmas in the Canary Islands and Majorca in Spain.

### **4.3 Prospects for exploiting cultural heritage to achieve tourist attraction in the state of Chlef**

To provide support for the attempt to advance the tourism sector in the state of Chlef, it was necessary to include a set of financial programs to preserve the cultural heritage, as well as a group of efforts by the concerned authorities to develop the tourism sector in the region, as the Directorate of Culture, in coordination with the Directorate of Tourism of the state of Chlef. Several efforts, the most important of which are the following:

#### **4.3.1 Including archaeological sites within tourist routes**

The Directorate of Culture in Chlef issued for the first time a cultural map that is expected to be made available to tourists and visitors to the region, and this is to promote domestic tourism and highlight the tourist qualifications and cultural attractions possessed by the state, as benefited by the same interests. The head of the Heritage Department, the Culture Sector, revealed that out of his keenness to promote domestic tourism and provide visitors to Chlef Province with a guide that includes the most important sites and landmarks that they are supposed to visit, he issued a cultural map for the first time. (Al-Shaab newspaper, 2019)

This cultural map contains various roads and paths leading to many archaeological sites and cultural monuments known in the state, as well as artistic cards for various structures affiliated with the cultural sector, especially museums and archaeological finds preserved therein. This cultural map also touches, as a first stage, archaeological monuments and sites across 5 municipalities: Chlef, Majaga, and Tennis. , Marsa and Taouqrit so that tourists can easily access them, taking into account during their selection (sites and landmarks) the social, religious, and historical dimensions of the Chlef Basin region.

This tourist route was approved and put into effect starting in 2015.

#### **4.3.2 Financial programs to preserve archaeological sites**

The Directorate of Culture benefited from two plans to preserve the protected sectors of the state of Chlef, according to a set of legal texts related to heritage, represented by Law No. 98-04 of June 15, 1998, related to the protection of cultural heritage, and Executive Decree No. 03-324 of October 5, 2003, which includes the methods for preparing The permanent plan for the preservation and reclamation of preserved sectors, amended and supplemented. This is what allowed the completion of the two plans, the plan to protect and value the archaeological site of the Oulad Abdallah Citadel, the municipality of Taouqrit, and the permanent plan to preserve and reclaim the preserved sector of the ancient city of Tenes. (Directorate of Culture and Arts of Chlef Province, 2022)

#### **4.3.2.1 A plan to protect and value the archaeological site of Oulad Abdallah Castle, Taouqrit municipality**

This plan, which is considered a mechanism for organizing construction, reconstruction, and equipment in the region, just like land occupation plans or directive plans for preparation and reconstruction, is placed at the disposal of the municipality to organize construction, reconstruction, and equipment within the boundaries of the archaeological area and outside it, i.e. the protected area, which is 200 meters away from the boundaries of the archaeological area to The study was prepared in three stages as shown in the plan:

Among the desired goals of the protection plan is the preparation of a legal mechanism reflected in a book of conditions that regulates construction and reconstruction at the level of the archaeological area to protect and value the features of the archaeological site and pave the way for the creation of a tourism policy in the region through programming projects in the short term and others in the long term.

##### **In the short term: protection and preservation include:**

- Carrying out cleaning work, removing weeds, and completing public lighting, bathrooms, and parking works.
- Fencing the archaeological area and preparing the site by installing information boards and signs identifying the site.
- Discovering the features of the area by launching excavation operations

##### **And in the long term**

- Antiques to collect archaeological finds, such as ancient tools, pottery, and even architectural elements.
- Including the site within the state's tourism route.
- Creating a space for children to play and rest within the protected area, creating a commercial space, and encouraging traditional industry and craftsmanship in the area.

- Installing amenities in the area such as benches, landscaping, and external preparation of the residential area.

The importance of this tourist site lies in the fact that it can support local development in the region, as it will create many jobs, and will also break up isolation from the people of the region if it becomes a point of attraction for tourists, and this is embodied by its inclusion in the tourist route of the state of Chlef.

**4.3.2.2 The permanent plan to preserve and reclaim the preserved sector of the ancient city of Tennis**

The permanent plan for the preservation and reclamation of the ancient city of Tennis is a legal and architectural mechanism aimed at organizing construction, reconstruction, and equipment within the boundaries of the preserved sector. It also paves the way for highlighting the historical heritage of the region due to the natural capabilities God has given it, a strategic location, and economic and tourism qualifications, and it embodies an authentic architectural culture that can be recalled from During which the Kasbah is an image of the ancient Islamic city. The plan included the following stages:

**The first stage** (diagnosis and urgent measures): During this stage, an investigation, research, analysis, and careful examination is carried out at the level of the urban fabric of the Kasbah, which is carried out by the technical team of the Studies Office, which consists of engineers, researchers, historians...etc.

The buildings and landmarks concerned with attribution and restoration are listed according to the degree of their state of preservation and according to the analysis and diagnosis carried out by the Office of Studies. The buildings can be counted according to the following table:

**Table No. 1: Categories of buildings concerned with restoration according to the permanent plan for the preservation and reclamation of the preserved sector To the ancient city of Tennis**

Varieties	Number of buildings concerned with restoration
First class	Bab al-Bahr and Burj al-Ghoul +63 buildings (very poor state of preservation)
Second class	145buildings (poor state of preservation)
Third class	37buildings (medium state of preservation)
Total	245buildings + remaining historical monuments

(Directorate of Culture and Arts of Chlef Province, 2022)

**The second stage** is the stage of historical and typological analysis of the region, through analyzing the historical stations that passed through the region, through examining the various civilizations that passed through the Tennis Kasbah to conclude the most important ones that left their mark in the region. As well as

identifying the urban fabric of the Kasbah, which facilitates preservation and restoration operations.

**The third stage** is to prepare the final image of the plan to present it to the municipality to regulate construction and reconstruction as a legal and architectural mechanism.

The most important objectives of this plan are as follows:

- Valuing historical buildings and eliminating all impurities that have no connection to the heritage of the Kasbah.
- Preserving the cultural image of the old neighborhoods in the region, restoring buildings, and improving the way of life.
- Restoring archaeological monuments and public squares and creating a tourist route inside the ancient Kasbah.
- Creating workshops to develop the traditional industries and crafts sector.

### **4.3.3 Integrating archaeological monuments into cultural activities**

The Directorate of Culture, in coordination with various bodies in the state, has integrated the archaeological sites of the state of Chlef into a group of cultural activities throughout the year, the most important of which are as follows:

**4.3.3.1 Celebrating the Amazigh Cultural Heritage Week:** which extends between (12 and 17 January) during this week several cultural activities are held that highlight the true heritage of the state of Chlef, including archaeological finds, traditional industry, and clothing, a presentation of the archaeological sites located in the state, and the presentation of many lectures, Highlighting the state's efforts to advance the Amazigh language, as well as presenting the history of the Numidian-Amazigh kingdoms.

**4.3.3.2 Heritage Month:** from April 18 to May 18. During these days, the Directorate of Culture runs a Thuraya program that includes cultural and artistic demonstrations, through the participation of a group of bodies with the Chamber of Traditional Industries, and many cultural and craft associations, in an attempt to restore respect for the tangible and intangible cultural heritage. Also, it would contribute to preserving heritage by spreading awareness and raising awareness of the necessity of preserving it to achieve sustainability, as well as contributing to economic development and considering it an important factor for activating the tourism movement in the state.

**4.3.3.3 The Museum Portfolio:** It is activated by the Museums Administration with a team specialized in archaeology through historical exhibitions to highlight the archaeological monuments of the state. The specialized team also moves to

archaeological areas to spread awareness there about the necessity of preserving archaeological pieces, as well as holding a group of motivational workshops.

**4.3.3.4 Heritage Celebration:** It extends for about 15 days and is organized by the Directorate of Culture through a group of different cultural activities through which various archaeological sites are introduced and described.

**4.3.3.5 The local festival for cultural exchange between the states,** in coordination with each other, for the sake of cultural exchange between the states by presenting their history and tangible and intangible heritage, and carrying out various performances and activities.

## **5. Conclusion:**

Tangible cultural heritage is an integral part of our historical identity and is considered a precious gift that must be appreciated and cared for by valuing it and using it rationally and wisely in a way that ensures advancing sustainable tourism development.

The state of Chlef is considered a museum due to the presence of a rich cultural heritage in the region, which makes it one of the most important elements of tourist attraction that must be valued and exploited to achieve tourism development.

## **Recommendations**

- Adopting an effective marketing strategy to market and promote tangible cultural heritage as a tourism product that supports local development.
- Achieving integration between various tourism services and various heritage tourist sites to provide an integrated tourism experience.
- Spreading awareness among residents of the necessity of preserving historical places and tangible cultural heritage, which represents their identity and history, to benefit from it in supporting the local tourism sector and achieving local development.
- Involving the local community in the process of managing and developing heritage sites to enhance their sense of belonging and thus avoid negative reactions to change.
- Providing a database that includes the tangible cultural heritage in Algeria, with the need to prepare social and economic research for local communities to preserve cultures.
- Completing detailed maps of the various archaeological tourist sites in each region to facilitate the transportation process for incoming tourists.
- Implementing strict laws within the framework of protecting cultural heritage and deterring anyone who is exposed to vandalism or vandalism

- Supporting archaeological areas' infrastructure by providing hotels, restaurants, and transportation services to increase tourist attraction to these areas.
- Holding training courses to discuss issues related to heritage and organize the preparation of projects and workshops to teach heritage and how to preserve it from extinction.
- Giving heritage importance and using it effectively in a society with comprehensive programs to rehabilitate heritage areas by regulating the relationship between national policy, action plan, and project implementation.
- Benefiting from the experiences of leading countries in the field of heritage tourism and applying them according to the nature of each region.

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