

NAAMA tourism development plan
NAAMA: a local model of tourism development
1- NAAMA tourism development master plan (SDAT):

The tourism development master plan is part of the national land use plan 2030 SNAT established by law n°01-20 of June 29, 2010 approving a national land use plan, which aims to create a balance of localization of the population and activities on the national territory, as well as to develop the attractiveness of the territories.

It is based in particular on the organization of regional programming spaces, the creation of attractive and other industrial development poles, as well as new towns through which mechanisms are put in place allowing the generalization of growth on all territories.

The tourism development master plan is considered as the strategic reference framework of the Algerian tourism policy, and it is the document through which the State announces to all the actors, all the sectors and all the regions its tourism project in horizon 2025. and in order to make the leap required and make tourism a national priority for the State, it is clear that it is no longer an option but rather a necessity, because it constitutes an alternative resource to hydrocarbons, the main objectives of which are as follows:

The Naama tourism development master plan is based on five dynamics:

- 1) **Promote the Algeria destination and promote the wilaya of NAAMA**
- 2) **Develop tourism centers of excellence through tourism investment**
- 3) **Tourism Quality Plan**
- 4) **general public-private partnership plan**
- 5) **tourism operational financing plan**

* **The scenario chosen in the plan is scenario n° 02:**

For the record, the main programming elements of the selected scenario are: the wilaya of NAAMA "**AN OPEN-AIR MUSEUM IN THE HIGHLANDS OF WESTERN ALGERIA**"

AXIS 1 - Focus the structuring of the offer around the ksour and oases

- 1.1 Hydrogeological study of the spa town of Ain Ouarka
- 1.2 Development of an active pedagogy for the protection of endangered heritage;
- 1.3 Tourist promotion of the Ruis El Djir museum and Cheikh Boumama museum
- 1.4 Creation of a center for the interpretation of nomadic life;
- 1.5 Production of cultural tourist guides;
- 1.6 Creation of a signage plan for all points of tourist interest and historical and cultural heritage.

AXIS 2 - Develop educational circuits and itineraries

2.1 Development of forms of enhancement that are based on an explanatory approach;

2.2 Development of walking circuits in and around the ksours;

2.3 Assembly of tourist products around the circuits "the route of the ksour"

2.4 Orientation of visitors in their movements as well as in the discovery of the various sites crossed.

AXIS 3 - Dedicate a period of the year to the organization of events: "the autumn of festivities (waâdate)"

3.1 Grouping of all the waâdate under the banner of "the autumn of festivities";

3.2 Coordination of events in consultation with local actors;

3.3 Development of the sale of handicrafts and local products within the framework of these events;

3.4 Development of a specific communication program and strategy.

AXIS 4 - Promoting the know-how and professions of the men and women of the territory

4.1 Creation of a center for learning craft trades and craft villages in the ksour;

4.2 Involvement of craftsmen in the construction, decoration and equipment of hotel infrastructures, public buildings and reception areas;

4.3 Creation of traditional craft workshops for residents and tourists;

AXIS 5 - Develop homestay accommodation

5.1 Involvement of residents in tourist reception;

5.2 Establishment of an accommodation plan in ksar;

5.3 Furnishing of the rooms in a simple, authentic and comfortable way.

AXIS 6 Planning and development of a tourist land program through tourist expansion zones

6.1 Tourism development of the Ain Ouarka ZET

6.2 Tourism development of the ZETs of Aib Safra (Sidi Boudjama and Mekhter)

6.3 Tourism development of the ZETs of Haoud Daira

6.4 Tourism development of Ruis El Djir

6.5 Tourism development in the Tiout area

6.6 Development of tourism in the Djenien Bourzeg area

2- The axes and mechanisms of development of the tourism sector within the framework of the tourism strategy for 2025:

2-1. The operations proposed for registration (Short Term - Priority N°01) for the tourism and crafts sector for the year 2022:

N°	Intitulé de l'opération	AP (10 ⁶ DA)
01	Hydrogeological study of the spa town of AIN OUARKA - Municipality of ASLA-	10
02	Servicing and Development Works of the Tourist Expansion Zone and the TIOUT ZET TIOUT Natural Site (20 Ha) + TIOUT NATURAL SITE (1.5 Ha) - Municipality of TIOUT-	200
03	Servicing works of the tourist expansion zone ZET AIN OUARKA - Site N° 01 (37 Ha) - Municipality of ASLA-	640
04	Servicing works of the expansion area tourism ZET MEKATHER (20 Ha) - Municipality of AIN SEFRA-	303
05	Servicing works of the expansion area tourism ZET SIDI BOUDJEMAA (52.5 Ha) - Municipality of AIN SEFRA-	450
TOTAL		1603

3- The realization of the strategy of operations in the tourism and handicrafts sector, according to what was set out in the master plan for the tourism development of the State of Naama "Horizons 2025

- 1- The concretization of the operations programmed in the short-term plan
- 2- The concretization of the operations programmed in the medium-term plan
- 3- The concretization of the operations programmed in the long-term plan

4- Tourism development strategy for the tourism and crafts sector by 2025:

As part of the implementation of the tourism sector strategy, horizon 2025, a launch of the process of raising awareness of this strategy to all players in the tourism sector:

- Create a multifaceted dynamic through tourism development.
- Create a tourism culture that is harmonious with the environment.
- Set up and enrich a database on tourism and crafts.
- Giving a new spirit to tourism real estate through tourism development, which helps push the multipolar cycle (diversified trade, various sporting activities, discoveries, research, organization of major events, etc.).

- Media sponsorship and tourism advertising and support for local holidays and cultural events as an element to attract the attention of tourists and the media in order to convey the desired messages and participate in the promotion of tourism
 - Prelaunch local, national and international events
 - Celebrating national occasions. Participation is represented by the presentation of a tourist show using the media and audiovisual communication with the distribution of promotional and advertising accessories to the participants, in addition to displaying a traditional tent with all its traditional requirements and this to market the product tourism in the wilaya.
- Involve the associative movement and tourism merchants in tourism promotion in order to create a real tourist culture among citizens, and to make them aware of tourist activity.
- Work on the distribution of articles and reports in newspapers, magazines and television channels, concerned with tourism in the wilaya.
 - Participation in the biggest international tourist events and appointments attended by numerous international media.
 - Contribute to the organization of certain tourist events inside the country and its exploitation and in the field of the definition of tourism in the wilaya.
 - Promotion and development of the tourist product in addition to quality support measures.
 - Organize exhibitions at the local level with the participation of craftsmen and associations active in the field of traditional industry in demonstrations, events and national holidays in order to promote the local product.

Continue the process of training and qualification of artisans at the level of the Chamber of Crafts and Trades, activate the role of the media, introduce the sector and create special quotas for it.

- Pursue the process of standardization, regulation and control of activities and professions in the tourism and handicrafts sector through the application of legislative and regulatory texts which govern these activities and professions.
- Implementation of the quality plan within the framework of the new strategy "Tourism Development Master Plan" Horizons 2025
- Improve the tourist environment through the strict application of procedures and rules relating to hygiene, health protection, consumer protection and the protection of tourist property.