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## **Sustainable Tourism and Entrepreneurship: Opportunities and Challenges for Young Algerians**

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### **Abstract:**

*According to the World Tourism Organization, Algeria ranks as the fourth tourist destination in Africa after Morocco, Tunisia and South Africa with the respective Market shares of 20.8 %, 19 %, 14.9 % and 1.1%. However, this figure of 1.1% contrasts with the existence of a high service potential that Algeria could really harness. In fact, Algeria received 4.8% of tourist visits in the Mediterranean region in 2011. In the same year, Algeria recorded a cross-borders flow estimated at 2.5 million tourists; figure that doesn't seem to be significant owing to the existence of real opportunities given by Algerian institutions to support financially and administratively young entrepreneurs as far as SME's development is concerned. In this context, the aim of this study is to try to provide answers to a series of questions focused on the following issue: What is the role of Algerian youth in the promotion of sustainable tourism, both as entrepreneurs (actors) or tourists (consumers)? The analysis will draw on both national and international official reports and may highlight the opportunities and challenges facing young Algerians in the field of entrepreneurship, more particularly with the existence of multiple sources of financing provided by a variety of institutions accompanying the Algerian entrepreneurs.*

**Keywords:** *sustainable tourism, regional development, tourism and youth, tourism and Entrepreneurial, Entrepreneurship and funding.*

### **1. Introduction**

Nowadays, tourism is known as a tourism industry, which has principals, rules, strategies, studies and plans to occupies an eminent place in economic resources list, it is also has objectives and different aspects working principally to increase the GDP and national economic.

The industry development is affected by many factors, why many scientists and researchers in economic fields are interested to tourism industry, it's concepts and different aspects that most researchers believes that **21st** century is the tourism industry era.

The studies affirm that tourism provides a tourism product based directly and indirectly on others economics sectors such as services, transport, communication, crafts and traditional industry. All this sectors aimed to reflect benefits on the national economic through the diversity of benefits, providing jobs opportunities for citizen, participate in development of national production and working on development of rural areas.

Additionally, it reflects benefits on the local societies living in attracting tourist areas by revitalizing of small and medium projects, increasing the individual and social gains and ameliorate the equipment, infrastructures' and services level.

As a result of technological and technical progress, the world became a small city, knowing enormous tourist flows in all directions and vary rates from region to another, but it was accompanied by many problems related to tourist, society and environment... what pushed the intellectuals and researchers in domain thought deeply to solving the problems, adopted a philosophy of sustainability in tourism field. (What emerge the sustainable tourism theory?)

Now Algeria contain a human youth potential untapped, more than **75%** of the total population, but in the other hand the insufficiency of infrastructures and investisement institutes in tourism field, will be possible exploiting of this potentials for advancement of this sector, so in this context, the aim of this study is to try to provide answers to a series of questions focused on the following issue:

- What is the role of Algerian youth in the promotion of sustainable tourism, both as entrepreneurs (actors) or tourists (consumers)?

And to answer this problematic we have adopted a theoretical approach that include three axes: the first, the recent trends for tourism and motives of tourists, the second axis dedicated to the model of sustainable tourism and the components of this theory, in the last

axis we talking about the relationship between the youth and entrepreneurship in Algeria (opportunities and challenges)? The order of this paper and methodology move toward to achieve a set of objectives that can be summarized as follows:

- Identifying the new trends of tourism, knowledge and classification of tourists on the basis of motivations.
- The meaning of sustainable tourism and addressing the components of this theory.
- What are the opportunities and challenges in the fields of entrepreneurship and tourism for young people?

*1.1. New Trends of Tourism and the Tourists Motivations*

First, the tourism activity (according to World Tourism Organization) is considered the first economic activity in the world; providing more than **200million** jobs directly that participate in the gross domestic product about **12%** of the **GDP**. In Beginning, to appreciate the term of tourist attractiveness, the concept of the attractiveness confined to the place and time, and we can understand the tourist attractiveness through two axes basics which are: the number of tourists and their directions, in addition to the length of stay, studies cares about tourism flows both external and internal.

Years	1950	1960	1970	1980	1990	1995	2000	2005	2010	2015
flows:10 <sup>6</sup>	25	-	165	277	436	529	677	807	949	1186
Income:10 <sup>9</sup>	-	-	18	102	262	403	475	680	930	1260

Table 1: Flows of international tourism and income (The number of foreign tourists  
Source: World Tourism Organization

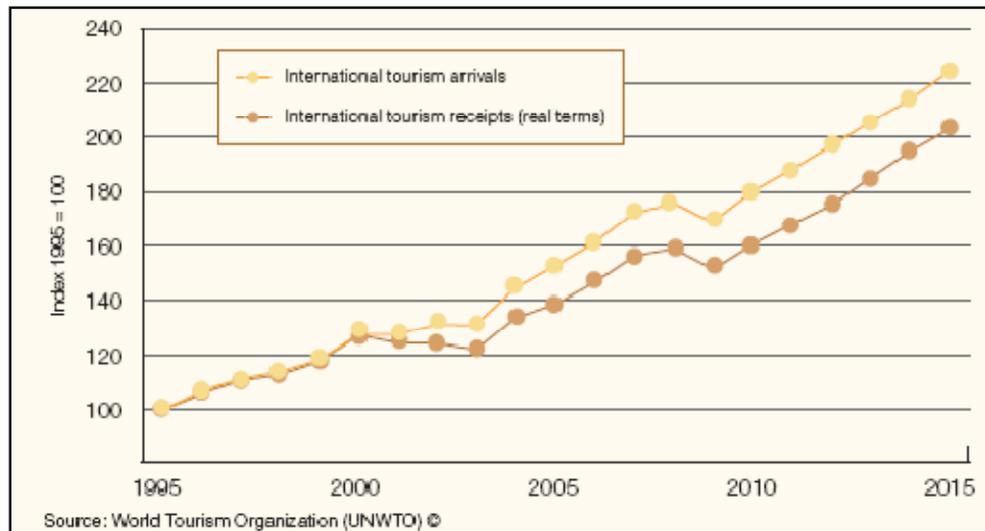


Figure 1: World inbound tourism<sup>1</sup>

The tourism flows have changed in recent decades that what data obtained proves the existence of a new trends in international tourism. Where these changes happened not only for tourist destinations but spread to the distribution of tourists at the international level in the new destinations than the usual follows in regard to the international flows in the classical destinations:

- The 5 first states in the world ranking represented 71% of flows in 1950, while 31% in 2010.
- The ten 10 lasting states in ranking destinations obtained 3% in 1950, 34% in 1990 and 56% in 2010.
- Canada passed from the rank 2 in 1970 to the rank 8 in 2000, settled in rank 15 in 2010.
- The appearance of a new and strong destination as China, which considered dynamic; in addition to Malaysia, Turkey and Hong Kong gets a considerable action in the international market.
- Since **2000**, the first six destinations in almost steady state, where all of France maintained in its growth, China has overtaken in the standings over Spain in 2010 and is currently on U.S.A, whereas some destinations have wiped out.

but the countries classified does not obtain a direct correlation with the number of tourist arrivals and incomes for example, we find Russia ranking 27, Poland 30, Ukraine 50, Greece 21, Egypt 22. Not like states that get high revenues compared with the number of tourists such as the Netherlands 21, Switzerland 28, Japan 29, Australia 41, India 42 and therefore the growth and the development of international flows are not utilized equally. These differences returns to the changes in the number of tourist arrivals to destinations from a year to another, some states double their number as Turkey 181%... while others seen a considerable decline like Canada (-18%), Poland (-28%).

<sup>1</sup>WTO, UNWTO Tourism High lights, July 2016 Edition. p 3 Available in: <http://www.e-unwto.org/doi/pdf/10.18111/9789284418145>

Maïthé Levasseur 2011<sup>2</sup>, in the end of his Paper: «*We live in an age where he no longer attaches importance to distances as before and that the movement of tourists in all directions of the world, it is time for small countries and destinations to start thinking about tourist strategies of a wider geographic prospects without fear of competing the old destinations*».

The interior tourism flow, we can talk about France, for example, it attracts more than 75 Million visitors in year. Where considered as one of the first destination tourist's receptions in Europe: The United Kingdom, Germany and Netherland. And it contributes to tourism consumption to obtain 100 billion € which is equivalent to 6.6% GDP in France.

Algeria, (according to the world tourism organization) occupies the fourth rank for the tourist direction in Africa after Morocco, Tunisia and South Africa, and obtains 1% of flows in Mediterranean area in 2009. According to the tourist Algerian ex-Minister MIMOUN Ismail, Algeria has witnessed in 2011 flows across the border of 2.5 Million of tourists, so 460 million dollars of benefits<sup>3</sup>. Algeria released rise of 35% in numbers of tourists between the periods of January to March in comparison of the year 2011. We expects that the tourist number arrived to 3.2 million of tourists in 2012<sup>4</sup>. We note also that, there is a decrease of tourist number arrived to 1.71 million in 2015<sup>5</sup>.

The first and final decision returned to the customers itself, concerning preference of a destination with an another, because he influence by some factors represented in external environment elements "political, legal, economic, social, cultural and ecological" and interior connected to his personality and his perception.

We result the existence of auto motives and stimulators that pushed the customers to the choice of destination in comparison with other: adventure challenge, discover... Consequently, if we want classify the tourism kinds, will be necessary taking in consideration the tourists motivations or with other sentences, making studies allows the tourists classification according to the objectives in order to making tourism programs conveniently for needs and requirements of tourist.

The tourism kinds increase and have a number of forms and types for travel, whether inside or outside the country depending on the multiple motives which are the basis of this travel. According to the number of tourists they are two (individual and collective) and according to the duration of the trip is tourism for (specific days and tourism seasonality and tourism transitory); according to the geographical location there is (International Tourism, regional Tourism and Internal Tourism), and according to the nationality of the tourist there are (foreign tourism, citizens not resident in their natal country tourism and citizens residing in their natal country Tourism) and in accordance with the purpose of the trip there are many types in which the most important tourist<sup>6</sup>types are:

1. Leisure tourism: it means going to the nature area, green forest, beaches in the aim to relax after a hard work.
2. Mountain tourism: It is all touristic activities related to the mountainous environment, which equipped for some infrastructures providing many kinds of tourism, such as cultural, scientific and sport, especially the winter sport.
3. Cultural tourism: Aiming to identify the old civilization and the important vestigial area, the enjoyment in watching the old heritage through the temples, museums and palaces.
4. Sport tourism: It's one of the most important kinds of tourism, because it provides practicing all sports or pleasure in watching sport leagues. That South Africa received 6.5 million of visitors in 2003, and 8.5 million of visitors in 2006, 9 million of visitors in 2007 and in 2010 has received 10 million,450000 coming especially for watching world cup matches<sup>7</sup>.
5. Medical tourism: Today is considered essential source of tourism revenue in many countries.
6. Religious tourism: It is a kind of traditional tourismthat focuses on visit of religious places to doing the rituals of religions or discovering the religious heritage. The world tourism organization indicates that 300 million of persons visit annually the principal's religious sites.
7. Conferences tourism: In the last years, witnessed a great development related to the scientific and technological progress. That there are many meeting all over the world.
8. Shopping tourism: Today it is considered as especial tourism activity, that many developed countries focus on pulling more tourists (summer and winter) by offering many products in discounted prices during periods named Market month.
9. Adventurous tourism: It means natural youth's desire to adventures, the nature challenges and discovery of dangers.
10. Business tourism: It represents different businessmen/women activities, their travels to participate in the conference, symposiums and to realize purchases and companies.
11. Events tourism: it basis on the popular shows, the dancing exhibitions and the festival of music and athletics teams.
12. Educational tourism: It not onlythe studies and scientific certificates which delivered by the university and institutes to students, but also the educative, intellectual and instructional programs in court and long periods organized by establishments and different scientific institutes.
13. Expositions tourism: It is considered as modern tourismactivityplays an important role in economic and social activity for many countries.

<sup>2</sup>MaïthéLevasseur, Flux touristiques: classement mondial des destinations et des marchés émetteurs, Réseau de Veille en Tourisme [http://www.tourmag.com/Flux-touristiques-classement-mondial-des-destinations-et-des-marches-emetteurs\\_a45462.html](http://www.tourmag.com/Flux-touristiques-classement-mondial-des-destinations-et-des-marches-emetteurs_a45462.html) consulté le 15-07-2012 consulté le

<sup>3</sup> <http://www.lecourrierdelatlas.com/252320042012Algerie-25-millions-de-touristes-en-2011.html> consulté le 15-07-2012

<sup>4</sup> Ministre de tourisme algérien, investissements touristiques: 700 projets privés en cours de réalisation. Consulté le 15-07-2012.

<sup>5</sup>WTO, UNWTO Tourism High lights, July 2016 Edition. Available in: <http://www.e-unwto.org/doi/pdf/10.18111/9789284418145>

<sup>6</sup> Abdul Samad razaz, urban development and its impact on local development, intervention in the workshop about: urban development and its role in local development, Bordj Bou Arerg of 21/12 / 2009.

<sup>7</sup>Pascal Charles ; *Les enjeux socio-économiques du Mondial 2010* ; Les Cahiers d'Outre-Mer, n° 250, 2010, p. 211-234.

14. Desert tourism<sup>8</sup>: Especially based on the desert views, popular and dancing spectacles as rally. Algeria has 80% of desert from the global area, so what is the real situation of the desert tourism in this country?

### 1.2. The Sustainable Tourism Model

At beginning of the seventieth, the tourism has faced many problems related to the enormous flows number internationally and locally, represented in social problem, environment destruction and no respect of characterizes and cultures of receiver societies (Morocco)<sup>9</sup>, hold up and destroy of monuments and smuggling her outside<sup>10</sup>. Africa is the most suffering continent in world from this phenomenon, according to absence of elements and laws, that Africa represents 4.4% of the international tourism flows which is equal to 2.8% of importations in 2005<sup>11</sup>.

As a result of this problems knowing by all over the world, many conferences has organized in tourist field, such as in 2002 in Canada the organization of the international tourism congress, which concluded by adoption of philosophy of sustainability in the field of tourism, that provides a best economic progress, prosperity of societies and the preservation of the ecological spaces<sup>12</sup>. In 2006, the world environment organization adopted an environment program, describing the principals and aims to realize the sustainable tourism<sup>13</sup>:

- The economic viability.
- Local prosperity realization.
- Employment quality.
- Social equality.
- Tourist's satisfaction.
- Local control.
- The cultural wealthy.
- The rational use of resources.

After doing taking a look for a short overview about the need and the importance of adopting the philosophy of sustainability in tourism field, we address the definition of sustainable tourism (*the World Tourism Organization 1999*) as: "the sustainable tourism is an activity which interests in economic, social and environmental field actually and in future, also satisfy the needs of tourists, crafters tourism and host community". According to this definition, we result that the sustainable tourism is an application of sustainability development policy in local, regional and national level.

A. Sustainable tourism and territorial dynamic: The sustainable tourism is the relationship between visitor's needs and the receiver region, which protect the future progress opportunities, propelling resources in the aim to provide economic, social and spiritual needs., however at the same time maintain the cultural reality and protection of environment and biodiversity, and all the necessities of life. Sustainable tourism has three appearances overlapping:

Economic Sustainability:	Environmental Sustainability:	Social and Cultural Sustainability:
<ul style="list-style-type: none"> <li>● the creation of wealth.</li> <li>● Sent new investments.</li> <li>● Diversify the economic returns and sources of national income.</li> <li>● Improve infrastructure.</li> </ul>	<ul style="list-style-type: none"> <li>● Maintain the ecological balance.</li> <li>● Controls rationalization behavior in the consumption of resources or in use.</li> </ul>	<ul style="list-style-type: none"> <li>● Just division of revenues achieved (government agencies, private institutions and citizens ...).</li> <li>● Creating jobs.</li> <li>● Respect for cultural heritage and religions.</li> <li>● Growth relations and social modernization of isolated communities.</li> </ul>

Table 2

As for the contribution of tourism in creating sustainable local development and create a dynamic region, some points can be drawn from the report of the United Nations related to sustainable development and what their contribution to the eradication of poverty and create a regional dynamic.<sup>14</sup>

<sup>8</sup>Jean-Paul Minvielle et Nicolas Minvielle, *Le tourisme au Sahara : pratiques et responsabilités des acteurs*, Revue management et avenir 33, 2010.p 187-203.

<sup>9</sup>Brahim Akdim et Mohamed Laouane, *Patrimoine et développement local à Fès : priorités, acteurs et échelles d'action* ; Norois, n° 214, 2010/1, p. 9-21.

<sup>10</sup>Erick Leroux ; *Vers un Tourisme Durable ou un écotourisme* ; Revue management et avenir 34, 2010.p234-238.

<sup>11</sup>Sandra Camus et all; *Tourisme durable: une approche systémique*; Revue management et avenir 34, 2010.p1.

<sup>12</sup>Erick Leroux; 2010, op-cit, p1-3. modifier.

<sup>13</sup>Nadège Chabloz; *Vers une éthique du tourisme? Les tensions à l'œuvre dans l'élaboration et l'appréhension des chartes de bonne conduite par les différents acteurs*; Autrepart (40), 2006; p45-62.

<sup>14</sup> Un rapport de l'ONU (Pour un développement durable et une éradication de la pauvreté) préconise de faire évoluer l'économie mondiale vers une "économie verte" avec 10 secteurs don'tclésle tourisme. Extrait portant sur les facteursconcernanttourisme: [http://www.veilleinfotourisme.fr/1298289674347/0/fiche\\_\\_\\_article/&RH=PRO\\_NAT](http://www.veilleinfotourisme.fr/1298289674347/0/fiche___article/&RH=PRO_NAT).

Tourism has great potential as a machine of growth for the global economy: tourism economy represents 5% of GDP, while it contributes to the total employment between 6-7%. International tourism ranks fourth (after fuels, chemicals and automotive products) in world exports, with industry value of 1 trillion U.S. \$ Annually, which represents 30% of world exports of commercial services, or 6% of total exports; and record the flow of international tourists in 2010 Estimated 935000000 and 4 Billion as a local product in 2008.

The development of tourism is accompanied by great challenges: the fast growth in both international and domestic flows, and trends in travel to the farthest distances, and its excessive use of transport and energy, which led to the sector's contribution to the (transport) by 5% in global greenhouse gas emissions. Other challenges include excessive consumption of water compared with the use of residential and the discharge of untreated water, waste generation, and the damage to biodiversity locally land and sea, and threats to the existence of local cultures and built heritage and traditions.

Green tourism has the potential to create new jobs and poverty reduction: travel and tourism depends on intensive human resources, and therefore employ 8% of the workforce in the world in both direct and indirect. It is estimated that one job in the heart of the tourism industry creates about one and a half additional jobs indirect related to tourism sector. It is expected that sustainable tourism, which centered on the improvement in the efficiency of energy, water and waste systems, and to achieve this goal the capacity and the potential for employment must strengthen in the sector with the increase in local employment.

Tourism development was able to support the local economy and poverty reduction: the economic effects of the domestic tourism are determined by the share of tourist spending in the local economy as well as creating other economic activities. The philosophy of sustainability in tourism helps to increase the participation of local communities, especially the poor, in a series of creating tourism value that contribute to the development of the local economy and reduce poverty. This could include domestic supply of both products and services. Always according to a report ONU sustainable tourism in rural areas could lead to a positive impact on poverty reduction.

Investing in sustainable tourism could reduce the cost of water, energy, waste and enhancing the value of biodiversity and ecosystems: in light of sustainable development, investment and tourism scenario becomes the largest shareholder in GDP growth and large environmental benefits ex: the reductions in water consumption 18% And energy use 44% And emissions of CO<sub>2</sub> by 52% compared with the old investments. Also expected to improve waste management that provides money for tourism companies, create jobs and enhance the attractiveness of destinations.

Increase an awareness of tourists about the importance of sustainable tourism: according to some studies, there are more than one-third of travelers who prefer the tourism environment and are willing to pay more for new experiments related to this kind of tourism. It is estimated that global spending on eco-tourism, up nearly six percent of the rate of growth on this industry.

Strengthen sustainable tourism by the private sector, especially small enterprises: Includes the tourism sector on a variety of actors, where enterprises are large-sized most aware of the concept of sustainable tourism than its complement and small-medium and it must adopt mechanisms and specific tools to make them aware of this practice (such as standards of sustainable tourism World (GSTC)), to enable them to understand the practical aspects of sustainable tourism and to help mobilize investments.

Take into account the concept of sustainable tourism as the first step in planning development strategies destinations: the development strategy of Tourism must be take on consideration all of the local groups, communities and companies to establish mechanisms for coordination with the ministries responsible for the environment, energy and labor, agriculture, transport, health and financial security, and other authorities.

B. The System of sustainable tourism: We can consider the sustainable tourism as a complex system contains groups of basis system and elements which reacts dynamically to realize aims as: wealth creation, employment and environment preservation and conservation of cultural, believe... Usually the basis systems are in continuous intern interactions, but any work deficiency failed this complex system. there are some factors participate in success of sustainable tourism system, such as:

- ✓ The plan of tourism development is one of the important strategies of the sustainability development in destination.
- ✓ The agencies, firm, groups, societies and citizens should respect the ethical principles of culture, environment and economic.
- ✓ Should achieve equitable distribution of gains among the promoters of tourism and members of the host society.
- ✓ Organization of tourist's movements and providing him by necessary information in tourism sites.
- ✓ Necessity of human and nature resource direction, which preserve the environment for the future generations.
- ✓ The integration of local citizens and cultivated them in environment and policy. The components of the system of sustainable tourism can be summarized in the following figure:

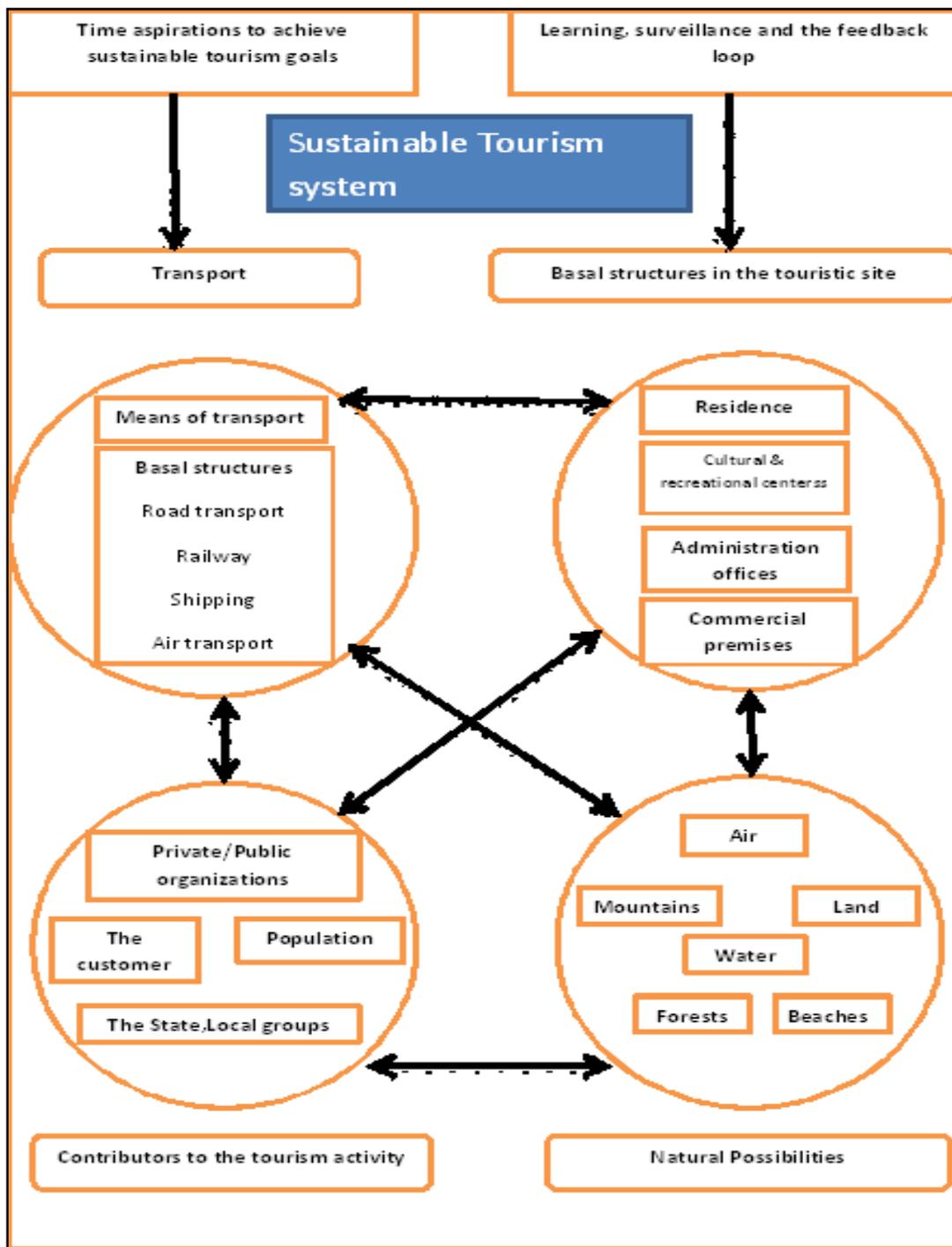


Figure 3

Source: Sandra Camus et al; *Tourism durable: une approche systémique*; *Revue management et avenir* 34, 2010, p16

1.3. Young and Entrepreneurship: Opportunities and Challenges in Algeria

The number of Algerian citizens has exceeded to 37 million in 2012, the demographic outcome in 2011 result the rise of births to 900 000, the number of deaths raised to 162000 and the marriage rate has increase to 7% degree in comparison with the last year. The natural growth arrived to 748000 in 2011, which is equivalent to the natural growth estimated to 2.04%. Despite that this ratio promises high in comparison with years 2000, where approach of that recorder year 2010(2,03%), faithful case what settled this growth transient number of the estimator expected inhabitants in first January from year 2013 will probably 38 million of inhabitants. In January 2016, the total resident population in Algeria has attained 40.4 million people; The year 2015 was marked by a substantial increase in the number of Newborns, which topped for the second consecutive year the threshold of a million newborn. This year has also increased the volume of death and a rather significant decline in the number of marriages compared to recent years<sup>15</sup>.

<sup>15</sup>Office National des Statistiques, Population et Démographie, Available in: <http://www.ons.dz/-Demographie-.html>

Characterized by the composition of the population by age for this year are: continued high class adult population is less than 5 years, he moved from 10.7% to 11% between 2010 and 2011, as defined population group at least 15 years of slight decline, accounting for 27.7% of the total population. Either with respect to a class activity-age population (15-59 years) has declined in the past year where from 64.5% moved in 2010 to 64.3% in 2011.<sup>16</sup>

But in parallel the growth in the population there are a multitude of problems facing Algeria like of over all the countries in the world, including unemployment afflicting the active population category where the unemployment rate ranged in Algeria in the last decade between 10 to 12 percent, indicating recent studies that one of the effective tools in the economic development and the elimination of unemployment institutions are mini or contracting, small and medium enterprises.<sup>17</sup>

should be noted that in Algeria the entrepreneurship phenomenon newly established, where After independence (1962) was chosen as a model socialist economic system characterized the central mechanisms of governance and public ownership of the tools of production and distribution ... At the beginning of the nineties Algeria embarked on a new economic phase transition to a market economy, and this stage is characterized markets and encourage liberalization and privatization properties, for that reason, the development strategy adopted focused on upgrading entrepreneurship by expanding small and medium enterprises. The start era of development was in 1999 after the restoration of stability and the adoption of an economic policy based on resettle a demand of the kind Keynesian.<sup>18</sup>

However, despite these efforts and the budget allocated to it but there are a range of obstacles facing the entrepreneurs in the founding of the projects, represented in the bureaucracy, corruption, taxes and laws (Business rapport 2008 of international bank), where Algeria classified in the rank 132 away from the leaders' states in the domain France and Canada consecutively in the rank 8 and 32.<sup>19</sup> According to the results of the initial report of Economic Statistics 2011,<sup>20</sup> that economic institutions are distributed 96% private and 2.4% Public Sector The rest institutions mixed and foreign. The Activity of enterprises: 55% in commercial field, 34% in services, 10% in industry and 1% in construction. The latter are distributed in cities and economic complexes by 83.5% while the rest in rural areas. These institutions are positioned geographically: 33% of the north-central, 25% of the highlands, 18% north-west, 15% north-east and 9% in the south. The obstacles faced the entrepreneurs in the creation of them projects included in six elements: construction, financial possibilities, infrastructures, energy and transport in the last the administrative.

- Duration of create: practically the same percentage in terms of both public and private sector believes that the period is long to create the Enterprise and so on respectively, 45.1% and 44.8%.
- Administrative: private sector believes that the administrative complex and many measures with a rate of 46.8 %while the public sector 31.8%.
- Financial possibilities: where is considered as a key factor in the investment decision for both the private and public sector with a rate of 62.8%while the public sector 31.8%.
- Infrastructures of the investment is the other shed a lot of entrepreneurs and investors, whether domestic or foreign, where is all from the public and private sector (on a succession of 49.4% and 42.5%)as a factor for making the initial decision to invest.
- Energy: The Algerian entrepreneur satisfied with this factor respectively more than 53 %, while some believe that this factor is important for their projects.
- Transport: where it was considered this factor is very important for projects with a rate of 41.5% for the entrepreneurship, 44.8% for small enterprises and 47% for medium-size enterprises.

## 2. Conclusion

We note that the tourism has developed in the last fifties years, but the flows has distributed irregularly in the world according to the attractive factors of the tourism destination, however the analysis showed that the international flows has not controlled regularly in receiver destination, which results many problems influenced on the peaceful direction and of the natural environment destruction. The sustainability philosophy has considered as the definite solution to solving the problems which stumbles in the receiving destinations.

So, it has become a way main objective is how to balance between the achievement the goals of institutions and companies investing in the tourism sector and to satisfy the needs and desires of tourists, in addition to the well-being of the host community and the preservation of the environment. That is because of the active role of tourism in local development through the creation of wealth, jobs and contribute to the gross domestic product GDP ... and entrepreneurship is one of the tools that let the achievement of the desired goals, but the last (entrepreneurships), face a group of challenges in spite of the opportunities that they contain the tourist market Algerian and can be summarized as follows:

<sup>16</sup> DEMOGRAPHIE ALGERIENNE - 2011 - N ° 600: <http://www.ons.dz>

<sup>17</sup> Tounes, A. et K. Assala, « Influences culturelles sur les comportements managériaux des entrepreneurs algériens », 5e Congrès de l'Académie de l'Entrepreneuriat, Sherbrooke, Canada, (2007).

<sup>18</sup> Mohamed BOUKHARI Rôle de l'Etat vis-à-vis des TPE/PME dans un pays nouvellement adhérent à l'économie de marché: cas de l'Algérie: 11e s Journées scientifiques du Réseau entrepreneuriat portant sur « La vulnérabilité des TPE et des PME dans un environnement mondialisé », 27, 28 et 29 mai 2009, INRPME, Trois-Rivières, Canada.

<sup>19</sup> Metaiche Fatima, l'entrepreneuriat féminin en Algérie, thèse de magistère UAB Tlemcen, Algérie 2010.

<sup>20</sup> Premier recensement économique 2011-résultat définitifs de la première phase- série économie N° 69 collection statistique N° 172 / 2012.

Opportunities	Challenges <sup>21</sup>
<ul style="list-style-type: none"> <li>● vast area of Algeria and thus multiple types of tourism (beaches, mountains, hills, desert ...)</li> <li>● Contain the elements of nature and the richness of cultural waiting for exploitation.</li> <li>● contain the market demand for tourism is necessary as customers' tourism (Category)</li> </ul>	<ul style="list-style-type: none"> <li>● Duration created</li> <li>● Administrative</li> <li>● Financial possibilities</li> <li>● Grassroots structures of the investment</li> <li>● Energy</li> <li>● Transport</li> </ul>

Table 3

### 3. References

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