

The Role Of The Archaeological Paths In The Development Of Tourism

Dr Abdel HakBennour ^{1,*}

¹*University of Eloued (Algeria) bennour-abdelhak@univ-eloued.dz

Abstract:

The touristic path is one of the pillars of the touristic attraction as it provides and achieves the tourists' desires. In this line, the development of tourism cannot be achieved unless all the means are provided. Among the prominent means of the touristic attraction, we find the archaeological path that is linked to the history of any region that witnessed many historical events. The richness of the region with the archaeological sites and landmarks that tell cultures and traditions helps attract tourists, promote for the region, and raise awareness about the sites.

Keywords : development ; touristic; civilization ; archaeological ; Qsar.

I- Introduction :

The civilization is the standard of communication between man and his past, present, and future. Besides, its effects reflect the histories of people and nations. In this line, the heritage is that real face that shows the social, cultural, economic, and civilizational nature of the human. In this regard, Dr. Abou al-KacemSaadallah says that the speech about the heritage is not new; however, we need a new reading based on the concepts of the era and the human need for historical lessons, which pave the way for development (saidouni, 1999) . Therefore, we must study history and preserve it.

Based on what has been said, my research focuses on the value of tourism in the promotion for this heritage. In so doing, I focused on three basic axes as follows:

- The development of tourism.
- The touristic strategic planning.
- The touristic path.

First: the development of tourism:

Since the ancient time, man exercised the movement from one place to another for cattle ranching and collection of food. Then, when the human settlements started, the human settled and worked in agriculture. Thus, the human had the will to exchange the surplus for the goods he needs. Consequently, he had to move to the markets inside the settlements. In this line, the trade represented a journey between the settlements such as the journeys between the Arabs and the people of the Levant and Yemen.

Today tourism is the most developing industry worldwide as it got the lion's share of the international economy and gained a solid ground since the World Conference on Tourism and Travelling held by the UN in 1963 in Rome. There, the notion of tourism and international transportation was adopted; leading to the increase of the numbers of tourists and making tourism the 1st world industry with the highest expenditures (mohammed, 2017). Moreover, the contemporary tourism, as a human activity, got big unprecedented interest and importance and brought about economic, social, and cultural consequences that hugely affected the lifestyles of the contemporary societies. Consequently, there was a need to orient and evaluate these activities to reach the target goals (al-amin, 2015). In this context, the best example is Tunisia that adopted a touristic planning and style that paved the way for its development.

Second: the touristic strategic planning:

It is defined as a type of the developmental planning. It is a set of periodical, organized, and legal measures that aim at achieving the optimal use and exploitation of the available elements of the touristic attraction. Besides, it aims at achieving the highest degrees of benefit and monitoring this exploitation to avoid any undesired outcomes. Furthermore, it is defined as an organizational style that aims at achieving the social and economic development in a given period through taking advantage and defining all the available material and human touristic potentials in order to achieve the society goals and philosophy.

The UN World Tourism Organization defines the touristic planning as an organized process that translates all the plans and alternatives that are chosen in the light of established data, norms, and logical hypotheses coming from the experience and efforts of the touristic planner that are based on the data of the surrounding environment. In addition,

Murphy sees that the touristic planning focuses on directing and organizing the touristic goals to get the maximal social, economic, and environmental benefits of the development process.

As for the phases of the strategic planning, each one is identified with exactitude and logical sequence. They follow the following order:

1. **The preparation of the strategic planning process:** it aims at the success of the strategic planning. Thus, it needs a set of conditions such as openness, enough time, and the absence of reluctance in raising questions about the essential prerequisites, even if it only aims at supporting it (Muraikhi, 2010).
2. **The diagnosis and analysis of the status-quo of the organization:**
 - a- **The aims of the phase:** In order to pass to the rest of the phases in an appropriate atmosphere, we must attribute the maximum importance to this phase due to its importance in the life cycle of the planning and its effect and interaction with the rest of the phases. During this phase, we must get the data that help identify the strengths and weaknesses.
 - b- **The internal diagnosis and analysis of the institution:** we must give enough time to this phase due to its analytical and divisive nature (Ahmed, 2016).
The archaeological strategic planning is as important as any other type of developmental planning. Its importance lies within the fact that:
 1. It plays an important role in developing the touristic activity thanks to the importance of the ruins, as it is a scientific method that relies on managing the touristic activity with all its styles. It provides a frame for the collective work to organize and take decisions about the management of the touristic resources. Furthermore, it provides the stakeholders with the styles and trends that must be followed to save time and effort.
 2. It helps unifying the efforts of the direct and indirect units responsible for the development of the touristic promotion and the coordination of the work. Besides, it reduces the duality of the decisions to facilitate the general goals' achievement.
 3. The tourism is a composed activity that intersects with many other economic sectors. It is made up of 05 main elements, namely: the tourist, the information directions, the transportation, the elements of the touristic promotion, and the facilities and services. Moreover, tourism experts see that the touristic planning is important to take into consideration and develop all the touristic elements in a suitable manner.

To reach the target objectives, we must shed light on the following points (Abdel-Fattah, 2015):

- It is necessary to found and install the culture of excellence and innovation that incites for the collective creative thinking by the stakeholders to set excellent developmental projects and paths. In addition, it is necessary to reinforce the concept of the "responsible leadership" of the employees of the sector through providing the various requirements of the initiative to take and execute development decisions that lift up the employees from the "responsible employee" to the "model employee". The latter focuses his efforts and practices on the achievement of the goals of the responsibility and the general target objectives.
- We should adopt the mechanism of identifying the priorities of the projects related to the most affected and important sectors for the end-users impacted by the outcomes of the touristic sector; i.e., the citizens and their local communities, be they tourists or investors.
- It is necessary to adopt the "refocusing" strategy to identify the priorities and domains of the development that may directly and rapidly take advantage of the governmental support decisions.
- We ought to install the decentralization culture through continuous work to empower and motivate the agencies and official directorates' leaders. Besides, it is advisable to develop their skills of creative thinking and recognition of the investment opportunities, and the skills of analysis and solving problems that hinder the establishment of the suitable investment environment through finding innovative solutions with a real value. This value shall attract the investors to the various sectors of the touristic development and involve the associations, clubs, and amateurs that have the needed creativity for the touristic sector.
- We had better take part in building a creative generation of touristic investors who participate in the flourishing of the state through creating small and middle-sized investment opportunities that go with the budget of this promising social stratum.

The strategic goals of the sustainable touristic development in the archaeological sites manifest (national trust for historic preservation, 2014) in:

- Documenting the archaeological buildings, streets, markets, crafts, and their current characteristics in the old cities.
- Promoting the role of the private, official, public, and administrative institutions through a sustainable administrative plan of the archaeological sites.
- Drawing trends and legislative and governmental laws for developing the markets.
- Finding mechanisms to make, preserve, and develop markets.

- Taking the shops that cause bad smells outside the site, showing the distinct identity of the city, and informing the citizens about the national historical sites and spatial touristic landmarks.
- Encouraging a sustainable participation of the society in all the fields.
- Promoting the internal touristic movement to increase knowledge and national sense of belonging because the market is a site for the touristic attraction that helps the regions of the historical value achieve the touristic development that satisfies the tourists' needs.
- Finding a nexus between the ancient archaeological heritage through the rich climatic treatment with the developments of the current era to find an architecture that conveys the ancientness, individualism, and innovation that go with the requirements of the contemporary life.

Third: the archaeological path:

It is the efficient tool for development as it allows attracting tourists and satisfying their needs through living the spirit of the chosen touristic path. For example, the city of Ouergla is a model for the importance of the touristic attraction:

Model 01: a path for the visit to the archaeological castles in the city of Ouergla.

The departure from downtown to Qsar al Atiq and, then, respectively moving towards Al-Rouissette, Qsar Adjaja, Qsar El-Chat, Qsar Angoussa, the archaeological city of Sedrata, going back downtown, and finally visiting the Saharan museum.

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