The Role of Digital Transformation in Promoting Sustainable Tourism in Algeria under the Tourism Master Plan Framework (Vision 2030).

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دور التحول الرقمي في تعزيز السياحة المستدامة في الجزائر في إطار المخطط التوجيهي للسياحة (رؤية 2030).

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Kenza BENGHALIA [1]

University of chlef, lab (DECOPILS) (Algeria)

k.benghalia@univ-chlef.dz

Hadj Kouider GOURINE [2]

University of chlef, lab (DECOPILS) (Algeria)

h.gourine@univ-chlef.dz

Abstract :

This study examines The Role of Digital Transformation in Promoting Sustainable Tourism in Algeria within the framework of the Tourism Master Plan. The main objective is to analyze how digital technologies can support the implementation of the Vision 2030 Tourism Master Plan to achieve economic growth, service quality enhancement, environmental sustainability, and regional equity in Algeria. The research highlights that digital transformation has a significant impact on operational efficiency, facilitates data-driven decision-making, enhances international marketing, and strengthens the competitiveness of the tourism sector. It also supports sustainable management of natural and cultural resources and promotes balanced regional development. Key findings indicate that integrating digital tools with strategic policies is essential for achieving a modern, sustainable, and globally competitive tourism sector in Algeria. The study provides actionable recommendations for policymakers, investors, and tourism stakeholders to leverage technology for sustainable tourism growth.

Keywords : *Digital Transformation, Sustainable Tourism, Tourism Master Plan, Algeria*

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الملخص: تهدف هذه الدراسة إلى بحث دور التحول الرقمي في تعزيز السياحة المستدامة في الجزائر في إطار المخطط التوجيهي للسياحة. ويتمثل الهدف الرئيسي في تحليل كيفية مساهمة التقنيات الرقمية في دعم تنفيذ المخطط التوجيهي للسياحة (رؤية 2030) بما يحقق النمو الاقتصادي، وتحسين جودة الخدمات السياحية، وتعزيز الاستدامة البيئية، وتحقيق العدالة الإقليمية في الجزائر. وتبرز الدراسة أن التحول الرقمي يُحدث أثراً بالغ الأهمية في رفع الكفاءة التشغيلية، وتسهيل اتخاذ القرار المبني على البيانات، وتعزيز التسويق السياحي الدولي، وتقوية تنافسية القطاع السياحي. كما يسهم في الإدارة المستدامة للموارد الطبيعية والثقافية، ويدعم تحقيق تنمية إقليمية متوازنة. وتشير النتائج الرئيسة إلى أن دمج الأدوات الرقمية مع السياسات الاستراتيجية يعد شرطاً أساسياً لبناء قطاع سياحي حديث، مستدام، وقادر على المنافسة عالمياً في الجزائر. وتقدم الدراسة جملة من التوصيات العملية الموجهة لصناع القرار والمستثمرين ومختلف الفاعلين في القطاع السياحي من أجل توظيف التكنولوجيا في دعم النمو السياحي المستدام.

الكلمات المفتاحية: التحول الرقمي، السياحة المستدامة، المخطط التوجيهي للسياحة، الجزائر.

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1. Introduction

Tourism has emerged as a key driver of economic diversification and cultural exchange, particularly in countries with rich natural and cultural heritage such as Algeria. In recent years, the paradigm of sustainable tourism development has gained prominence as a means to balance economic growth with environmental preservation and social inclusion. Simultaneously, digital transformation has revolutionized the tourism sector worldwide, reshaping how destinations are marketed, managed, and experienced. In Algeria, the Tourism Master Plan (SDAT) provides a strategic framework for developing the sector with an emphasis on sustainability and competitiveness. Integrating digital transformation within this framework offers significant

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[1] - *Corresponding author : Kenza BENGHALIA, e-mail: k.benghalia@univ-chlef.dz*

opportunities to enhance service quality, improve resource efficiency, and strengthen the country's positioning as a sustainable destination. However, challenges remain in aligning technological innovation with the goals of sustainable development. This study examines the role of digital transformation in promoting sustainable tourism development in Algeria within the framework of the Tourism Master Plan.

- Problem of Study :

   to what extent can digital transformation support the promotion of sustainable tourism development in Algeria within the framework of the Tourism Master Plan, and what mechanisms are required to align digital initiatives with sustainability goals?

- Hypothesis*:*

   Digital transformation significantly enhances the sustainable development of Algeria's tourism sector by improving operational efficiency, promoting high-quality services, supporting environmental sustainability, and strengthening the sector's competitiveness under the framework of the 2030 Tourism Master Plan.

- Importance of the Study :

   This study is important as it sheds light on how digital transformation can be integrated into Algeria's Tourism Master Plan to foster sustainable tourism development. It contributes academically by filling a gap in research on the link between digitalization and sustainability in the Algerian context. Practically, it provides insights for policymakers and tourism stakeholders on leveraging digital tools to enhance competitiveness, efficiency, and sustainability. The findings are expected to serve as a roadmap for aligning digital initiatives with sustainable development goals in the tourism sector.

- Study Objective :

   The main objective of this study is to examine the role of digital transformation in promoting sustainable tourism development in Algeria under the framework of the Tourism Master Plan. Specifically, it seeks to analyze how digital technologies can enhance competitiveness, efficiency, and sustainability in the tourism sector. The study also aims to identify the challenges and barriers that hinder the integration of digital practices within tourism strategies. Furthermore, it strives to propose practical mechanisms and policy recommendations to align digital transformation initiatives with sustainable development goals.

2. Digital Transformation, Definition, benefits, and objectives

   Digital transformation refers to the integration of digital technologies into various sectors, fundamentally reshaping processes, services, and customer experiences. Its importance lies in delivering numerous benefits such as efficiency, innovation, and competitiveness, while its objectives focus on achieving sustainable growth and improved value creation.

2.1. Digital Transformation Definition:

   Digital Transformation refers to the process of leveraging digital technologies to create, modify, or enhance business processes, culture, customer experiences, and overall organizational operations to meet changing business and market demands. It involves integrating advanced digital tools, such as artificial intelligence (AI), cloud computing, big data, the Internet of Things (IoT), and automation, to streamline workflows, improve decision-making, increase efficiency, and foster innovation. Digital transformation is not just about adopting new technologies; it also requires a shift in mindset, organizational culture, and strategy to remain competitive in a digital-first world (E Project., 2019).

   Digital Transformation also refers to the process by which an Organization adopts Digital tools, software, and applications in its various activities to create or modify services, products, procedures, and processes by converting its operational system into a Digital format. (Mirzagayeva & Heydar , 2022, pp. 10-21). This strategic initiative integrates Digital technology across all areas of the Organization and is often referred to as the digitization of its functions. The primary aim is to create value through the continuous large-scale deployment of technology.. It is a long-term effort

to determine how the Organization can continuously improve and change. This is because technology has not only become more integrated into Business, but it is also constantly evolving, so the Organization must work on constantly renewing and updating to keep up with Digital and technological changes .(McKinsey & Company, 2023).

2.2 Digital Transformation Importance:

The table highlights the importance of digital transformation by presenting six key features that organizations can achieve through this process:

Dimension	Description
Innovative	Digital transformation fosters creativity and supports the development of novel ideas, products, and services. By leveraging digital technologies, organizations can innovate faster and address evolving customer demands in impactful ways.
Productive	Through process automation, workflow optimization, and advanced tools, digital transformation enhances efficiency. It enables organizations to achieve more with fewer resources, improving overall productivity and operational performance.
Competitive	Adopting digital tools and strategies allows organizations to stay ahead in rapidly evolving markets. It strengthens competitiveness by enabling businesses to respond to trends, attract customers, and build a strong market presence.
Agile and Flexible	The digital era requires adaptability. Digital transformation equips organizations with agility to pivot strategies, respond to sudden changes, and adjust effectively to dynamic market demands or environmental shifts.
Relevant	To keep pace with shifting customer preferences and industry trends, digital alignment is crucial. Digital transformation ensures organizations remain relevant by aligning offerings with current market and customer needs.
Resilient	In times of uncertainty, resilience ensures sustainability. Digital transformation strengthens organizational systems and processes, enabling quick recovery from disruptions and ensuring long-term stability and growth.

Source: Depending on (Acceldata, 2022)

Digital transformation drives innovation, boosts productivity, and strengthens competitiveness. It also enhances organizational agility, ensures continued relevance, and builds resilience for sustainable growth in a rapidly changing environment.

Figure 01 : Digital Transformation Importance

Source: Prepared by researchers

2.3. Digital Transformation Benefits

Digitization offers multiple advantages that enhance organizational performance. It minimizes human errors, automates repetitive tasks, and enables efficient handling of big data, which supports faster and more reliable decision-making. Moreover, it strengthens customer satisfaction, improves workflows, ensures continuous availability, and even performs risky tasks safely—ultimately driving productivity, competitiveness, and sustainable growth.

Dimension	Description
Reducing Human Error	Computers, when correctly programmed, eliminate mistakes. Supported by digital transformation models and predictive analysis, this minimizes errors, saves time and resources and improves result accuracy.
Automation of Repetitive Tasks	Digitization automates routine tasks such as data entry, customer service, email responses, software testing, and invoice generation. This allows employees to focus on tasks requiring human skills and contribute to rational decision-making.
Dealing with Big Data	Digitization provides tools and algorithms to process big data quickly, extract relevant insights, and deliver accurate interpretations. This enables organizations to remain competitive in dynamic business environments.
Facilitating Decision-Making	Digitization accelerates the collection of reliable insights, enabling faster and more effective decision-making.
Supporting and Satisfying Customers	By offering accurate, on-demand information 24/7, digitization enhances customer satisfaction and loyalty through intelligent and timely interaction.
Performing Risky Tasks Efficiently	Digital transformation technologies allow organizations to perform risky tasks safely and efficiently, reducing the need for human exposure to danger.
Improving Processes and Workflow	Digitization streamlines workflows, boosts productivity, and increases revenue. It improves tedious processes and ensures smoother, error-free operations.
Full-Time Availability (24/7)	Digital systems operate continuously, providing services at any time. They handle repetitive tasks effectively and ensure uninterrupted workflow.

Source*: Depending on (Maheshwari, 2023) , (Nikita, 2024),*

Digitalization enhances efficiency, accuracy, and competitiveness by automating tasks, improving workflows, and supporting better decision-making, while also ensuring customer satisfaction and sustainable growth.

2.4. The Main Areas of Digital Transformation Application:

Digital transformation encompasses a wide range of interconnected elements that reshape how organizations operate and compete. It integrates advanced technologies, data-driven processes, and innovative tools to enhance efficiency, improve communication, and enable smarter decision-making, ultimately driving sustainable growth and adaptability in dynamic environments.

Figure 02: The Main Areas of Digital Transformation Application

Source*: (ENIQUE, 2024)*

- **Technology:** Represents the digital infrastructure and tools that support process and service development.
- **Communication:** Refers to the use of digital means to enhance communication channels between individuals, organizations, and customers.

- **Data:** Highlights the role of big data and analytics in making accurate decisions and improving organizational performance.
- **Internet of Things (IoT):** Connects devices and systems via the internet to exchange information intelligently and in real time.
- **Automation:** Involves using technology and robotics to simplify repetitive tasks and increase efficiency.
- **AI (Artificial Intelligence):** Emphasizes AI's role in prediction, service improvement, and customer experience personalization.
- **Networking:** Shows the importance of digital networks in connecting systems and people to create an integrated work environment.

3. Tourism (concept, forms, benefits and value chain):

Tourism represents one of the most dynamic sectors contributing to cultural exchange, economic growth, and social development. Exploring this topic requires addressing its fundamental concept, the different forms it takes across contexts, and the essential requirements needed to ensure its sustainability and effectiveness. This comprehensive approach provides a clear understanding of tourism's multifaceted role in today's world.

3.1. The concept of tourism

- **Tourism is** a social, cultural and economic phenomenon that entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. These people are called visitors (which may be either tourists or excursionists; residents or non-residents) and tourism has to do with their activities, some of which imply tourism expenditure." This definition highlights tourism as a multifaceted phenomenon involving movement, activity, and economic impact (BCcampus, 2024)& (UN Tourism, 2025).

- **Tourism is** a dynamic, evolving industry characterized by travel for pleasure, cultural exchange, education, and business, increasingly driven by technology such as AI and smart systems to enhance the traveler experience. It encompasses socially and environmentally responsible practices aiming for sustainable development, balancing economic growth with the preservation of natural and cultural heritage. Tourism now includes diverse forms like experiential, transformative, educational, and eco-tourism, reflecting changing traveler preferences and global socio-economic trends (Jong, 2025), (Sábio, 2024).

- **Tourism includes** niche forms such as scientific tourism, motivated by the pursuit of scientific knowledge and participation in scientific studies, expanding traditional mass tourism concepts into specialized market segments (Bourlon, 2023).

These definitions together provide a broad, comprehensive understanding of tourism as a social, economic, cultural and scientific phenomenon studied across disciplines and promoted by international entities like UNWTO. If preferred, the UNWTO official definition is considered authoritative and widely accepted globally.

3.2. Forms of tourism

Tourism takes various forms depending on its objectives, motivations, and types of destinations. Traditional forms include ecotourism, cultural, rural, health and wellness, gastronomic, and business tourism. Modern forms have also emerged, such as digital nomad tourism, tech tourism, set-jetting, and ethical or indigenous tourism. International studies and reports highlight the growing importance of sustainable tourism, which balances economic, environmental, and social dimensions, especially in the post-pandemic era. The main forms of tourism can be summarized as follows:

| Category	Form of Tourism	Description
Traditional and Widely Recognized Forms	**Ecotourism**	Responsible travel to natural areas aimed at conserving the environment and supporting the well-being of local communities.
	Cultural Tourism	Visiting destinations to experience cultural heritage, traditions, and arts.
	Adventure Tourism	Outdoor and physical activities often involving skill, challenge, or risk-taking.
	Rural Tourism	Travel to countryside areas focusing on nature, agriculture, and rural traditions.
	Business Tourism	Professional or work-related trips for meetings, conferences, and corporate purposes.
	Health and Wellness Tourism	Travel to improve health, including medical care, rehabilitation, and wellness treatments.
	Gastronomic Tourism	Experiencing local cuisine, food culture, and culinary traditions.
	Digital Nomad Tourism	Extended stays that combine travel with remote working opportunities.
Emerging and Modern Forms	**Tech Tourism**	Visiting technology hubs, innovation centers, and digital ecosystems.
	Set-Jetting Tourism	Traveling to destinations featured in films and TV shows.
	Ethical and Indigenous Tourism	Responsible and respectful engagement with indigenous peoples and communities.
Policy and Research Perspective	**Sustainable Tourism**	OECD highlights sustainable tourism that integrates economic viability, environmental care, and social inclusiveness, reflecting post-pandemic recovery priorities.

Source: Depending on (Reali, 2025), (OECD , 2024).

These classifications highlight the diversity of tourism, spanning traditional and modern forms, reflecting its ability to meet a wide range of human interests and needs, from recreation and culture to business and health. International studies also emphasize the growing importance of sustainable tourism as a strategic choice that balances economic growth with environmental preservation and social enhancement, ensuring its continuity in the face of global changes.

3.3. The Benefits of Tourism

Tourism is one of the most dynamic and influential sectors in the world, impacting economies, societies, cultures, and the environment. Its multifaceted contributions go beyond leisure and travel, promoting sustainable development, fostering intercultural exchange, and supporting local communities. The key benefits of tourism can be presented as follows:

Figure 03: The Benefits of Tourism
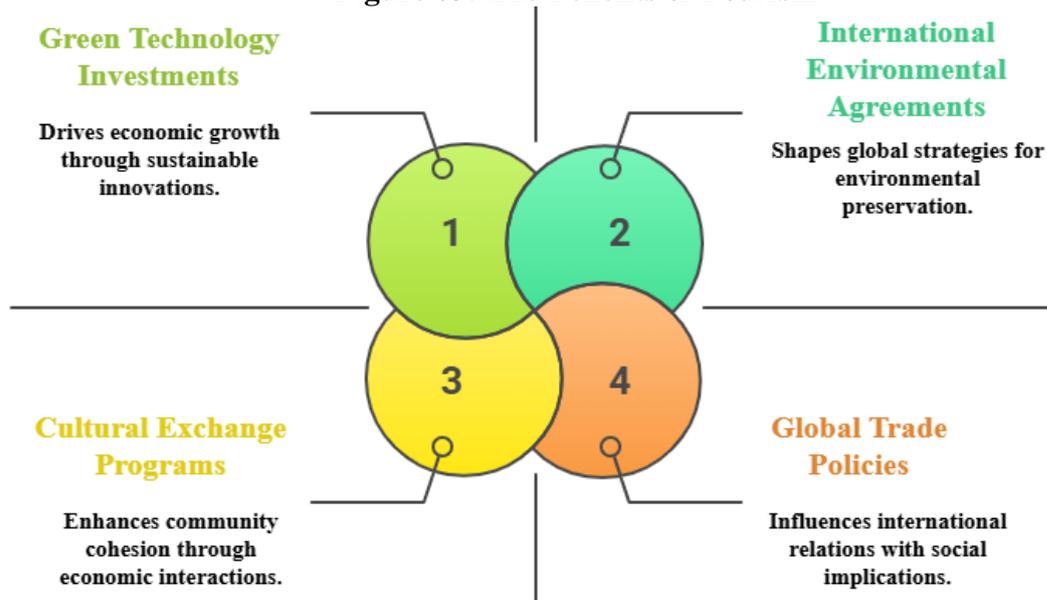
- Economic Importance: Tourism is a key driver of global economic growth. In 2024, it accounted for approximately 10% of the global economy, contributing $10.9 trillion to GDP and supporting 357 million jobs worldwide—roughly one in every ten jobs. It fosters productivity, inclusive employment, MSME growth, and innovation. Tourism also stimulates related sectors such as handicrafts, retail, and hospitality, generating foreign exchange, investment, and tax revenues. When properly managed, it can expand markets for local products, benefiting disadvantaged and remote communities (WBG, 2025), (WTTC, 2024).

- Social and Cultural Benefits: Tourism creates employment and income opportunities that enhance community wellbeing. It supports the preservation and revitalization of cultural heritage, local traditions, arts, and crafts. Tourism encourages intercultural dialogue, community pride, and social exchange between visitors and hosts. Additionally, it drives improvements in social infrastructure, including roads, public transport, and services that benefit both locals and visitors (Wikipedia, 2025) , (Tourism Teacher, 2023).

- Environmental and Sustainable Development: Sustainable tourism promotes biodiversity conservation, heritage protection, and climate-friendly livelihoods, contributing to the green economy. Cooperation in tourism can enhance urban public health infrastructure, improve environmental quality, and support health-related industries such as wellness and medical tourism (Liang , Guolei , & Chen , 2025).

- Policy and Global Importance: International organizations—including the OECD, WTO, World Bank, and WTTC—highlight tourism's role in inclusive growth, innovation, environmental sustainability, and regional development. Modern tourism policies increasingly integrate ecosystem preservation, social equity, and economic resilience (WTTC, 2025), (OECD , 2024).

Tourism is a powerful catalyst for economic prosperity, job creation, cultural preservation, social development, and environmental sustainability when carefully managed and guided by sound policies.

3.4. The tourism value chain

Figure 04: The tourism value chain
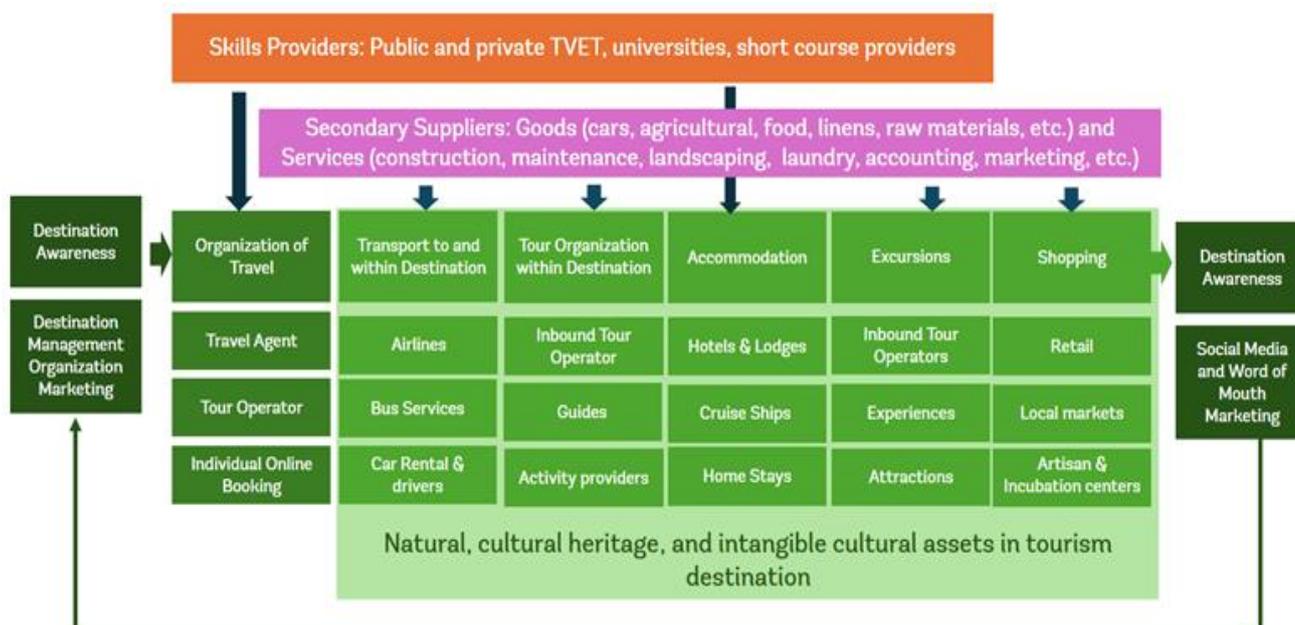
Source: (WBG, 2025)

The tourism value chain is a conceptual framework that captures the interrelated activities, sectors, and stakeholders that collectively generate value within the tourism industry. It is essential for understanding how the industry operates as an integrated system, where each component contributes to enhancing the overall tourist experience, maximizing economic benefits, and promoting sustainable development. The value chain emphasizes not only the end product—tourism experiences—but also the processes, relationships, and infrastructure that support it (WBG, 2025) :

3.4.1.Destination Awareness: Destination awareness refers to the mechanisms through which potential tourists become informed about a destination. This includes marketing campaigns, strategic branding, media exposure, and destination management initiatives. Effective destination awareness shapes tourist perceptions, influences decision-making, and determines the attractiveness and competitiveness of a location. In the digital era, awareness is increasingly mediated through online platforms, travel review websites, and social media channels, which significantly impact tourist behavior.

3.4.2.Transportation to the Destination: Transportation encompasses all modes of travel that enable tourists to reach their chosen destination, including air travel, rail, road, and maritime transport. Accessibility is a key determinant of destination competitiveness. Investments in modern, reliable, and sustainable transport infrastructure not only facilitate the movement of tourists but also expand market reach and enhance the economic multiplier effect of tourism activities.

3.4.3.Accommodation: Accommodation services provide the essential infrastructure for tourists to stay at their destinations. This sector ranges from luxury hotels to budget lodges, guesthouses, and alternative lodging options such as homestays and short-term rentals. High-quality accommodation contributes to visitor satisfaction, lengthens stay durations, and generates significant revenue. Moreover, it stimulates local employment and supports allied services, including housekeeping, food and beverage, and facility management.

3.4.5.Activities and Excursions: Activities and excursions represent the core experiential component of tourism. They include guided tours, adventure sports, cultural events, heritage visits, and recreational programs. These experiences enhance the attractiveness of destinations and directly influence tourist satisfaction and repeat visitation. Furthermore, they contribute to local economic diversification by supporting specialized service providers, cultural practitioners, and small-scale entrepreneurs.

3.4.6.Tourist Shopping: Tourist shopping encompasses all points of purchase where visitors acquire goods, souvenirs, crafts, and other products. This component not only adds to the economic impact of tourism but also supports the preservation of local culture, artisanal skills, and small-scale manufacturing. Strategic integration of shopping into tourism experiences can reinforce destination branding and create additional revenue streams for communities.

3.4.7.Digital Marketing and Social Media Engagement: Modern tourism heavily relies on digital platforms for promotion, engagement, and influence. Social media marketing allows destinations to communicate directly with potential tourists, showcase experiences, and shape perceptions. Platforms such as Instagram, Facebook, TikTok, and travel review websites are pivotal in creating awareness, enhancing brand image, and influencing travelers' choices in highly competitive markets.

3.4.8.Skilled Human Capital and Service Providers : The development of human capital is foundational to the tourism value chain. Skilled personnel, trained through professional institutions and vocational programs, ensure the delivery of high-quality services across all sectors of tourism. From hospitality staff to tour guides, transport operators, and cultural facilitators, the competency and professionalism of human resources directly impact visitor satisfaction, destination reputation, and long-term sustainability.

The tourism value chain is most effective when these components operate in an integrated, coordinated manner. Synergies between marketing, transport, accommodation, activities, and skilled services create a comprehensive ecosystem that maximizes economic returns, enriches visitor experiences, and fosters sustainable development. Policymakers, industry leaders, and destination managers must recognize these interdependencies to optimize investment, enhance competitiveness, and ensure the resilience of the tourism sector in an increasingly dynamic global environment.

4. The Tourism Development Master Plan "Vision 2030" in Algeria :

The Tourism Development Master Plan "Vision 2030" in Algeria was officially launched on August 6, 2015, as a strategic framework outlining the country's long-term directions for the tourism sector. The plan aims to position Algeria as a leading global tourist destination and strengthen tourism's role as an alternative economic pillar to the hydrocarbon sector by revitalizing the national tourism activity, developing tourism products, and enhancing service quality (MTA Ager, 2023).

The project **mobilizes all stakeholders in the tourism sector** from both the public and private sectors, aiming to utilize available tourism resources and achieve sustainable development while maintaining a balance between economic, social, and environmental dimensions (إدير و غزازي، 2019), (DIDOUCH, 2024).

The plan is based on **comprehensive developmental strategies and initiatives** that promote local and foreign investment, improve the quality of tourism services, and enhance tourism products, with a strong emphasis on coordination among various relevant government entities, led by the Ministry of Tourism and Traditional Industry of Algeria.

Government officials, including Minister of Tourism **Houria Madahi**, have emphasized the importance of the plan and its objectives in supporting the sector and achieving a qualitative leap in Algerian tourism, reflecting the state's vision to enhance Algeria's position on the global tourism map (Madahi, 2024).

**4.1. Objectives of the Master Plan for Tourism Development "Vision 2030" in Algeria :**

The Tourism Development Master Plan "Vision 2030" aims to establish a comprehensive framework for developing the tourism sector in Algeria over the long term, with a focus on economic, environmental, and social sustainability. This framework encompasses a set of detailed objectives designed to strengthen tourism's role as a driver of economic growth, support related sectors, preserve cultural and natural heritage, and enhance Algeria's international image, while promoting investment and achieving balanced regional development. The following outlines the main areas and strategic objectives on which the plan is based:

Area	Detailed Objectives	Explanation
Tourism as an Economic Driver	-Position tourism as a key driver of economic development. -Enhance tourism's role in creating employment opportunities. -Support other economic sectors such as agriculture, construction, industry, and traditional services through tourism. -Diversify the national economy and reduce dependence on hydrocarbons.	Tourism is intended to become a sustainable economic pillar that generates direct and indirect jobs, stimulates related sectors, and contributes to diversifying national income sources beyond oil and gas.
Sustainable Development and Environment	-Integrate tourism promotion with environmental preservation. -Adopt sustainable tourism policies to conserve natural resources. -Promote eco-tourism to ensure the sustainability of natural reserves.	This area focuses on balancing economic development with environmental protection, supporting eco-tourism, and implementing resource sustainability standards to ensure long-term sector viability.
Historical, Cultural and Religious Heritage	-Preserve historical and cultural sites and activate them for tourism. -Support local traditional industries through tourism.	The plan seeks to safeguard Algeria's cultural and heritage identity while promoting local crafts and products, adding tourism value and enriching the overall visitor experience.
International Image and Tourism Positioning	-Improve Algeria's global image. -Implement effective marketing strategies for Algerian destinations. -Enhance the quality of tourism offerings according to international standards.	This involves developing marketing strategies for diverse destinations, improving service quality to meet global standards, and strengthening Algeria's position as a distinctive international tourist destination.
Development of Sub-sectors and Investment	-Improve tourism and hotel infrastructure. -Encourage private investment, particularly in hotels and tourism projects. -Simplify administrative procedures and provide incentives for investors.	This area focuses on creating an attractive investment environment by upgrading infrastructure, promoting local and foreign investment, and facilitating administrative processes to ensure successful project implementation.
Regional Equity and Balanced Development	-Distribute tourism projects across different regions. -Establish specialized tourism hubs to meet diverse market demands.	The plan aims to ensure a balanced distribution of tourism opportunities across the country, achieving regional equity, responding to diverse tourist demands, and creating centralized specialized tourism hubs.
Public-Private Partnership	-Strengthen cooperation between stakeholders to achieve comprehensive and sustainable development.	Emphasis is placed on engaging the private sector alongside government authorities to ensure the sustainability of tourism projects and integrate public policies with private investment initiatives.

Source: Depending on (MTA, 2024), (مراد، 2022), (شنبي و بن الخضر، 2019)

4.2.Strategic pillars of the comprehensive plan for tourism development 2030

Figure 05: Strategic Pillars of Tourism Development 2030
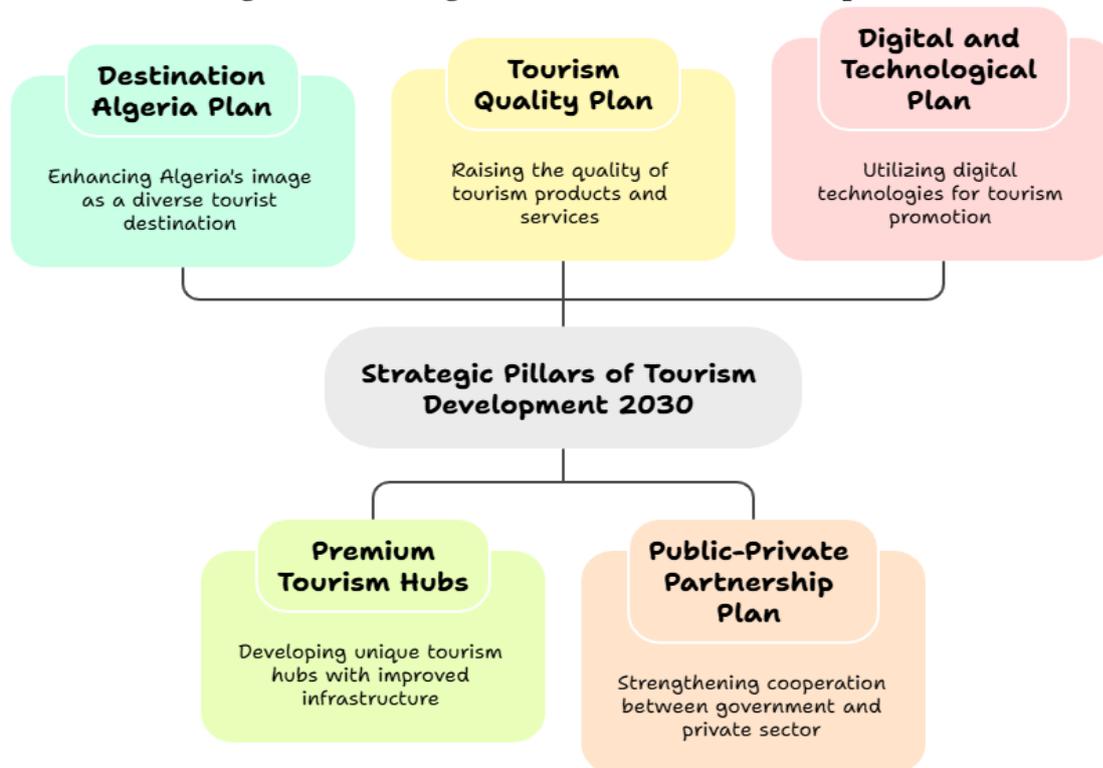
Source: Prepared by researchers

The core strategies of Algeria's Tourism Development Master Plan "Vision 2030" are based on five key pillars aimed at fostering sustainable tourism development, strengthening its role as a significant economic contributor, and projecting a positive international image of Algeria. These strategies include (عزاز، 2025) , (MTA Ager, 2023), (إدير و غزازي، 2019):

- Destination Algeria Plan:
- Enhance Algeria's image as a comprehensive and diverse tourist destination that appeals to a wide range of visitors.
- Develop tourist destinations by emphasizing cultural, natural, and historical diversity.

- Premium Tourism Hubs:
- Establish and develop tourism hubs with unique characteristics to serve as iconic gateways for the new Algerian destination.
- Improve infrastructure and services in these hubs to attract tourists and enrich their experience.

- Tourism Quality Plan:
- Raise the quality of tourism products and services offered.
- Institutionalize quality and professionalism across the sector to ensure a superior tourist experience.

- Public-Private Partnership Plan:
- Strengthen cooperation between government authorities and the private sector to enhance investment and service delivery.
- Encourage joint initiatives for investment in new tourism projects and expand their scope.

- Digital and Technological Plan:
- Utilize digital technologies and marketing to improve tourism promotion and attract new tourist segments.
- Adopt technological solutions to enhance visitor experience and streamline tourism services effectively.

These strategies form the foundation of the master plan, aiming to achieve sustainable tourism development, enhance Algeria's global competitiveness, diversify tourism products and services, stimulate investment, and build specialized human capacities in the tourism sector.

4.3. What has been achieved from the Vision 2030 plan since its launch?

The following table provides a comprehensive overview of the key indicators of Algeria's tourism sector since the launch of the Vision 2030 Tourism Master Plan. It highlights the evolution of tourist arrivals, including foreign visitors and members of the national diaspora, alongside the growth of direct and indirect employment opportunities and tourism-generated revenues. This data illustrates the tangible progress achieved in implementing the strategic objectives of Vision 2030, reflecting both the expansion of the sector and its increasing contribution to the national economy.

Table 01 :A Comprehensive Overview of Key Indicators in Algeria's Tourism Sector Since the Launch of the Vision 2030 Tourism Master Plan

Year	Total Tourists (million)	Foreign Tourists (million)	Diaspora Tourists (million)	Direct & Indirect Jobs (thousand)	Tourism Revenue (million USD)
2015	2.0	1.3	0.7	300	approx 180
2018	2.6	1.9	0.7	350	210
2022	3.1	2.1	1.0	400	219
2024	3.5	2.5	1.0	450	approx 230
2025 (target)	4.0	2.8	1.2	500	projected 250

Source: Depending on (EREM, 2025), (UAC, 2025), (TE, 2024), (AAPI, 2024)

Figure 06: Development of tourism indicators from 2015 to 2025
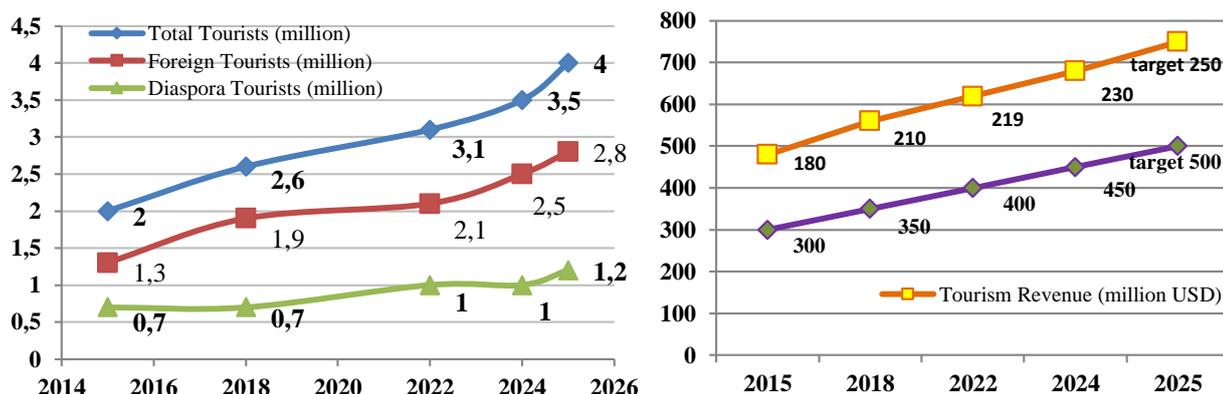
Source: Prepared based on the previous table

Since the launch of the Tourism Master Plan **Vision 2030** in Algeria in **2015**, statistics reflect a significant development in the tourism sector in terms of tourist numbers, employment opportunities, and revenues, as follows:

- Total, Foreign, and Diaspora Tourists: The total number of tourists increased from 2.0 million in **2015** to approximately 3.5 million in 2024, with a projected rise to 4.0 million in 2025.

The number of foreign tourists rose notably from 1.3 million to 2.5 million in 2024, reflecting the success of international promotion efforts for Algerian destinations.

Tourists from the national diaspora abroad have remained relatively stable at around 1.0 million since 2022, with a slight projected increase to 1.2 million in 2025.

-Employment Opportunities: The plan contributed to creating approximately 450,000 direct and indirect jobs by 2024, compared to 300,000 in 2015, demonstrating the tourism sector's impact on the national labor market and skills development.

Employment opportunities are expected to reach 500,000 in 2025, reflecting ongoing investments in hotel and service infrastructure.

-Tourism Revenues: Tourism revenues increased from approximately USD 180 million in 2015 to over USD 210 million in 2024, with a projected growth to USD 250 million in 2025.

This gradual growth indicates the plan's effectiveness in transforming tourism into an alternative economic driver beyond traditional resources such as hydrocarbons.

-Infrastructure Development and Investments: New tourist areas have been developed, modern hotels established, and domestic and international investment delegations attracted. The expansion of infrastructure has contributed to improving visitor experiences and increasing the capacity of tourist destinations.

In addition to the achievements mentioned earlier, the Vision 2030 plan has also realized significant progress in the approval of projects and the development of tourist areas (زروقي و كاري ، (2025، (APS, 2025), (2022، شنة و شريفي) :

- Approved Projects and Tourist Area Development : Over 170 tourism development plans have been officially approved.
- Twenty new areas have been designated for tourism expansion.
- Ten new tourist zones have been fully developed, including the rehabilitation and upgrading of existing tourism properties

- Hotel and Tourism Projects:
- A total of 746 tourism projects have been registered, including ongoing projects, newly launched initiatives, and projects currently on hold at varying stages of implementation.
- The number of hotels and available accommodation has increased substantially, with thousands of new beds added across major tourism hubs such as the Mishal East and Mishal Central poles.

- Sustainable Development and Focus on Eco-Tourism:
- Intensive efforts have been made to preserve environmental, cultural and heritage diversity within the framework of sustainable tourism.
- Field studies and analytical assessments indicate tangible progress in applying sustainable development principles in Algeria's tourism sector.

These developments reflect the systematic efforts of Vision 2030 to enhance Algeria's tourism infrastructure, diversify its offerings, increase the sector's capacity to accommodate growing numbers of domestic and international tourists, and ensure the sustainable management of environmental and cultural resources.

4.4.The 2030 Tourism Plan in Algeria: Implementation Challenges and Possible Solutions :

The successful implementation of Algeria's Tourism Development Master Plan 2030 faces a range of challenges that may affect the achievement of its strategic objectives. These challenges span infrastructure deficiencies, administrative and bureaucratic hurdles, limited investment, underutilization of tourism potential, environmental concerns, and regional disparities. Addressing these obstacles requires comprehensive solutions, including investment in infrastructure, streamlined administrative procedures, human resource development, sustainable tourism policies, and effective monitoring and evaluation mechanisms. The following table highlights the key implementation challenges and proposes actionable solutions to ensure the plan's objectives are met:

Challenge	Description	Proposed Solutions
Weak Tourism Infrastructure	Shortcomings in roads, airports, and modern hotels affect the country's ability to attract tourists and accommodate large numbers.	-Increase investment in tourism infrastructure. -Develop transportation networks and airports. - Upgrade hotels and tourism facilities.
Administrative Complexity and Bureaucracy	Lengthy and complex procedures for investment permits, coupled with multiple laws and lack of coordination among government entities, hinder investors.	- Simplify administrative procedures. -Harmonize tourism-related regulations. - Establish a centralized platform to facilitate investment processes.
Limited	Low investment levels, particularly in	-Provide incentives for tourism

Investment and Service Quality	cultural ; and ecological tourism, alongside the urgent need to improve service quality to meet international standards.	investments. - Enhance human resource training. - Implement global quality standards across facilities and services.
Underutilization of Tourism Potential	Despite Algeria's diverse tourism offerings, resources are not fully leveraged due to lack of strategic planning and effective marketing.	-Develop integrated marketing strategies. -Implement programs to attract domestic and international tourists. -Prioritize the development of underutilized tourist destinations.
Environmental Challenges and Resource Protection	Need to ensure sustainability of natural resources and address risks from unregulated tourism development.	- Adopt sustainable tourism policies. -Promote eco-tourism and protect natural reserves. -Monitor the environmental impact of tourism projects.
Unequal Economic and Social Impacts	Concentration of tourism development in certain regions creates regional disparities and affects developmental equity.	-Distribute tourism projects evenly across regions. -Develop specialized tourism hubs to meet diverse market demands.
Need for Continuous Monitoring and Evaluation	Weak monitoring and evaluation mechanisms reduce implementation effectiveness and limit the ability to adjust strategies.	-Establish a robust monitoring and evaluation system. -Use performance indicators to track project progress. - Regularly review strategic plans based on field outcomes.

Source: *Depending on (2024 ، واضح و بن جعيجع), ,(2024 ،سنوسي) , (MTA, 2024)*

The successful implementation of Algeria's Tourism Development Master Plan 2030 depends on addressing a complex set of challenges, ranging from infrastructure deficiencies and bureaucratic obstacles to the underutilization of tourism potential and environmental issues. The proposed solutions—which include investment in infrastructure, streamlining administrative procedures, developing human resources, adopting sustainable tourism practices, and implementing effective monitoring and evaluation mechanisms—provide a comprehensive roadmap to overcome these obstacles. Effectively executing these measures will enhance the competitiveness and sustainability of Algeria's tourism sector, ensure balanced regional development, and improve the country's international standing.

5.The general context of the relationship between digital transformation and tourism promotion in the 2030 plan.

The Tourism Development Master Plan "Vision 2030" aims to develop Algeria's tourism sector sustainably, strengthen its role as an economic and developmental pillar, and enhance Algeria's international image. Within this framework, digital transformation represents a strategic tool to support sustainable tourism development by improving operations, facilitating access to information, and enhancing interaction with tourists both domestically and internationally.

The fundamental relationship between the three elements can be summarized as follows:
- **Vision 2030 Plan:** Defines the long-term objectives and strategic framework for sustainable tourism development, including the enhancement of infrastructure, development of tourist destinations, improvement of service quality, and the promotion of regional equity.
- **Tourism:** Represents the economic, social, and cultural activity that benefits from these strategies by fostering economic growth, developing human capital, and preserving natural and cultural heritage.
- **Digital Transformation:** Serves as a technological enabler that improves operational efficiency, enhances tourism products and services, strengthens international marketing, and facilitates greater engagement with both investors and visitors.

In essence, digital transformation acts as a catalyst that links the strategic vision of the 2030 Plan with the practical development of the tourism sector, ensuring sustainable growth and a competitive positioning for Algeria on the global stage.

## 5.1.Digital Transformation Tools for Supporting Sustainable Tourism

There is a range of digital tools that can be integrated within the framework of the 2030 Plan to promote sustainable tourism, with each tool contributing to the achievement of the plan's objectives:

Digital Tool	Function in Tourism	Contribution to Achieving Vision 2030 Objectives
Digital Destination Platforms	Serve as centralized online portals providing comprehensive and up-to-date information about tourist destinations, available activities, natural and cultural heritage, accommodation options, pricing, and local services. They facilitate trip planning and decision-making for potential visitors.	-Strengthen Algeria's national and international tourism marketing. -Improve pre-visit engagement and planning for tourists. -Highlight and promote the diversity of Algerian destinations in line with the "Destination Algeria" initiative. -Encourage investment in underutilized destinations by showcasing their potential.
Online Booking & Management Systems	Enable seamless online reservations for hotels, transportation, and tour packages. They integrate scheduling, availability, and payment solutions, reducing administrative burdens for both service providers and tourists.	-Enhance service efficiency and quality across the tourism sector. -Increase accessibility and convenience for tourists.-Support the growth of hotel and tourism infrastructure by generating higher occupancy and demand. - Provide reliable data on tourism flows to inform strategic planning.
Big Data Analytics	Collect, process, and analyze large volumes of data from tourists, including demographics, preferences, travel patterns, and feedback. This enables predictive insights and informed decision-making for destination management.	-Guide strategic planning for the development and diversification of tourist destinations. -Enable evidence-based decisions in product design, marketing campaigns, and service improvement. -Identify trends and emerging market segments to maximize investment returns. -Monitor the impact of tourism on local communities and resources.
Digital Marketing & Social Media	Utilize digital channels, including social media platforms, content marketing, and online advertising, to reach a global audience. Facilitates engagement with potential visitors and builds a positive image of Algeria as a tourist destination.	-Enhance Algeria's international visibility and reputation. -Attract new and diverse tourist segments. -Promote unique cultural, historical, and natural attractions to stimulate investment. -Foster interactive communication with tourists, increasing loyalty and repeat visits.
Smart Tourism Apps	Mobile applications providing interactive services such as navigation, real-time information, digital guides, local recommendations, event alerts, and integrated digital payments.	-Enhance on-site tourist experiences by offering convenience and personalized guidance. -Promote sustainable tourism practices by encouraging digital ticketing and reducing paper consumption. -Facilitate access to eco-tourism and cultural heritage sites. -Strengthen data collection for visitor behavior and service optimization.
Environmental & Tourism Resource Management Systems (GIS & IoT)	Leverage Geographic Information Systems (GIS) and Internet of Things (IoT) technologies to monitor environmental conditions, manage natural and cultural resources and track tourist movements in sensitive areas such as reserves, heritage sites, and protected ecosystems.	-Ensure sustainable tourism development through data-driven environmental monitoring. -Protect natural and cultural resources from overuse and degradation. -Support eco-tourism initiatives and responsible destination management. -Provide real-time insights for adaptive planning and policy-making.

Source: *Depending on (Anissa, 2024), (Elikhbaria, 2025), (WebServices, 2024), (ELHOUARI, 2025)*

5.2. Digital Transformation Contribution to Achieving Vision 2030 Objectives

Figure 07: The impact of digital transformation on Vision 2030
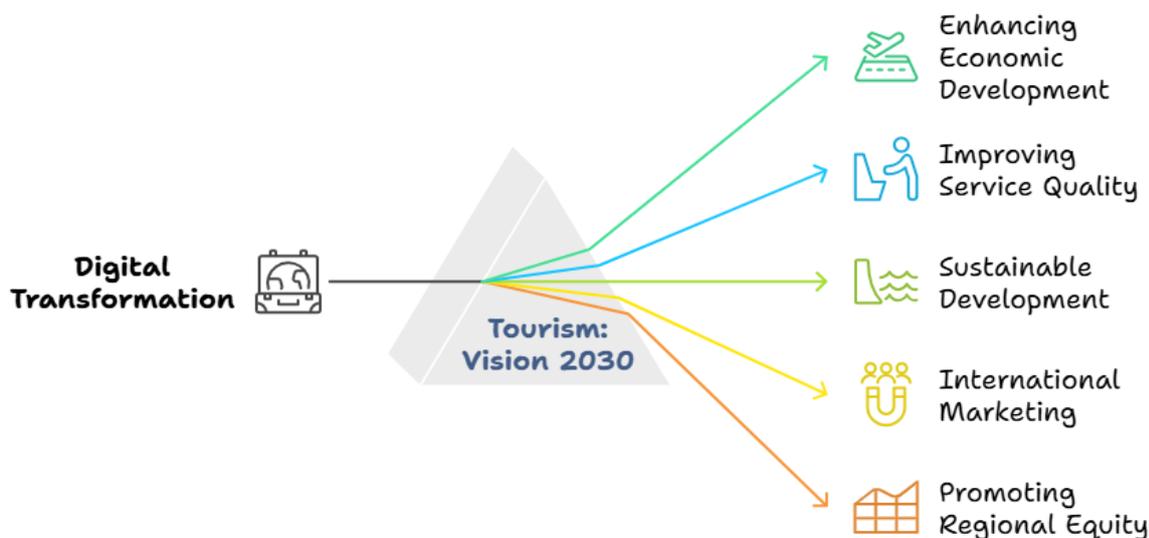
Source: Prepared by researchers

Digital transformation is a critical enabler in realizing the strategic objectives of Algeria's 2030 Tourism Master Plan. By integrating advanced technologies, the tourism sector can strengthen economic growth, enhance service quality, promote sustainable development, improve international promotion, and achieve regional balance.

Strategic Goal	Contribution of Digital Transformation
Enhancing Economic Development	- Improves access to information and services, increasing tourist arrivals and revenue.- Supports the development of innovative tourism products tailored to local and international market needs. - Provides actionable insights to guide investment and business opportunities in tourism.
Improving Service Quality and Tourism Products	- Offers seamless, personalized, and high-quality visitor experiences. - Enhances operational efficiency and professionalism within the tourism sector.- Enables real-time service updates and responsive support for tourists.
Sustainable Development and Environmental Protection	- Monitors tourism's environmental impact and tracks resource usage.- Facilitates the implementation of sustainable tourism practices in line with international standards. - Supports conservation of natural and cultural heritage sites.
Enhancing International Marketing and Promotion	- Builds a positive and diversified image of Algeria as a global tourist destination. - Attracts international tourists and investors to modern tourism projects. - Enables targeted marketing campaigns based on visitor demographics and preferences.
Promoting Regional Equity and Balanced Development	- Identifies underutilized tourist destinations and guides strategic project allocation. - Ensures balanced distribution of tourism projects across regions. - Reduces regional disparities and fosters inclusive economic benefits.

Source : Depending on (Horizons, 2025), (Mohamed, 2022) , (Belahcene & Brahim Ali , 2025)

The effective application of digital transformation supports the sustainable development of Algeria's tourism sector. It aligns with the Vision 2030 strategic framework by enhancing competitiveness, ensuring high-quality services, protecting natural and cultural resources, promoting investment, and fostering equitable regional development, positioning Algeria as a modern and sustainable tourism destination globally.

6.Conclusion

Digital transformation plays a pivotal role in promoting sustainable tourism development in Algeria within the strategic framework of the Tourism Master Plan 2030. It serves as an enabling tool that allows the country to achieve multiple strategic objectives, including enhancing sectoral

competitiveness, improving the quality of tourism services and products, and safeguarding natural and cultural resources.

Moreover, digital transformation supports international marketing and the promotion of Algerian destinations, strengthening the country's global image and attracting new domestic and foreign investments. It also facilitates the achievement of regional equity and balanced development by leveraging data analytics to direct projects toward underutilized destinations and ensure a fair distribution of economic and social benefits across regions.

By utilizing modern digital technologies such as smart analytics, interactive platforms, smart tourism applications, and environmental monitoring systems, it becomes possible to integrate economic growth with environmental and social sustainability, achieving a comprehensive vision for tourism development. This synergy between digital transformation and the Vision 2030 Plan positions Algeria as a competitive, modern, and sustainable tourism destination, enabling the tourism sector to contribute effectively to the country's sustainable economic and social development.

6.1. Hypothesis testing :

Hypothesis: *Digital transformation significantly enhances the sustainable development of Algeria's tourism sector by improving operational efficiency, promoting high-quality services, supporting environmental sustainability, and strengthening the sector's competitiveness under the framework of the 2030 Tourism Master Plan.*

The research findings indicate that digital transformation provides tools and technologies that contribute to improving operational efficiency within the tourism sector. By utilizing data management systems and big data analytics, stakeholders can make evidence-based decisions that support performance enhancement and service quality improvement. For example, digital applications can accelerate booking processes and reduce human errors, leading to increased productivity and lower costs.

The study also shows that digital transformation contributes to enhancing the quality of services provided to tourists. Through the use of digital platforms and smart applications, visitor experiences can be improved by offering more personalized and faster services. Providing accurate real-time information to tourists further increases satisfaction and the likelihood of return visits.

Moreover, the research demonstrates that digital transformation can support sustainable tourism practices through technologies such as Geographic Information Systems (GIS) and the Internet of Things (IoT) for monitoring natural resources. These solutions enable better resource management, reducing the environmental impact of tourism activities and preserving cultural and natural heritage.

The results also indicate that digital transformation strengthens the competitiveness of the tourism sector by improving international marketing and raising awareness of Algerian destinations. Utilizing social media and digital marketing can attract new tourist segments and enhance Algeria's global image as a distinguished tourism destination.

The research confirms the validity of the hypothesis, as digital transformation plays a fundamental role in promoting sustainable tourism development in Algeria. It acts as an enabling factor that integrates economic, social, and environmental dimensions, enhances the sector's competitiveness, improves service quality, and ensures alignment with the strategic objectives of the Tourism Master Plan Vision 2030.

6.2. Study results :

- Digital transformation is a strategic enabler: Digital tools and technologies provide the necessary infrastructure to implement the Vision 2030 Tourism Master Plan effectively, bridging strategic objectives with practical outcomes.
- Enhanced economic growth: The integration of digital solutions improves operational efficiency, increases tourist arrivals, and boosts revenue, thereby positioning tourism as a key economic driver in Algeria.

- Improved service quality: Digital platforms, smart applications, and online systems enhance the overall tourist experience, ensuring seamless, personalized, and high-quality services across destinations.
- Support for sustainable tourism: Technologies such as GIS, IoT, and environmental monitoring systems enable sustainable management of natural and cultural resources, minimizing ecological impact and promoting responsible tourism practices.
- Strengthened international marketing and promotion: Digital marketing and social media channels enhance Algeria's global image, attract international tourists, and create investment opportunities in modern tourism projects.
- Data-driven decision-making: Big Data analytics and predictive modeling facilitate evidence-based planning, allowing policymakers and stakeholders to optimize resource allocation, develop innovative products, and identify underutilized destinations.
- Promotion of regional equity: Digital tools help ensure balanced regional development by guiding tourism projects toward less-explored areas, reducing disparities between regions, and fostering inclusive economic and social benefits.
- Integration of sustainability with competitiveness: The synergy between digital transformation and the 2030 Plan supports economic, social, and environmental sustainability simultaneously, enabling Algeria to become a modern, competitive, and globally recognized sustainable tourism destination.

6.3. Study recommendations :

- Develop a comprehensive digital strategy for tourism: The Algerian government should integrate digital transformation into the national tourism strategy, ensuring alignment with the Vision 2030 objectives.
- Invest in digital infrastructure: Expand high-speed internet access, digital platforms, and smart technologies across all tourist regions to enhance accessibility and service delivery.
- Promote capacity building and digital skills: Provide training programs for tourism professionals, entrepreneurs, and local stakeholders to effectively utilize digital tools and adopt innovative practices.
- Leverage data analytics for strategic planning: Utilize Big Data and predictive analytics to monitor tourist trends, optimize resource allocation, and identify high-potential or underutilized destinations.
- Enhance sustainable tourism practices: Implement GIS and IoT systems for environmental monitoring, ensuring responsible use of natural and cultural resources , and promoting eco-tourism initiatives.
- Strengthen international marketing: Develop coordinated digital marketing campaigns using social media, virtual tours, and influencer partnerships to improve Algeria's global visibility and attract diverse tourist segments.
- Encourage public-private partnerships: Foster collaboration between government agencies, private investors, and local communities to fund innovative tourism projects and enhance service quality.
- Monitor and evaluate digital initiatives: Establish continuous monitoring and evaluation mechanisms to assess the impact of digital transformation on sustainable tourism outcomes and make data-driven adjustments.
- Promote regional equity and balanced development: Use digital tools to support the development of less-explored destinations, ensuring inclusive benefits for all regions and reducing economic disparities.
- Integrate sustainability into all digital initiatives: Ensure that digital solutions not only improve efficiency and marketing but also contribute to environmental conservation, cultural heritage preservation, and social inclusiveness.

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