

Challenges for Tourism Development in Algeria: Perspectives of Algerian Tourism Suppliers

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Abstract : Despite substantial tourism potentials, the Algerian tourism industry has faced a number of challenges, including the government heavy dependence on the energy sector, negative perception in the West, and a lack of effective resource management and marketing. This paper attempts to discuss the challenges hindering the development of the Algerian tourism industry from the perspective of the official tourism suppliers in Algeria both in the public and private sectors. A total of 10 semi-structured interviews were conducted during a field-trip to Algiers, Algeria, in September 2019. From the analysis of the interviews, it is evident that the Algerian tourism suppliers face a number of challenges mainly the country's negative image in the West and a significant lack of political and financial support to contest this negative image effectively and sufficiently.

Keywords : Algerian tourism, destination development, destination image, tourism suppliers

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