

ALGERIA'S TOURISM POTENTIAL IS STILL UNDERVALUED



Though blessed with sweeping Mediterranean shores, dramatic highlands, and endless desert expanses, Algeria sees tourism account for just about 3 percent of national economic output. Stretching across diverse landscapes rich in history and ecology, the country draws modest visitor numbers relative to its assets. With coastal provinces preparing for seasonal inflows, analysts observe growth has stalled year after year. Hidden value of Algeria's tourism lies beneath underdeveloped infrastructure and inconsistent promotion. Even so, opportunity lingers where nature meets heritage on such a grand scale.

Untapped Potential Amidst Diversity

Algeria's tourism problems start with old systems, says Ouali Yakoub, an economist and professor at M'hamed Bougara University of Boumerdès. Though the nation enjoys shifting climates across regions, varied terrain stands out - coastlines, peaks, desert expanses. Despite such advantages, progress remains slow because goals go unmet year after year. Obstacles keep returning, blocking meaningful movement forward.

Recent data shows that by 2025, roughly 3.5 million international travelers visited Algeria; among them, about half chose the destinations in the south. Early in his term, President Abdelmadjid Tebboune introduced a forward-looking roadmap aiming for 2030 - raising tourism's share of economic output to one-tenth while drawing between 10 and 12 million overseas guests. Success depends on coordinated planning across immediate, mid-range, and future phases. Though specific steps remain under discussion, progress hinges on consistent policy direction.

Legislative Reforms to Attract Investment

Starting fresh, Yakoub pushes specific policy shifts to tap into this opportunity. Chief of these: legislation that invites domestic and international investors, mainly by simplifying land acquisition. Lower taxes, better loan terms, while faster approvals may attract businesses - if they pledge to employ residents, notably youth within those areas. With locals hired first, joblessness dips while towns gain stronger economies. Though modest, such moves might spark broader renewal across underdeveloped zones.

One way forward might involve broadening how Algeria's tourism supports economies, not just through immediate output but by energizing local markets and services nationwide. While others nearby - across southern Europe and parts of the Middle East - have built strong income streams from travel, some pulling in more than one-fifth of national production, drawing visitor numbers in the tens of millions every year; Spain alone sees upward of 80 million arrive. Yet Algeria counts barely 1,500 businesses tied to lodging and leisure, too few to serve locals, much less international guests or citizens living abroad who may return.

Barriers to Domestic Tourism: Affordability and Quality

Exploring Algeria's landscape excites numerous locals, especially because of ancient ruins, sacred

landmarks, cultural traditions, and heritage spots. Still, steep expenses block access for most. In urban centers such as Oran, Constantine, or Illizi, lodging fees climb quickly - on top of dining bills and travel charges, particularly airfares. These figures frequently exceed what regular wage earners, laborers, or youth can manage. With room prices surpassing 10,000 dinars per night in several places, comfortable trips remain unrealistic for ordinary Algerians, considering typical earnings.

Though still limited, options like hostels, guesthouses, or modest hotels with fair service and reasonable rates show early hints of expansion. Instead of highlighting local sites, travel agencies have leaned heavily toward European or Asian tours, leaving Algeria's potential largely unexplored.

What makes things worse sits in how value matches cost. Online platforms echo with guest frustrations - high-end hotels take top dollar yet often fall short on basic care. Behind this: spotty expertise, uneven rating systems, weak price controls, plus a general disregard for putting guests first. According to Yakoub, such flaws go beyond rogue owners; they expose deeper cracks in oversight and staff preparation.

The Path Forward: Investment, Culture, and Promotion

One way to boost the economy beyond oil is through travel, though success depends on funding plus new attitudes. Staff who welcome visitors need better preparation if experiences are to improve. Higher levels of care during stays do not happen by accident. A shared belief in the value of guests must grow across communities for progress to stick.

One way to reach more people is by focusing on locals just as much as tourists or those living abroad. **With today's online spaces, reaching audiences does not have to be expensive - platforms such as apps and shared networks open new doors.** Instead of working alone, government bodies might team up with emerging entrepreneurs and younger artists who craft digital material. These joint efforts can form websites and outreach actions that highlight places across both northern and southern regions. Often, the barrier isn't interest - it's simply not knowing where to go or what makes a trip worthwhile for seven days.

Altogether, as shorelines brace for seasonal crowds, Algeria's wider travel goals by 2030 depend on moving beyond old limits. Through fair policy changes, tackling cost and service shortfalls, building better facilities alongside workforce skills - while clearly showcasing distinctive attractions - the nation might turn an overlooked strength into a driver of expansion, employment, pride. Variety exists naturally; now comes deliberate effort to unlock its full power.

Date: 2026-05-04

Article link:

<https://www.tourism-review.com/algerias-tourism-explores-more-layers-of-its-potential-news15436>