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The Role of Traditional Crafts in Promoting Domestic Tourism in the Wilaya of Annaba: A Field Study of the Chamber of Traditional Industry and Crafts of the Wilaya of Annaba

Dr. Assia BOUKENS, University of 8 May 1945 Guelma, Algeria Laboratory for the Diversification and Digitalization of the Algerian Economy.

boukens.assia@univ-guelma.dz; ORCID: 0009-0002-1729-1038

Dr. MHAMED Saib, Laboratoire : Management des collectivités locales et développement local (MCLDL)

mhamed.saib@univ-mascara.dz; ORCID: 0000-0001-6250-2944

Dr. BOUKHABIA Salim, Laboratoire : Management des collectivités locales et développement local (MCLDL)

salim.boukhabia@univ-mascara.dz; ORCID: 0009-0004-5979-7806

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Abstract

This study aims to examine the role of traditional handicrafts in promoting domestic tourism. To achieve this objective, the research employs a descriptive-analytical approach, utilizing primary data gathered through an in-depth interview conducted at the Chamber of Traditional Crafts and Handicrafts in Annaba Province. The findings reveal that traditional handicrafts play a pivotal role in fostering domestic tourism by showcasing local cultural heritage at organized exhibitions and trade fairs. Consequently, these initiatives stimulate domestic tourism dynamics and enhance the region's capacity to attract visitors to Annaba Province.

Keywords: Traditional Handicrafts; Tourism; Domestic Tourism; Chamber of Traditional Crafts and Handicrafts; Annaba Province.

1. Introduction

Tourism plays a pivotal role in national economies and constitutes an important driver of economic development. As a broad and interconnected sector, it is closely linked to a wide range of economic activities, including transportation, construction, telecommunications, manufacturing, and traditional crafts. These interconnections enable tourism to generate economic opportunities and support the development of related sectors.

Traditional crafts are an integral part of a society's cultural identity and historical heritage. Rooted in artisanal practices passed down from one generation to the next, they are distinguished by their aesthetic value, artistic diversity, and distinctive techniques. These crafts rely primarily on manual skills and, in many cases, locally available natural resources. Their cultural and artistic characteristics make them particularly appealing to tourists interested in discovering local traditions and craftsmanship. Preserving this heritage and raising awareness of its economic value are therefore essential. This can be achieved through the organization of exhibitions and trade fairs, as well as by encouraging demand for traditional products alongside, and as an alternative to, mass-produced industrial goods. Such efforts can contribute to supporting local economic activity and strengthening the national economy.

Furthermore, traditional crafts can contribute to the development of domestic tourism by highlighting local artisanal products and reflecting the cultural identity of the regions in which they are produced. In this regard, promotional and marketing initiatives aimed at showcasing traditional crafts can help attract visitors, stimulate domestic tourism, and preserve the national cultural heritage. Accordingly, examining the relationship between traditional crafts and domestic tourism is important for understanding how artisanal heritage can be mobilized to enhance the attractiveness of local destinations.

Research Problem

Against this background, the present study seeks to answer the following main research question:

What role do traditional crafts play in promoting domestic tourism in the Wilaya of Annaba?

Sub-questions

To address the main research question, the study seeks to answer the following sub-questions:

- What types of traditional crafts characterize the Wilaya of Annaba?
- Do traditional crafts contribute to the development of domestic tourism in the Wilaya of Annaba?
- To what extent do traditional crafts contribute to promoting domestic tourism in the Wilaya of Annaba?

Research Hypotheses

To address the research problem and its related questions, the study advances the following hypotheses:

- The Wilaya of Annaba is characterized by a diversity of traditional crafts, particularly pottery, jewelry-making, and traditional Annaba attire.
- Traditional crafts contribute to the development of domestic tourism by showcasing artisanal products and attracting tourists.
- Traditional crafts play a significant role in promoting domestic tourism in the Wilaya of Annaba, particularly through the promotion of traditional Annaba attire.

Study Objectives

This study aims to achieve the following objectives:

- To assess the level of interest among Algerian citizens in domestic tourism.
- To clarify the main concepts related to traditional crafts.
- To examine the current state of traditional crafts in the Wilaya of Annaba.
- To explore how traditional crafts can be leveraged to promote domestic tourism in the Wilaya of Annaba.

Significance of the Study

The significance of this study lies in its focus on a topic of national importance, namely the promotion of domestic tourism through the valorization of traditional crafts and cultural heritage. In particular, the study addresses efforts to mobilize Algeria's cultural resources, especially its traditional crafts, as potential instruments for promoting domestic tourism and attracting visitors. By focusing on the Wilaya of Annaba, the study seeks to highlight the role that local artisanal products can play in enhancing the region's tourism appeal while contributing to the preservation of its cultural identity.

Research Methodology

This study adopts a descriptive-analytical approach and relies on interviews as a primary data collection method. Specifically, an in-depth interview was conducted with the Chamber of Traditional Industry and Crafts in the Wilaya of Annaba to gather information relevant to the role of traditional crafts in promoting domestic tourism in the region.

1. Theoretical Framework

First Axis: Domestic Tourism

This section presents the conceptual definition of domestic tourism, examines its economic significance, and outlines the conditions necessary for its promotion.

1. Definition of Domestic Tourism

Tourism fundamentally involves the travel or movement of individuals from one place to another. When this movement takes place within the geographical boundaries of a single country, it is classified as domestic tourism. By contrast, tourism that involves crossing national borders is referred to as international tourism.

Domestic tourism can also be defined as tourism activity undertaken by a country's residents within its national territory. It involves individuals traveling from their usual place of residence to another destination within the same country for recreational, leisure, or other tourism-related purposes. According to the methodological criteria presented in the original text, such travel must cover a minimum distance of 80 kilometres from the individual's home or usual place of residence, last at least 24 hours but no longer than one consecutive year, and end with a return to the place of origin.

Alternatively, domestic tourism may be understood as the temporary movement of an individual or a group within the borders of a given state (Chaâlal & Ratoul, 2019, p. 270).

2. Objectives of Domestic Tourism

Domestic tourism pursues a range of strategic objectives, which can be summarized as follows (Belbali, Bellama, & Ben Alaria, 2018, p. 338):

- To increase expenditure on domestic tourism.
- To expand the overall volume of domestic tourism.
- To raise public awareness of tourism and strengthen tourism culture within the country.
- To provide a viable alternative to outbound tourism.
- To mitigate tourism seasonality and promote a more balanced geographical distribution of tourism activities across different regions.
- To stimulate domestic economic activity and strengthen linkages and synergies among economic sectors.

3. Benefits of Domestic Tourism

Domestic tourism generates a wide range of economic and social benefits, including the following (**Chaâlal & Ratoul, 2019, p. 271**):

- It contributes to diversifying the sources of national income and broadening the economic base.
- It promotes a more equitable distribution of national income.
- It creates opportunities to improve the operational performance and occupancy rates of tourism establishments.
- It encourages the development of new tourism services and infrastructure.
- It familiarizes citizens with their own country, thereby strengthening their sense of citizenship and national pride.
- It supports infrastructure development across different regions, particularly in small towns and remote areas.
- It creates investment opportunities for both domestic and foreign investors.
- It helps reduce the outflow of national income abroad by encouraging tourism expenditure and investment within the country.
- It contributes to improving the socioeconomic well-being of individuals and society as a whole.
- It generates employment opportunities for the local population.
- It provides a foundation for the development of international tourism and serves as an alternative source of tourism activity during political or economic crises that disrupt international tourist flows.

4. Requirements for Promoting Domestic Tourism

The development of the domestic tourism sector requires the adoption of a set of measures, including the following (**Makhzoumi, Zerroukhi, & Abdellaoui, 2020, p. 58**):

- Developing innovative tourism offerings, identifying tourist attractions across the country, and enhancing their value and visibility.
- Introducing new tourism products that provide attractive alternatives to outbound tourism.
- Raising public awareness of domestic tourism and fostering a culture that encourages its practice.
- Offering tourism packages for domestic destinations at affordable prices accessible to different segments of society.
- Strengthening coordination and cooperation across sectors, including transportation, security, and public works, to implement the national tourism strategy and promote domestic tourism in particular.
- Upgrading and maintaining tourist facilities and sites, such as parks, public gardens, museums, and theatres, while ensuring the delivery of high-quality services.
- Integrating information and communication technologies to facilitate access to tourism services, including online bookings, service requests, and information inquiries.
- Accelerating the implementation of projects and programmes specifically designed to develop domestic tourism.
- Improving the quality of tourism research and strengthening coordination between academic researchers and stakeholders in the tourism industry.

5. Tourism Resources

Algeria possesses a wide range of natural tourism resources distributed across its diverse geographical regions, in addition to a rich cultural, historical, and religious heritage. These resources can be classified as follows (**Noughi, 2021, pp. 262–263**):

5.1. Natural Tourism Resources

5.1.1. The Coast

Extending over more than 1,600 kilometres, Algeria's coastline is characterized by a varied landscape that includes elevated and rocky coastal areas. Several urban centres have developed near these coastal areas, some of which have become important destinations for coastal tourism. In addition, a number of cities have been equipped with essential tourism infrastructure, including hotels, tourist villages, summer camps, and other related facilities.

5.1.2. Mountainous Regions

Algeria's mountainous tourism resources are represented primarily by the highlands of the Tell Atlas, which offer opportunities for nature-based tourism, exploration, and wellness tourism. The Saharan Atlas also constitutes an important geographical area, distinguished from the Tell Atlas by its distinctive landscapes, climatic conditions, and vegetation.

5.1.3. The Desert

Algeria's desert regions differ considerably from the northern parts of the country in their geographical characteristics, topography, vegetation, and climatic conditions. They also display substantial diversity within the desert environment itself. These regions contain a wealth of archaeological heritage, including rock art, engravings, and other archaeological remains. Several sites of outstanding cultural significance have been inscribed on the UNESCO World Heritage List.

5.1.4. Mineral Springs and Thermal Baths

Algeria is endowed with numerous mineral and thermal springs. Health and wellness centres, together with leisure and recreational facilities, have been established in the vicinity of some of these springs to make use of their potential therapeutic benefits and develop their contribution to tourism.

5.2. Historical, Cultural, and Religious Tourism Resources

Algeria possesses a rich array of historical, cultural, and religious heritage sites, many of which receive considerable attention through state-led preservation and conservation efforts. These sites constitute important attractions for tourists interested in the country's historical legacy and cultural diversity. Throughout its history, Algeria has been a crossroads of successive civilizations. The Phoenicians established settlements in several prominent coastal centres, followed by the Carthaginian and Roman civilizations. Roman rule, which lasted for several centuries, left a lasting imprint on Algeria's cultural and architectural heritage. The urban development that took place during this period is reflected in archaeological remains that can still be found in various parts of the country. The Byzantine period followed, before the expansion of Islamic civilization, which further shaped Algeria's cultural and historical identity.

Alongside this historical legacy, Algeria possesses a rich traditional heritage that reflects the diversity of its population's ways of life. Traditional crafts vary considerably from one region to another, reflecting local customs, inherited skills, and distinctive cultural traditions. This regional diversity gives traditional crafts an important role in preserving cultural identity and provides opportunities to showcase local heritage as part of the domestic tourism experience.

Algeria's tourism potential also depends on the availability of tourism facilities and supporting infrastructure. Accommodation capacity includes establishments of different categories and price levels, catering to tourists with varying budgets and needs. In addition, the country's transport and communications infrastructure, including road networks, airports, seaports, and telecommunications systems, supports economic activity and facilitates access to tourist destinations. These facilities and networks constitute important components of tourism development and can contribute to attracting visitors to different regions of the country.

Second Axis: Traditional Crafts

This section examines the concept of traditional crafts and the legal framework governing their practice in Algeria.

1. The Concept of Traditional Crafts

A closer examination of the terminology used to describe traditional artisanal activities reveals distinctions in the meanings associated with these terms. From a linguistic perspective, Ibn Manzur, in his classical Arabic lexicon *Lisan al-Arab*, links the term *sina'a*, meaning "craft" or "industry," to the verb *sana'a*, meaning "to make" or "to produce." The term thus refers to the making or production of an object through a particular set of skills and techniques.

In Algeria, the legal definition of traditional crafts and trades is provided under Executive Decree No. 96-01 of 10 January 1996. Specifically, Article 5 defines traditional crafts and trades as follows:

"Any activity involving production, creation, transformation, artistic restoration, maintenance, repair, or service provision, in which manual labour is predominant. Such activity must be practised primarily and permanently, whether on a fixed or mobile basis, and carried out individually or within a traditional crafts cooperative or enterprise" (**Ministry of Tourism and Handicrafts [MTA], 2024**).

2. Definition of Traditional Crafts According to UNESCO and the International Trade Centre (ITC)

At the International Symposium on "Crafts and the Global Market," held in Manila, the Philippines, on 8 October 1997, a definition of craft products was presented (**Ammari, 2022, p. 471**).

Craft products are defined as goods produced by artisans, either entirely by hand or with the assistance of hand tools or mechanical equipment, provided that the artisan's direct manual contribution remains the most significant component of the finished product. Their production does not depend on mass-manufacturing processes and involves the use of raw materials derived from sustainable natural resources. These products are distinguished by a range of characteristics, including functional utility, aesthetic appeal, artistic expression, creativity, cultural significance, decorative features, symbolism, and other forms of cultural or social meaning. They may also reflect religious beliefs and social values, thereby fulfilling important social, cultural, and economic functions.

3. Stages in the Development of Traditional Crafts in Algeria

The development of traditional crafts in Algeria can be divided into several major stages, as outlined below (**Al-Alwani, 2016, pp. 365–366**).

3.1. First Stage (1962–1991)

This period witnessed several foundational developments in the organization and regulation of the traditional crafts sector.

Establishment of the Directorate of Traditional Crafts

Following Algeria's independence in August 1962, the establishment of the Directorate of Traditional Crafts represented an initial step towards the institutional organization of the sector. The Directorate initially comprised the following units:

- The Traditional Crafts Branch;
- The Traditional Crafts Branch for Material Production;
- The Traditional Crafts Branch for Services;
- The Administrative Office.

In March 1963, the Directorate was placed under the authority of the Ministry of Youth, Sports, and Tourism. In 1965, the Directorate of Traditional Industries was transferred to the Ministry of Industry and Energy pursuant to Executive Decree No. 65-136.

Establishment of the National Company for Traditional Crafts

In 1971, the National Company for Traditional Crafts was established to undertake operations aimed at developing the traditional industries sector. In 1973, the institutional structure was reorganized, and the body was renamed the Directorate of Traditional Crafts.

Enactment of the Basic Law on Crafts

In 1982, Law No. 82-21 was enacted to define the legal status of artisans, establish their rights and obligations, and provide a regulatory framework governing the practice and scope of craft activities.

3.2. Second Stage (1992–1995)

During this period, the traditional crafts sector experienced considerable disruption and a marked decline. In response, measures were introduced to support its recovery and development. Among the principal initiatives was the establishment of the National Chamber of Crafts.

3.3. Third Stage (1996–2002)

This stage was marked by the enactment of Executive Decree No. 96-01, which established a legal definition of traditional crafts and trades, regulated the conditions and scope of their practice, and specified the rights and obligations of artisans.

In 2000, the state also introduced an apprenticeship programme involving 1,350 trainees working under the supervision of master artisans. The programme received a government subsidy of 38 million Algerian dinars (DZD).

3.4. Fourth Stage (2003–2009)

This period witnessed further institutional development in the traditional crafts sector. Executive Decree No. 03-474, dated 2 December 2003, amended and supplemented Executive Decree No. 97-100 and provided for the establishment of additional Chambers of Traditional Crafts and Trades, bringing their total number to 31.

The institutional network subsequently expanded to 48 chambers nationwide under Executive Decree No. 09-323, which amended and supplemented the relevant regulatory provisions.

According to the figures reported in the original source, the number of chambers evolved as follows: eight in 1992, 20 in 1997, 31 in 2003, and 48 by 2009.

4. Types of Traditional Crafts in Algeria

Traditional crafts vary considerably across historical periods and geographical regions, reflecting the cultural diversity of Algerian society and the distinct characteristics of local communities. Historically, different forms of craftsmanship developed in response to basic societal needs and the availability of locally sourced materials (Chenouf, 2017, p. 90). The main types of traditional crafts in Algeria include the following.

4.1. Carpet and Rug Weaving

Carpet and rug weaving is an ancient craft that traditionally served the practical needs of nomadic communities, particularly in furnishing tents and providing bedding. The Djebel Amour region is among the areas renowned for its carpet-making tradition, including carpets associated with the High Plateaus. Given the region's pastoral character, local sheep's wool constitutes an important raw material for production.

Carpet designs vary from one region to another, reflecting distinctive local traditions and artistic expressions. Some carpets feature diamond-shaped motifs in black or dark blue. Their decorative compositions may combine repeated geometric elements in arrangements that do not necessarily follow strict symmetry, creating distinctive visual patterns characteristic of traditional weaving techniques (Oussif, 2024).

4.2. Copper and Brass Craftsmanship

Copper craftsmanship in Algeria has a long history, with some of its artistic and decorative traditions reflecting Ottoman influences. This craft has traditionally been practised in the Casbah of Algiers and in specialized artisanal districts in cities such as Tlemcen and Constantine, as well as, to a lesser extent, Ghardaia and Tindouf.

Traditional copperware includes both functional and decorative objects, such as teapots, tea-serving vessels, and couscous steamers (*couscoussiers*). Other traditional objects include ornamental serving trays and vessels known by specific local names, such as *majlis* and *qattara* (Cheniti, 2009, p. 160).

4.3. Basketry

Basketry is an ancient craft that is particularly widespread in Saharan regions, where date palms provide an important source of raw materials. Palm trees also occupy a significant place in the cultural and economic life of many Algerian communities. Palm fronds are used to produce a variety of traditional household and utilitarian objects.

Artisans combine the natural colours of palm fronds with dyed materials to create decorative patterns that reflect local artistic traditions and the distinctive aesthetic characteristics of the Saharan environment (Chenouf, 2017, p. 93).

4.4. Leatherworking

Leatherworking is one of the oldest forms of craftsmanship, historically facilitated by the availability of animal hides as raw materials. In Algeria, this craft is used to produce a variety of items, including footwear, clothing, bags, and belts. These products combine practical functionality with aesthetic qualities and are valued for their durability and traditional craftsmanship (Boudernia, 2015, p. 377).

4.5. Jewellery Making, Traditional Embroidery, and Attire

Jewellery Making

Traditional jewellery making is particularly associated with the Kabylie region, where artisans produce distinctive pieces that reflect local cultural identity and inherited craftsmanship. Such jewellery is displayed on cultural and festive

occasions and may attract tourists interested in traditional artistic products. The Aurès region, associated with Chaoui culture, is also known for its distinctive jewellery-making traditions.

Traditional Embroidery and Attire

Traditional embroidery and clothing constitute important expressions of Algeria's cultural heritage. These artisanal practices continue to evolve while retaining techniques and motifs inherited from previous generations. Traditional attire provides a tangible link between contemporary society and its historical heritage, expressing regional identity, aesthetic sensibilities, and artisanal creativity. Notable examples include the caftan and the karakou, both of which are associated with Algeria's traditional clothing heritage (Cheniti, 2009, p. 161).

4. The Importance of Traditional Crafts

Traditional crafts constitute a multifaceted sector with cultural, economic, social, and tourism-related dimensions. They represent an important source of economic activity and a dynamic component of cultural and civilizational heritage. As tangible expressions of historical experience and cultural development, traditional crafts play a fundamental role in preserving national identity. They also serve as a link between the past and the present, strengthening cultural identity, fostering a sense of authenticity and belonging, and promoting the distinctive features of national heritage.

Furthermore, traditional crafts contribute to socioeconomic development by providing goods and services that meet citizens' everyday needs and creating employment opportunities through the productive use of capital and local resources. In addition to generating economic returns for the state, this sector serves as an effective means of promoting the national tourism industry, enhancing its visibility and attractiveness to visitors (Bersouli & Ben Salah, 2016, p. 17).

2. Empirical Framework of the Study

Third Axis: The Role of Traditional Crafts in Promoting Domestic Tourism in the Wilaya of Annaba

2.1. Data Collection Instrument

This study employed in-depth interviewing as the primary data collection method to obtain information from the Chamber of Traditional Industry and Crafts of the Wilaya of Annaba. To examine the role of traditional crafts in promoting domestic tourism, a semi-structured interview was conducted with the Chamber's Deputy Director, Ms. B.K., on February 12, 2026, at 10:05 a.m.

3. Interview Transcript

Q1: What traditional crafts are characteristic of the city of Annaba?

A1: Traditional crafts in Annaba are primarily represented by tangible cultural heritage, particularly traditional attire, such as the *Qandoura Annabiya*, a traditional dress associated with the city. This attire incorporates various embroidery techniques, including *Fetla*, *Cocktail*, and *Tell*, which are integral to the traditional female wardrobe. Another distinctive item is the *Dellala Annabiya*, a traditional bridal henna outfit featuring essential head ornaments decorated with gold coins known as *Louiz*. Other traditional accessories include *Chouchanate*, *Madhbah Louiz*, and *Khit Chaair* (barley thread). The region is also known for pottery, traditional sweets, and emblematic local dishes, such as *Chakhchoukha*.

Q2: What promotional mechanisms does the Chamber of Traditional Industry and Crafts use to promote traditional products?

A2: The Chamber primarily promotes traditional products through exhibitions and trade fairs organized throughout the year. These events are held on various occasions, including International Women's Day and National Artisan Day.

Q3: What types of exhibitions does the Chamber participate in?

A3: The Chamber participates in a wide range of exhibitions and trade fairs at the local, regional, national, and international levels, including events organized across the eastern region of Algeria.

Q4: Who participates in promoting traditional products?

A4: Participants in these exhibitions and fairs include male and female artisans from within and outside the wilaya, as well as craft cooperatives and associations actively operating in the traditional crafts sector in the Wilaya of Annaba.

Q5: How does the Chamber of Traditional Industry and Crafts contribute to stimulating domestic tourism?

A5: Traditional crafts contribute to stimulating domestic tourism by showcasing the wilaya's cultural heritage at exhibitions and fairs. These events encourage local creators and motivate artisans to promote and sell their products. Their contribution is particularly evident during seasonal events, such as the summer season, when tourist arrivals increase and domestic tourism activity is revitalized.

Q6: Have traditional crafts contributed to promoting domestic tourism in the Wilaya of Annaba?

A6: Absolutely. Traditional crafts have contributed significantly to promoting Annaba by showcasing artisanal products and cultural heritage, particularly the *Qandoura Annabiya*, at national and international events, thereby attracting more visitors. In addition, the Chamber uses various advertising and promotional tools at exhibition venues. These initiatives attract large numbers of visitors, while direct interaction between artisans and tourists during these events helps support tourism development in the wilaya.

Q7: What obstacles does the traditional crafts sector face?

A7: The sector faces several obstacles, particularly those affecting artisans directly. These include shortages of raw materials and fiscal burdens, especially taxes, which sometimes lead artisans to withdraw from the sector. Furthermore, the wilaya currently lacks a dedicated *House of Traditional Crafts*, a centralized facility that would provide workshops for artisans.

Q8: What future prospects does the Chamber envisage for supporting domestic tourism in the wilaya?

A8: The Chamber's future plans include establishing a *House of Traditional Crafts* to provide dedicated workshops for artisans and further encourage their activities. The Chamber also intends to organize more exhibitions to stimulate domestic tourism.

4. Interview Analysis

The analysis of the interview data reveals several key findings concerning the role of traditional crafts in promoting domestic tourism in the Wilaya of Annaba.

First, Annaba possesses a diverse range of traditional crafts, particularly traditional attire and its associated accessories. These include the *Qandoura Annabiya*, the *Dellala Annabiya*, and *Chouchanate*, alongside pottery, traditional sweets, and local culinary specialties. Collectively, these products reflect the wilaya's distinctive cultural heritage and provide opportunities to showcase its cultural identity to visitors.

Second, the Chamber of Traditional Industry and Crafts relies on several promotional mechanisms, particularly direct promotion through exhibitions and trade fairs organized throughout the year. These activities are associated with cultural, social, and commercial occasions and include the following:

- **January:** Celebrations of Yennayer, the Amazigh New Year, through participation in local and national events.
- **February 22:** Commemoration of Army Day, in coordination with the wilaya's authorities.
- **March 8:** International Women's Day, marked by exhibitions featuring female artisans.
- **April:** Heritage Month activities organized in collaboration with the Directorate of Culture and Arts of the Wilaya of Annaba.
- **May–August:** Summer-season exhibitions held in coastal locations, such as Rizzi Amor Beach, or at the Chamber's headquarters on November 9th Street.
- **September:** Back-to-school initiatives organized in coordination with the Directorate of Commerce.
- **October:** An exhibition dedicated to rural women.
- **November 9:** National Artisan Day, identified as the Chamber's most significant annual event. During this occasion, awards and certificates are presented to encourage artisans, while exhibitions seek to maximize visitor engagement with the wilaya's traditional products.
- **December:** A year-end exhibition showcasing traditional products suitable for gifts.

Third, the Chamber participates in exhibitions at the local, regional, national, and international levels. One example is the international exhibition held in Oran from May 23 to 27, 2024, during which four artisans from the Wilaya of Annaba presented regional products. Such participation aims to encourage visitors to discover the wilaya and deepen their understanding of its cultural heritage. Artisans and active associations operating in the traditional crafts sector also participate regularly in these promotional activities.

Fourth, the Chamber contributes to stimulating domestic tourism through promotional approaches that include targeted advertising, the strategic selection of exhibition venues, and direct demonstrations of traditional products. These activities introduce visitors to local artisanal products, which may serve as souvenirs reflecting the cultural identity of the destination. Direct interaction with artisans can attract visitors' attention, increase their interest in local heritage, and encourage them to visit the Wilaya of Annaba.

Nevertheless, the development of the traditional crafts sector faces several constraints. The main obstacles identified in the interview are the scarcity of raw materials and the absence of a centralized *House of Traditional Crafts* equipped with dedicated workshop facilities. These constraints may limit artisans' ability to sustain their activities and participate more effectively in the promotion of traditional products.

The findings of the field study indicate that traditional crafts play an important role in promoting domestic tourism in the Wilaya of Annaba. Through exhibitions, trade fairs, promotional activities, and direct interaction between artisans and visitors, traditional crafts help showcase the wilaya's cultural heritage and increase the visibility of its distinctive products. However, the sector continues to face challenges, particularly shortages of raw materials and the absence of a dedicated facility providing workshops for artisans. Establishing such a facility and expanding exhibition activities could strengthen the contribution of traditional crafts to domestic tourism. Overall, the interview findings support the study's hypotheses concerning the role of traditional crafts in promoting domestic tourism in Annaba.

Conclusion

Traditional crafts play a significant role in promoting domestic tourism in the Wilaya of Annaba. As an integral component of local culture and heritage, traditional crafts and artisanal practices offer visitors opportunities to discover the region's cultural identity and engage with its distinctive traditions. Moreover, effective marketing and promotion of traditional products can highlight the aesthetic value of artisanal skills, raise awareness of local heritage, and encourage visitors to explore the region's cultural assets.

The findings suggest that traditional crafts can contribute to attracting visitors and strengthening domestic tourism in the Wilaya of Annaba, while also supporting the preservation and promotion of tangible cultural heritage. Realizing this potential requires coordinated efforts between public authorities and civil society to support artisans and foster the sustainable development of the traditional crafts sector.

Based on the analysis conducted, the study identifies the following key findings:

- Traditional crafts contribute to the promotion and visibility of locally produced artisanal goods.

- The Chamber of Traditional Industry and Crafts organizes and participates in exhibitions and trade fairs throughout the year, providing ongoing opportunities to showcase traditional products.
- The traditional crafts sector provides a link between tourists and local artisans, facilitating direct interaction and cultural exchange.
- Traditional crafts help showcase the region's tangible cultural heritage and can encourage visitors to discover its cultural assets.
- The traditional crafts sector has the potential to contribute to the promotion of domestic tourism and the broader development of tourism-related activities in the wilaya.

Key Recommendations

To strengthen the contribution of traditional crafts to domestic tourism in the Wilaya of Annaba, the study proposes the following recommendations:

- **Support local artisans and the traditional crafts sector** by providing dedicated workshops, technical training, and financial support to improve product development and quality.
- **Provide administrative and financial support** to artisans to reduce operational constraints, encourage their continued participation in the sector, and strengthen their professional activities.
- **Improve the supply of raw materials** by developing more reliable and sustainable supply arrangements to ensure continuity in artisanal production.
- **Organize regular exhibitions and promotional markets** for traditional products in Annaba to attract visitors and encourage direct interaction between consumers and artisans.
- **Strengthen the promotion of traditional crafts** through coordinated stakeholder initiatives that emphasize product quality, innovation, and the distinctive cultural value of local craftsmanship.
- **Develop a targeted marketing strategy** based on a clear understanding of tourists' needs, preferences, and expectations.
- **Integrate traditional crafts into domestic and international tourism offerings**, including cultural itineraries and tourism programmes that highlight the region's heritage.
- **Provide artisans with training in contemporary marketing and promotional techniques** adapted to the characteristics of traditional products and changing market conditions.
- **Promote employment creation in the traditional crafts sector** to support local economic development and expand economic opportunities for young people.

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