

The Integration of Historical Heritage in the Process of Tourism Development: Case of Old Mila

Khadidja DJABER¹, Djamel DEKOUMI²

¹Class A assistant teacher, Department of Architecture, Faculty of Science and Technology, Mohammed Seddik BENYAHIA University, Jijel, Algeria, BP. 98 Ouled Aissa, Jijel, 18000, Algeria.

²Professor, Institute of Management of Urban Techniques, university of Constantine 3 Salah BOUBNIDER.

Received: November 17, 2022

Accepted: December 07, 2022

Published: December 13, 2022

Abstract

The question of the protection of historic sites and their enhancement through cultural tourism is one of the issues posed today with acuity. Algeria is one of the countries with strong historical and cultural potential in the Mediterranean, it has a considerable diversity of heritage, the latter are still virgin and not exploited because of a "rudimentary" national tourist policy. The historic site of Old Mila, is one of the most interesting sites, which has real historical and cultural assets which are unfortunately unexplored or even marginalized, this situation has caused many problems of degradation of its buildings which are falling day by day in ruins.

From our case study, this article focuses on the role of cultural tourism for the enhancement of historical heritage. The research revealed that the development of an architected approach is the appropriate strategy to conserve and enhance the site of Old Mila and integrate it into the process of cultural tourism by following a method based on a theoretical study and another empirical one.

Key words: Historical site, cultural tourism, architecture approach, Algeria, Old Mila.

INTRODUCTION

The notion of heritage was being invented during the course of the 18th century, but it was only with the social diffusion of tourism that the word and the phenomenon stabilized and grew, especially from the 1970s and 1980s. (Lazzarotti, 2017, p.12).

During the first half of the 19th century, Europe saw the emergence of the notion of "historic monument" at the same time as that of tourism. However, if the coexistence of two phenomena does not necessarily mean that they are linked by relationships, tourism and heritage seem to be co-constituted, especially that today everything become heritage, which is why it is developed for tourism purposes.

On the other hand, heritage development is perceived as a commitment to a past to be safeguarded and enhanced. This relationship to the past meets the tourist gaze, because the enhancement of old buildings is carried out for visitors, not for the local society. For the latter, it is a way of highlighting a collective identity. (Poirrier, 2009, p50).

Today, most countries have become aware of the importance of protecting and enhancing their heritage, by adopting multiple strategies and setting up several tools and mechanisms for enhancement, of which tourism is one of these forms the most important. Tourism has taken an important place in the world, it has become a flourishing activity, it appears to be the largest industry in the world according to the World Tourism Organization (UNWTO), and its growth is far from diminished being a "Of the most powerful levers of globalization" (FERAH Sihem, 2015, p. 01).

Algeria is one of the countries rich in heritage; it has diversity and a wealth that tell a story full of events, from the civilizations of antiquity to the colonial period, including the Phoenicians, the Romans, Muslims and Ottomans. Old Mila happens to be one of those sites that unfortunately day by day suffer from many problems of degradation and deterioration of the urban or architectural level. This historical center is classified as national heritage by the decree of November 03, 1999, an open-air museum which tells through its traces the history of the succession of many civilizations by offering precious values.

In this regard, this article aims to find ways to enhance the site of Old Mila through cultural tourism without undermining its values. In this sense, a fundamental question challenges us: what strategies should be put in place to include Old Mila in a process of tourist development?

And can Old Mila be conserved and protected through cultural tourism?

To meet the objectives mentioned above and arrive at very clear results, we have chosen a “multiple methodology” assembling theoretical work based on bibliographical research and empirical work. The field work makes it possible to respond to the problem and find strategies aimed at integrating Old Mila into the processes of cultural tourism, by exploiting the potential of the site and its environment and raising the obstacles and threats that prevent site tourism of Old Mila.

HERITAGE AND CULTURAL TOURISM; WHAT RELATION?

Cultural tourism has known several definitions over time, Amirou shows that tourism is a culture “Tourism is culture - curiosity, the desire to cultivate oneself, an aesthetic appetite -, also, the expression even of “cultural tourism” is in certain respects pleonastic” (AMIROU, 2000, p. 128). It is also considered as a trip, the main motivation of which is to broaden one’s horizons, to seek knowledge and emotions through the discovery of a heritage and its territory. (CLUZEAU, 2007, p8). This definition shows that the discovery of heritage and its territory is linked to the identity of each human community. Cultural tourism refers to the tangible and intangible heritage components of this identity expressed by historic sites and monuments, gardens and archaeological parks and the immaterial manifests itself through local fairs and festivals.

The link between tourism and heritage is old and dates back to the Grand Tour. The latter is considered a travel practice that has renewed the relationship of individuals to the world. This practice took place from the 16th century in the form of a multi-year trip reserved for young English men. It allowed them to forge a culture and knowledge of the European world through a route that starts from the north of the continent and leads them to what will become Italy in 1860 and Greece with occasional visits to the Ottoman Empire. (BENADDI, 2019, p34).

Heritage and tourism are put together for the same purpose, the relationship between heritage and tourism is sometimes perceived as a dialogue. These two entities coexist and complement each other. Heritage is important for tourism because it can be the first generator of tourists and visitors to historic sites, most cities that contain heritage wealth are considered among the first tourist destinations in the world (France, Italy, Egypt, Morocco...). Consequently, tourism is essential for heritage because it is the driving force that can accelerate operations for the enhancement and management of different types of heritage. Indeed, the relationship between heritage and tourism is complex, because it brings together two very sensitive elements that require very delicate reflections.

O. Lazzarotti in his article Heritage and tourism confirm the relationship of complementarity between tourism and heritage. Stories, places, actors, issues, he asserts, « come in different forms. Here the development of heritage prepares the development of tourism or at least promotes it. There, the development of tourism is done by reactivating heritage elements which, otherwise, were only dead memories, even penalizing »(Lazzarotti, 2011, p130). In the same article, he shows that when «it has been established by calculation that when the number of sites in a country increases, the number of its tourists follows the same curve and vice versa»(Olivier Lazzarotti, 2011).

Undoubtedly, tourism is a factor that contributes to the appearance and enhancement of heritage in the world, it constitutes an important element that contributes to the conservation, enhancement and the exhibition of ancient constructions and cultural practices, it serves to safeguard the identity and cultures of peoples by transmitting them to the general public. Since 1980, cultural tourism has been considered as an economic activity in the service of heritage, allowing the allocation of income to development programs while maintaining the bases of identity, and reinforcing its economic and social utility. In summary, there is therefore a causal link between heritage and tourism. Several researches show that the world’s top destinations. (WTO).

HISTORICAL HERITAGE AND CULTURAL TOURISM IN ALGERIA; WHICH STATE?

The conservation and enhancement of heritage through cultural tourism has become a major challenge for Algeria. Today, Algeria has strategically opted for the development of tourism as an engine of safe economic development and a source for the exploitation of these cultural and natural resources, this approach has the strategic objective of reducing the dependence hydrocarbon revenues and improves the quality of life of citizens.

The notion of cultural tourism in Algeria is recent; it is only in recent years that it has tried to develop tourism in cities and historical sites. Operations and commitments; laws, decrees, management plans and master plans have been put in place by the authorities and stakeholders in the field of heritage and tourism in order to meet the challenge and ensure better protection and good management of heritage sites and developing cultural tourism.

Such a challenge has given rise to several policies either in the field of heritage or tourism; for example, Law 98/04 of June 15, 1998 on the protection of cultural heritage, which for the first time addressed the notion of permanent plans for safeguarding and enhancing safeguarded sectors. One of the steps ensures better management of historic towns, we also note the promulgation of other decrees and application plans to complete this law.

However, despite this, the tourism policy in Algeria remains insufficient given the natural and cultural wealth it possesses. According to the annual report of the Euro-Mediterranean Network of investment promotion agencies around the tourism branch in the Mediterranean countries, Algeria is ranked among the lowest tourist destinations (147^e/174 countries) despite the great capacities which it possesses and which remain for the most part untapped. (Benmicia, 2015, p133)

OLD MILA AND CULTURAL TOURISM

Presentation of the Site of Old Mila

The historic site of Old Mila is the first urban nucleus that has known the city of Mila since antiquity. The Old Mila is an ancient Medina built on the Roman ruins and between the Byzantine ramparts, located to the east of the city 700 m from the colonial core and spreads over an area of 7Ha. The historic center of Mila has benefited from a classification as national heritage by decree of November 3, 1999. It is considered as a safeguarded sector in accordance with executive decree No. 09-404 of November 29, 2009 with the aim of saving what remains. In this city considered one of the rarest and richest in history. Unfortunately, day by day, it loses part of its heritage, suffers from frightening degradation and receives extensions and modifications on an urban and architectural scale that upset its image and of course its historical identity.

Old Mila is surrounded by its Byzantine enclosure, which constitutes the material limits between the ancient city and the modern city. It is surrounded by the Roman Gardens and by a road network, which perfectly ensures the penetration to the place.

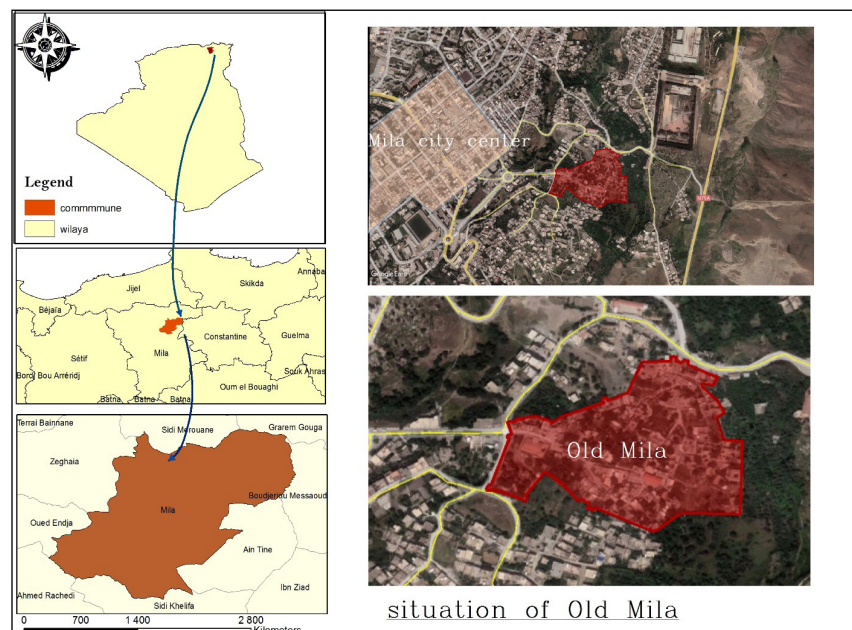


Figure 1. Geographic situation of Old Mila. Source: Authors.

The Diagnosis of Old Mila; Between Potentialities and Threats

Old Mila is a rich site, which offers indisputable assets, between historical, archaeological, urban and architectural riches; the site of Old Mila draws an artistic picture.

The Elements of the Heritage, Witnesses of a Stratification of Civilizations

The Roman fountain of Ain el Bled: Vestige of great value goes back to Roman times. Its original pipes, which served as drinking water, spread over an area of 207m². It is considered one of the few Roman fountains still in operation in the world, located at (-7m) city level, it is built almost entirely of solid brick.

The Milou statute: This is a large marble statute that was discovered by a French lieutenant during excavation operations between 1879 and 1880. It is answered that the statute represents a Berber queen. Currently on display in the barracks garden, considered among the rarest one-piece statues in the world.

The Roman gates: these are four gates built in the four directions. For example:

Bab El Bled (North): located north of the Medina, is the main access to Old Mila, it was the generating point of the traditional city, it directly overlooks "Rahba" or Commerce Street. It was the main gate connecting Mila to the ancient "cirta-milev" road. An arch surmounts this door, 3m90 wide and 2m50 deep. From the first visits we observe that a large part of this door is buried about (-5m) this leads us to ask several questions.

The enclosure (the wall): Old Mila is among the rarest towns that have kept their walls. "The wall referred to in the Arabic texts is an irregularly shaped wall, the thickness of the walls of which is 2.20 meters; it surrounds an area of more than five hectares over 1200 meters. The rampart is flanked by seventeen rectangular towers measuring from 7.50 meters to 9.60 meters (tower C – 7.6m x 7.2m; H 9.2m x 6.8m - it defends the south- is). The construction is made according to the usual Byzantine system, with reuse of material already existing on the site (14) and dating from the Roman period. (MOUKRAENTA, p26).



Figure (2,3,4). Elements of the heritage in Old Mila. Source: Authors, July2021.

The Sidi Ghanem Mosque

It is one of the oldest mosques in Algeria and the second mosque in the Maghreb after Kairouan. Archaeological excavations carried out between 1969 and 1970 in an old Roman basilica reconstituted by the French army highlighted its location.

The great mosque of old Mila poses several problems of dating and chronology, we do not know its original form and we do not know how it evolved over time (TAOUTAOU, p65). Some historians of the medieval period grant for the construction of the Abou Mouhadjir Dinar mosque (MAZOUZ, 2009, p67), companion of Okba Ibn Nafi during the conquest of North Africa, relying on a text by Abou el -Mahasin, dating from the 15th century, which tells that Abu el-Mouhadjir would have settled on Mila for two years (FAGNAN, 1906, p276). During the colonial period, the mosque underwent many modifications and also transformations that distorted it.



Figure 5. Sidi Ghanem Mosque. Source: Authors, July2021.

Urban and Architectural Characteristics

The old town of Mila is an urban ensemble of irregular shape, with a site surface of more than seven hectares (7 H) and a perimeter of one thousand four hundred and ninety-five linear meters (1495 m). Like all the Medina in the world, Old Mila is characterized by an organic fabric where the network of streets and alleys meeting the requirements of the site, it is cut into (08) islands of irregular shape. On the site of Old Mila there are also elements of Arab-Muslim town planning such as the corbels of the «Kbou», on our site, there are several, during our field visits we found eleven. Characterized by two distinct types of decoration and they are made of solid brick. On the site, there were two Sabats, one near the Zaouia Sidi Azzouz. Unfortunately, today they have collapsed one after another.

The houses in Old Mila are often traditional Arab-Muslim type houses with patios and built in terracotta, with heights that vary between Ground floor and R+2. Their entrances can direct from the Skifa that overlooks the courtyard, the heart of the house and the main space where almost all family activities take place.

The house of Old Mila is composed of Entrance, Skifa, patio, staircase, Majles: (the living room), Bit, Nouala (the kitchen), and hallway.

Diagnosis and State of Degradation

Unfortunately, the site of old Mila suffers from many pathologies on an urban, architectural or technical scale which influence the image of the site and upsets its authenticity and its values, in particular the historical and archaeological value.

The urban scale: we note:

- Pollution and accumulation of waste in the streets, in wastelands and sometimes in gardens.
- Alleys degraded and without paving and sometimes completely removed.
- Public spaces and gardens that lose their functions and become places of landfills and pollution.
- The sewage system is not maintained and wastewater is everywhere in the Medina.

The architectural scale: we note:

- Constructions renovated by the use of incompatible materials, something that influences the authenticity of the Medina.
- Gardens of dwellings become repositories.
- Cracks in the walls, the floors that threaten the lives of the inhabitants.
- Gardens of dwellings become repositories.
- Poor living conditions due to poverty and the number of people per house exceeding the carrying capacity.

Technical diagnosis

- Pathologies linked to the existence of water, such as humidity, which causes runoff and condensation. The penetration of water into the interior of houses through capillary rise.

Stone splintering: due to contact with rainwater and runoff and the «freeze/thaw» cycle, weakens the material and causes the stone to detach and splinter.



Figure (6,7,8). Architectural and urban degradation. Source: Authors, July 2021.

RESEARCH METHODOLOGY

In order to answer the problem posed above, we present a very thorough diagnosis using the SWOT¹ matrix, the use of the SWOT approach in our analysis makes it possible to identify the strategic axes to be developed intended for the valuation and the in Old Mila Historical Heritage Tourism. This analysis helps us to define a development strategy and the main guidelines to exploit the strengths and assets and to find adequate solutions to the weaknesses and threats that prevent the integration of the historical heritage of Old Mila in the process of tourist development. This analysis is fueled by the results of a survey we conducted with a panel of stakeholders. We carried out semi-structured interviews with actors in the field of culture, tourism, territorial actors, also with the local population and experts between 2019 and September 2022, the average duration of an interview was one hour . To develop these semi-directive interviews, we prepared questions in advance according to the interview guide in a logical order sorted by theme. The analysis phase of the interviews was carried out with NVIVO software as an exploration tool.

Table 1. SWOT analysis

Strengths	Weaknesses
<p>-The historic site of Old Mila is classified as national heritage and has become a protected area.</p> <p>-A favorable geographical location in the city center of Mila. The latter, which constitutes the envelope and the immediate environment of Old Mila whose data directly suggest the site of Old Mila and play an important role in its tourist development.</p> <p>-Old Mila is a site of high architectural and urban quality; with its particular cachet. It constitutes a heritage highly qualified by its values and qualities; testimony to local traditions and cultures.</p>	<p>-The advanced deterioration of the city, despite its importance, this heritage is in danger of rapidly disappearing; Old Mila suffers from the vagaries of time and man who have participated in the reduction of this capital and the impoverishment and loss of the accumulated values.</p>

1 SWOT (Strengths / Forces, Weaknesses / Faiblesses, Opportunities / Opportunités, Threats / Menaces)

<p>- The existence of historical monuments resulting from the stratification of various civilizations which offers an undeniable richness and an invaluable historical interest to the old town of Mila.</p> <p>-The old Mila occupies a favorable location near the colonial center of the city, which ensures the good accessibility of the site.</p>	<p>-The historic center of Old Mila is classified as a safeguarded sector, the procedure for the implementation of its permanent safeguard plan on the ground being frantic, with the exception of a few emergency measures initiated in the Sidi Ghanem mosque.</p> <p>- The overcrowding of the historic center.</p> <p>- Many dangers have attacked this site under the effects of the destruction and the accelerated transformation of its built environment.</p> <p>-Old Mila has lost its radiant economic status as a medina is known by artisanal economic activities at risk of disappearance in this city known in the past by a flourishing in the field of crafts and small professions (tapestry, pottery, etc.).</p> <p>Public spaces, squares and gardens in a summer of advanced degradation and sometimes permanently removed or occupied for other activities, this has led to an absence of social diversity.</p>
<p>Opportunities</p>	<p>Threat</p>
<p>-A political will has been expressed in the direction of the SNAT and the SRAT to preserve the heritage and make the Old Mila a tourist attraction.</p> <p>- The presence of an associative movement around this medina.</p> <p>-The existence of wastelands and empty land, present an opportunity for the enhancement of the old town and the projection of new enriching activities.</p> <p>-The existence of gardens, whatever inside the medina or the historical Roman gardens outside the Byzantine wall form an ecological asset for the Medina.</p> <p>- The existence of a framework of potentialities and wealth in the immediate environment of the historic site of Old Mila (environmental, cultural, cultural wealth, etc.) will allow the programming of circuits or touristic frameworks.</p>	<p>-The historic site of Old Mila characterized by poor living conditions.</p> <p>-Old Mila also suffers from many ecological problems.</p> <p>- Anarchic transformations such as the change of vocation from residential houses to accommodation by introducing modifications in elevation or extension. This forms a crucial health risk for local residents and visitors.</p> <p>-The inhabitants have low incomes, the socio-economic situation is determined by their physical living environment, thus poverty, unemployment, insalubrity, and other factors, have been considered as the source of several problems and social conflicts.</p> <p>- The non-control of visits to the site by guides or agents.</p> <p>- The urbanization of the periphery, in particular the historic gardens dating from the Roman period.</p> <p>-Absenteeism of the population and its non-involvement in the affairs of the site, as well as lack of awareness of the importance of the site.</p>

Source: Authors.

RESULT AND DISCUSSION

Strengths

Old Mila: A Historic Center Classified As National Heritage and a Protected Area

The historic center of Mila has benefited from a classification as national heritage by decree of November 3, 1999. This classification has opened the doors of hope for this site to benefit from safeguarding operations; it has encouraged the authorities and citizens to become aware of the importance of their historical heritage. As a result, within the framework of this law, Old Mila is erected in a safeguarded sector in accordance with Executive Decree No. 09-404 of November 29, 2009 having. One (PPSMVSS) has just been launched by the Department of Culture of the wilaya of Mila with the collaboration of the Association of Friends of Old Mila. A report was drawn up in 2016 by the study office B.E.T ZIANI

CONCEPT which detailed the conservatory state and the potential of the site as well as the issues to be promoted to make Old Mila a preserved historic site which attracts visitors. The question we ask: is this classification of Old Mila as a national heritage and protected sector really pushing the procedures for its management? Until the writing of this paper, no operation has been started except for some emergency measures at the Sidi Ghanem mosque. Why?

Old Mila: a site rich in heritage and historical monument: Old Mila is an ancient medina built on Roman ruins and between Byzantine ramparts. The existence of historical monuments results from the stratification of various civilizations which offers an undeniable richness and an invaluable historical interest to the old town of Mila. For example, we cite the Sidi Ghanem mosque, the Roman fountain of Ain el Bled, the Milou statute. Our question: are these rich and unique elements well preserved? Are there actions taken to protect them and especially to highlight them or expose them according to the criteria?

Old Mila occupies a strategic location in the city center of Mila: located to the east of the city, 700 m from the colonial core and covers an area of 7ha. Mila is the envelope of the historic center and plays an important role especially in its tourist attractiveness, it is characterized by:

Very good accessibility and a strategic location adjoining two (02) tourist towns Skikda and Jijel and near the Roman remains of Djemila classified as World Heritage and Tidis. A diversity of natural environments and ecosystems, where there are mountains, dams and water sources, forests, plains, thermal springs. A cultural diversity that offers the visitor many witnesses of past civilizations: Palace of El AGHA in Ferdjioua, the red prison, the caves...

Opportunities

The strengths and potential of Mila are recognized by the political will expressed by the development plans: this is envisaged by the challenges of the SNAT by 2030 through the creation of highly significant heritage centers by their material and immaterial values at through the creation of cultural parks and protected areas. This new innovative cultural approach draws an opportunity at the local level. The EPT Nord-Est Development Plan constitutes an opportunity, which will consider the development and sustainable development of the territory and among these issues the highlighting of the assets and potentialities of the territory through the enhancement of the wealth, in particular the diversity of natural and cultural heritage. Indeed, we ask questions about the degree of application of these guidelines and do they really constitute achievable opportunities or just promises?

The presence of an association: it is the "Association of Friends of Old Mila", it is the only association active in the field of heritage, the safeguarding and conservation of Old Mila. It was created in 2004, its main purpose being to defend and raise awareness in civil society by organizing meetings and outings on the site, as its members play the role of tourist guides. This association uses social networks to disseminate information on Vieux Mila, for example the Face book page "Nostalgie Vieux Mila".

The existence of gardens and wastelands inside the medina or the historic Roman gardens outside the Byzantine wall: despite their worrying state where we notice that almost all the exterior gardens have been anarchically occupied by new constructions, both inside, the gardens have become waste depots. The cleaning, the redevelopment and the attribution of a social and use value to these gardens will constitute a real opportunity to strengthen social links, similarly, they form an ecological advantage for the medina.

Weaknesses

The degradation of the historic site and its built environment: Old Mila suffers from the vagaries of time and man who have participated in the reduction of this capital and the impoverishment and loss of the accumulated values. The surveys carried out on the ground and the satellite images showed us the situation, the statistics show that: 19 houses in ruins, 31 in an advanced state of degradation, 64 threatened in ruins, 46 moderately degraded and 30 slightly degraded. These numbers are subject to change over time due to deterioration and instability of buildings.

Overcrowding, and anarchic and uncontrolled changes: there are many reasons, on the one hand the occupation of the medina by a new population coming from different places with a number of households not adapted to the carrying capacity of these houses. According to the surveys carried out on the ground and the data of the permanent plan report for the safeguarding and enhancement of the safeguarded sector of the old town of Mila, only 06 houses its occupants are of the 4th generation, 27 of the 3rd generation, the other inhabitants come to settle in the city from 5 to 15 years.

Similarly, the surveys showed overcrowding in some houses where there are 05 houses occupied by more than 03 households, 06 occupied by 03 households. These data have weakened the status of the historic center given the damage caused by these phenomena.

Old Mila lost its economic and artisanal importance over time: this medina had been a radiant economic center for decades. Unfortunately, today the medina is almost dead economically; the only existing trade we can consider it of proximity which does not even manage to meet the needs of the inhabitants.

The Threats

Poor living conditions and lack of comfort within Old Mila: Indeed, the degradation and lack of comfort elements lead to problems affecting the interior of the houses: humidity, lack of hygiene, disease, overcrowding and the inconveniences who as a result.

Old Mila also suffers from many ecological problems: for example, the dilapidated state of the sewer network and the stagnation of rainwater due to inappropriate renovations and modifications or poorly executed demolitions.

The non-control of visits to the site by guides or agents: this constitutes a real threat because of the damage that affects the monuments on display, especially those of great value. During our field visit, we noticed that the monuments and archaeological works inside the barracks are placed without any security measures.

Absenteeism of the Population and the Non-Involvement of the Latter in the Affairs of the Site, Likewise, Lack of Awareness of the Importance of the Site

According to the survey carried out on the ground, the majority of the inhabitants of Old Mila confirm that decisions or interventions are made without involving the local population, which explains the anarchic interventions, the autonomous reconstruction of new constructions and the destruction of some parts of the city.

THE OLD MILA: HISTORIC SITE INTEGRATED IN THE PROCESS OF TOURIST DEVELOPMENT: WHAT STRATEGY TO ADOPT?

On the basis of the survey and the SWOT analysis, it is now up to us to analyze the results gathered in the framework of this study, and to draw from them the axes that can drive the strategic development wheels to conserve, enhance and integrate the site of Old Mila in the process of tourism development. To do this, we have opted for “an architected approach” (PINCIN, 2003, p160) based on an action plan. This action plan is based on four acts: structuring, connecting, informing and acting.

Structuring: is the first step to take given the state of the historic site of Old Mila, the subject of our study, which suffers from a lack of structuring. However, a planning work that studies all the interventions and underlines the objectives to be achieved will be mandatory. This conceptual and material architecture makes possible the integration of the historic site of Old Mila into the process of cultural tourism.

Connect: it is crucial to admit all the potential partners who can present collaborations and relays between the design and the realization while creating synergies between the authorities, the actors, the citizens.... This episode is essential in order to make them reveal the economic, cultural and social importance of the integration of such a historic site in the process of cultural tourism.

Inform: it is important to inform all partners and the public about the importance of the tourism development of the historic site of Old Mila in order to share a common vision in order to better understand each other and be able to collaborate. Such communication work will allow communities to take such a historic site into their planning process.

Act: From the moment, the intervention process is structured and all the actors are perfectly integrated and connected and once the work of communication and circulation of information is engaged, it becomes possible to act. This by setting up a master plan that engages actions on several scales. This plan aims to integrate the historic site of Old Mila into a process of cultural tourism by:

- The conservation of its heritage.
- Improving living conditions.
- Animation of the economic sector and ensuring sources of income.

This intervention is done on several scales:

From a heritage perspective

- Preserve and enhance the historical and archaeological heritage of the site.
- Rehabilitate and coherently integrate the heritage so that it meets the conditions of the current life.

From an urban perspective

- Revalorize its degraded or decaying built or non-built environment.
- Revitalize the residential fabric and improve its living conditions.
- Requalify free space, renovate and improve existing infrastructure.

From an environmental perspective

- Improve environmental quality and act to protect biodiversity.
- Optimize waste management and maintenance of sanitation networks.

From an economic perspective

- Boost and diversify economic and craft activities.
- Strengthen and animate local crafts.
- Reintegrate a souk to animate the city, improve the standard of living, attract tourists, and encourage production.

From a social perspective

- Develop social cohesion by requalifying public squares.
- Expand the role of the association “Friends of old Mila” to bring stakeholders and citizens closer together.

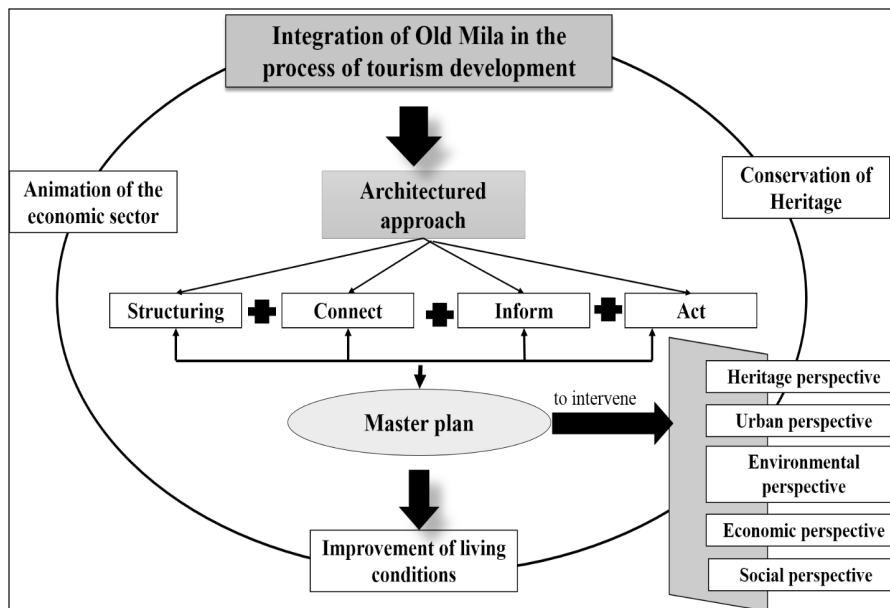


Figure 9. Action plan. Source: Authors.

CONCLUSION

From the foregoing, the integration of the historic site of Old Mila into a process of tourism development is an essential work. To meet the challenges, the use of an embryonic project based on a structured approach seems to be necessary. The Old Mila site, therefore needs a project with two complementary facets: the first for the conservation and preservation of this heritage, archaeological, cultural and social values and the second for its enhancement and integration into the development process sightseeing. Such an approach must be flexible, shared and adaptable to the urban, economic and social developments of the historic site of Old Mila and its envelope.

REFERENCES

1. AMIROU. R. (2000). *Imaginaire du tourisme culturel*, Presses universitaires de France, 2000.
2. CLUZEAU, C. O. (2007). 2. Le tourisme culturel, Paris, Presses universitaires de France, coll. Que sais-je, 2007.
3. LAZZAROTTI O. (2011). 3. Patrimoine et tourisme, Histoires, lieux, acteurs, enjeux, Coll. BelinSup, Tourisme, Belin, 2011.
4. FAGNAN M. (1906).4. En-Noudjoumez-Zahira, extract relating to the Maghreb, in Collection of the Archaeological Society of Constantine, 1906.
5. LAZZAROTTI O.(2017). 5. Le patrimoine, une mémoire pas comme les autres,l'Information Géographique, vol. 81, (2), 2017.
6. POIRRIER P, (2009)6. . Le patrimoine : un objet pour l'histoire culturelle du contemporain ? Jalons pour une perspective historiographique, Patrimoine et communautés savantes, Presses Universitaires deRennes, 2009.
7. MOUKRAENTA.B. (2016). *Milev d'après les sources arabes médiévales* ; article published in the journal'OUSSOUR Al Jadida <https://www.asjp.cerist.dz/en/downArticle/178/6/21/20544>
8. TAOUTAOU.H.(2019).*La mosquée du vieux Mila, Date de construction et chronologie*,journal Elmiayar, <https://www.asjp.cerist.dz/en/downArticle/90/23/2/82508>
9. MAZOUZ. A. (2009).9. La mosquée de SidiGhanem, dansAthar, N° 8, 2009,journal published by the Institute of Archeology of the University of Algiers,<https://www.asjp.cerist.dz/en/downArticle/90/23/2/82508>.
10. PINCIN.F. *état des lieux du design à Marseille et son territoire*, study carried out by Marseille Design Mediterranean for the General Directorate of Cultural Affairs of the City of Marseille.https://marseilledesignmed.com/site/wp-content/uploads/2018/12/etudemdm_rendufinal_2018-site-mdm.pdf
11. FERAH. S. (2015). *tourisme durable et développement local : Cas du village rural taleza –collo* . university of Badji Mokhtar.Thesis of magister ,2015
12. BENADDI. A. (2019). Mise en tourisme du patrimoine domestique de la Médina de marrakech, Doctorate thesis, university of Angers, 2019.
13. BENMICIALA.N (2015). 13. le tourisme culturel durable et la capacité de charge touristique, le cas de Mila.Thesis of magister, university of AboubakrBelkaid, 2015

Citation: Khadidja DJABER, Djamel DEKOUMI. The Integration of Historical Heritage in the Process of Tourism Development: Case of Old Mila. Int J Innov Stud Sociol Humanities. 2022;7(12): 81-91. DOI: <https://doi.org/10.20431/2456-4931.071209>.

Copyright: © 2022 The Author(s). This open access article is distributed under a Creative Commons Attribution (CC-BY) 4.0 license