

Impact of Tourism Investment on Natural and Urban Components in Activating Domestic Tourism: Case of Constantine (Algeria)

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Abstract

The tourism sector in Algeria is currently facing significant challenges, mostly due to a lack of investment in natural and urban infrastructure. This applies to various Algerian cities in general, and to Constantine in particular. This city is blessed with a diverse range of natural and urban infrastructures, as well as a number of significant heritage monuments that might be properly utilized in the promotion of local tourism. This type of effort has the potential to enhance the country's economy while lowering reliance on oil earnings, creating new work possibilities for youth, and raising national income. Although analyzing the current situation of this city is difficult. In order to promote local tourism, the concerned authorities must take a number of measures, the most important of which is the adoption of a new policy that prioritizes tourism investment by carrying out work to restore the old city, ensuring its safety and cleanliness, and improving local infrastructure in order to attract more tourists.

Key words: city of Constantine; touristic investment; natural infrastructures; urban infrastructures; local tourism.

INTRODUCTION

Domestic tourism is a social, cultural, and economic phenomenon that is gaining traction in many nations throughout the world. As a result, tourism is one of the most comprehensive and dependable development tools for contributing to economic growth. Domestic tourism is continually looking for innovative ways to build a steady demand for its diverse offerings [1]. The European Union argues that tourism provides more jobs than both the industrial and agricultural sectors combined [2]. Algeria has a tremendous amount of money in this industry. It makes it a tourist destination, allowing it to occupy a position in the global market and benefit from special hard currency income, but its share of global tourism remains low in comparison to its neighbors in the Mediterranean basin, such as Tunisia and Morocco, whose economies rely primarily on tourism revenues despite having natural capabilities. Less than Algeria, owing to the latter's choices and development policies of relying on the industrial sector to achieve comprehensive economic development at the expense of other economic sectors such as tourism, where the focus was initially only on the coasts by achieving tourist resorts such as Sidi Faraj and on desert areas. While the interior regions have benefited from a limited number of hotels, such as the Shelia Hotel in Batna, the Al-Hidab Hotel in Setif, the Al-Zianide Hotel in Tlemcen, etc. [3].

Constantine is considered one of Algeria's most important inland cities, distinguished by many of the urban tourism elements and heritage features that are clearly embodied in the old city, as well as the natural ingredients that it derived from its distinguished location, which if exploited rationally makes it a tourist pole of distinction, especially in light of the trend. Today, the worldwide community is focused on utilizing the numerous natural and urban components that define cities in general, and investing in tourism through official and unofficial agencies. By virtue of the ALESCO organization's decision to name Constantine the capital of Arab culture for the year 2015, the city benefited from new facilities and structures that assist the domestic tourism sector and increase its worth. In our attempt to resolve the paradox between tourism investment in the natural and urban components and its function in activating domestic tourism across the city of Constantine, the following sub-questions were raised:

- What are the components of domestic tourism in Constantine?
- What is the reality of Constantine's tourist facilities?

- Was the concept of tourism investment in urban heritage really adopted in Constantine's rehabilitation programmes?
- Is it possible to create a successful and long-term tourism investment through the interventions offered to maintain the natural and urban features in Constantine, or will they remain nothing more than interventions?

CASE STUDY PRESENTATION

The city of Constantine occupies a distinct geographical location in the middle of the northeastern Algerian region (figure 1), which is considered one of the most important economic and populated regions in Algeria [14], as it is located at the meeting line between the hill and the upper plains, forming an axis that converges. It has a national and state road network, an east-west highway, and a railway network that runs through the urban network's cities, making it a transit area for adjacent states [15]. The original site of the emergence of the first nucleus of Constantine is the rock. The latter consists of a limestone mass (with the shape of an irregular triangle, its base in the north and its head in the south), surrounded by natural obstacles. These are mostly represented in the gorges of the Rhumel valley (with a depth of 175 meters), and the rock is connected from the western side by a strip Natural linking it to the Alkodia plateau (300 meters wide) [16]. It should also be noted that this city grew on a group of plateaus and hills surrounding it, which are classified as incoherent and fragile rock formations, the most prominent of which are: Mansoura Plateau, Ain El Bey, Belle vue hills, and Sidi Mabrouk. The issue with the site is on the Rhumel and Bomerzoug valleys, which meet near the Roman arches. As a result, the city of Constantine's position is characterized by erosion, fragmentation, and discontinuity between its topographical elements, making it difficult to connect its units. Furthermore, the city's crossing of the sub-mentioned valleys resulted in the formation of natural hazards such as slides and floods that affected both the Bardo and Boomerzoug neighborhoods, due to the nature of the fragile rock formations that cover plateaus and hills, and in addition to the slopes.

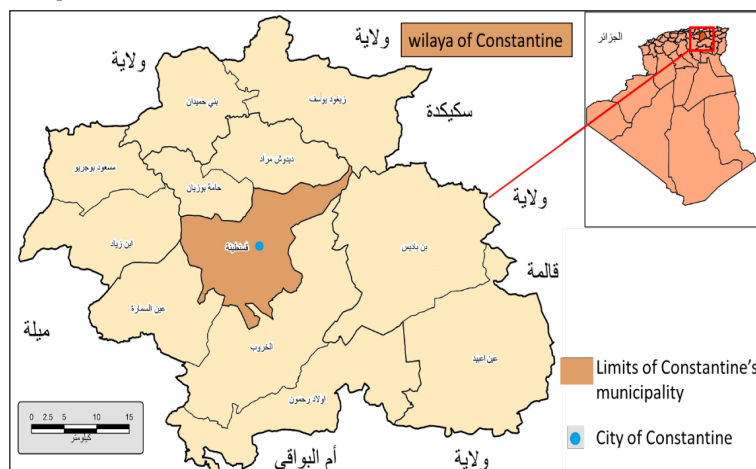


Figure 1. The administrative location of the city of Constantine (Author)

Since its inception, Constantine has been the capital of Algeria's East, as evidenced by discoveries made in the Cave of the Bears, where the city's first residents began to settle in search of security and eventually settled on the ancient rock [17], where the city witnessed the succession of many civilizations and was known as Cirta only in the century. The city was not known as Cirta until the third century BC, when it became the capital of the Numidians. While in 203 BC it came under Roman occupation and witnessed a total demolition during 311 AD to be rebuilt by Costantin, as it bears his name to this day. The city was reigned by many Islamic countries, the last of which was the Ottoman Empire, when it became the capital of the East Baylik while being confined to the rock (figure 2). During the French occupation, this city saw its first development outside the rock [18], as illustrated in figure 2, as well as the completion of a number of bridges due to the presence of the Rhumel valley gorges that separate the rock from the territories next to it. The city of Constantine experienced significant urban expansion because of the acceleration of the phenomenon of rural exodus and urban growth. Which resulted in the emergence of many new planned residential communities and an increase in the number of chaotic residential neighborhoods on its outskirts, as well as its expansion on lands unsuitable for construction and reconstruction, particularly along Rhumel and Boumerzoug valley, and this phenomenon has continued to worsen. The Algerian government is pursuing a policy of dismantling tin huts and placing the folks who live in them in appropriate social collective housing in the two new cities of Ali Mendjeli and Massinissa.

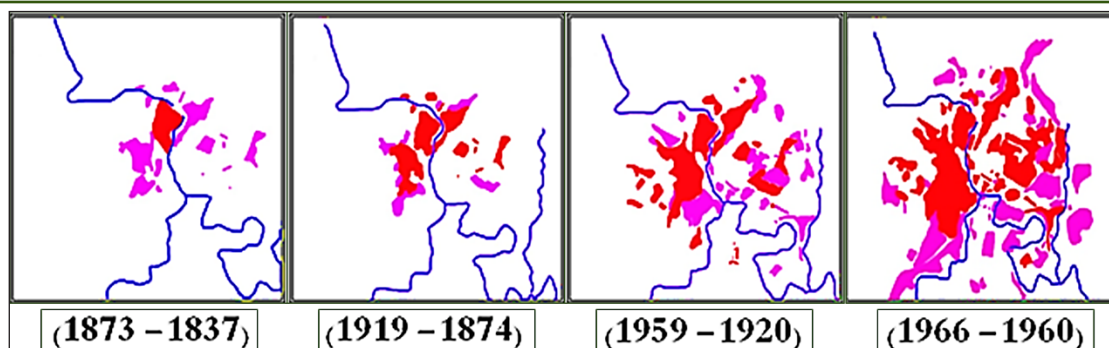


Figure 2. Urban Expansion of Constantine's city Outside the Rock during the Period 1837-1966 (Meskaldji, 1979, p20)

THE TOURISTIC POTENTIAL OF CONSTANTINE

The city of Constantine is regarded as one of the most important Algerian cities, abounding with a variety of natural and urban tourism components, as it can be invested in tourism to generate significant profits, as follows:

Natural Touristic Potential of the City

Cities are built in specific locations to serve specific duties and services required by society [19]. Surface appearances clearly play an influence in city location selection. Constantine is confined to three major mountain groupings, which are distributed as follows: Mount Sidi M'sid (height of 720 meters from the northern side), Mount Shataba (1316 meters of height from the northwest side), and Jabal al-Wahsh (height of 1202 meters) from the northeastern side [20], and this is what distinguishes it by various natural tourist features as follows:

Ancient Rock: It is a popular tourist attraction (figure 3) because it conveys the narrative of Constantine's ancient city, where he strived to preserve its natural beauty, and it now symbolizes a breathtakingly magnificent vista that captivates the viewer [21].

Caves and grottoes: shown in the 60-meter-long Cave of the Bears (figure 4), which is in the northern rock of the city of Constantine, and the 6-meter-long Arwya, which is close to the Cave of the Bears. Which is located on the lower side of the Kasbah across from the caves mentioned above, where many animal and ceramic remains were found. Similar to the wondrous cave in the city of Jijel, these caves in the region of Constantine are considered one of the most important tourist sites, especially because they are located in the middle of an old rock in the city of Constantine [22]. It is a reminder of ancient civilizations, and it can help to pique the interest of tourists and bring them from all over the country and the world.

Rhumel valley: considered one of the largest valleys in Algeria's eastern side (figure 5) because of its close connection with the city of Constantine, as it surrounds the rock at a length of about 2800 meters [23], begins in the north at the Sidi Rashid Bridge at an estimated depth of 35 meters, and ends in the city of Constantine. The Sidi M'sid Bridge on the northeastern side has an estimated depth of 175 meters [24]. Knowing that Rhumel valley was an outlet for Constantine inhabitants and visitors during the summer, where people used to assemble on its banks, especially at the level of the Bardo and Sidi M'sid regions, leading the population increase to deteriorate. Its overall state by converting it into an estuary for sewage networks serving the population of Constantine's old city and nearby areas.



Figure 3. The ancient rock



Figure 4. The Cave of the Bears



Figure 5. Rhumel valley

Source: author's field investigation, 2021

The Urban Tourism Components of the City of Constantine

The city of Constantine includes an important set of urban tourism components, including: the ancient city placed on top of the cliff, a group of hanging bridges built to aid travel, and various more tourist facilities, including:

The old City: one of the masterpieces that reflect the skills and genius of man across civilizations. A special urban character derived from Arab-Islamic planning distinguishes it, and it features squares, each with a name and a specific activity, adjacent and interconnected buildings, and similar features, such as an inner courtyard and internal windows overlooking it. The historic names and characteristic Arab-Islamic architectural character of the area, such as the spaciousness of wool, the spaciousness of beauty, the walkway, etc., have been preserved despite the old city's expansion and the advent of new European residential areas. As for the civilizations that the city of Constantine passed through, the Islamic civilization is embodied through the Great Mosque, which was built during the era of the Zirid state in the year 1136 AD. It was built on the ruins of a Roman temple. It was built by Saleh Bay in 1776 AD. This is in addition to old small mosques such as: Souk Al-Ghazl, Al-Sayeda Hafsa, Sidi Rashid and the Arbain Cherif... etc., and corners such as Al-Tijaniyya, Al-Taybiyyah, Al-Hasaniya Abd Al-Rahman, Sidi Rashid and some houses, baths and palaces. During the French occupation, several changes had been made by establishing facilities, such as the school of an Islamic character, the municipality, the theater, the post office, the Cirta Museum, and in the areas of Bab El kantra we find the statue of Constantine, Lady of Peace, the monument of the dead and the Sidi M'sid elevator. Without forgetting the construction of some hotels such as the Cirta Hotel and the Panoramic... [25].

Suspended bridges: The city of Constantine is famous for its bridges of different lengths and designs, which connect its different parts to each other at high altitudes, and where the Rhume valley passes under them. There are eight bridges, namely: Bab Al-kantara Bridge, which is the oldest one built by the Turks in 1792 AD [26] and the French demolished it to build on its ruins the currently existing bridge (figures 6 to 8):

- The Sidi Rashid Bridge, which is the highest stone bridge in the world;
- the Sidi Msaïd Bridge, which is the highest bridge in this city;
- Mellah Suleiman Bridge, which is a suspended iron corridor intended for pedestrians only;
- Medjaz Leghnem Bridge, which is an extension of Rahmani Ashour Street;
- the Devil's Bridge that connects the two banks of the valley and is located at the bottom of the gully
- The Waterfalls Bridge crossed and covered by Rhumel valley which forms its waterfalls;
- the bridge below the Sidi Msaïd Bridge;
- and finally the Saleh Bay Bridge.



Figure 6. Mallah Suleiman Bridge

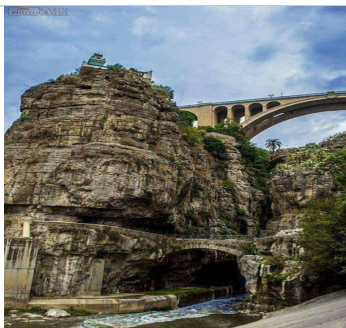


Figure 7. Sidi Rashid Bridge



Figure 8. Bab al-Qantara Bridge

Green areas: Constantine has a number of public parks and forests that are an important part of the city's tourism infrastructure, but they are underutilized for a number of reasons. These include a lack of resources to properly maintain them, inadequate security measures, and inadequate facilities like benches, playgrounds, water fountains, and restrooms (figures 9 to 11). Mansoura Forest, Sidi M'sid, and Jabal al-Wahsh are three of the most notable parks in Constantinople, while notable gardens include Ben Nasser Bashir Garden, Ferfi Abdel Hamid Garden, Qaisum Muhammad Garden, Istiklal Garden, Sousse Garden, Beirut Garden, and the Tree Garden [27].



Figure 9. Bab al-Qantara Park



Figure 10. unprepared forest area

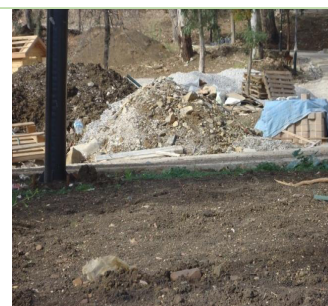


Figure 11. Bursas Park

Tourist Reception Facilities in the City of Constantine

In addition to the various natural and urban touristic components that characterize Constantine, the latter also includes a large group of tourist reception facilities and actors who work to receive and direct tourists and visitors from within and outside the country and take care of them by providing all necessary needs of entertainment, shelter, and feeding, etc.

Hotels: figure 12 shows that the city of Constantine has 15 hotels with a total lodging capacity of 1686 guests per night, split among around 905 rooms. These hotels are divided into two parts: Classified hotels, which are classified between one star and five stars, and there are 08 hotels. Where the accommodation capacity is 1125 beds distributed in 675 rooms, and employs about 369 workers, most of whom have a university or secondary level of education and with professional experience in the tourism sector. Despite its good location in the heart of this city, it suffers from problems, including high prices in some hotels (such as the Marriott Hotel), poor luxury index and the type of hotel services that encourage tourists or visitors to stay in most hotels, knowing that some of them are inherited from French colonialism. As for the 07 unclassified hotels, its accommodation capacity is estimated at 298 beds distributed over 230 rooms, and it employs 68 workers, most of whom are from outside the wilaya or university students. Its main role is accommodation, because it is considered as a transit point and its prices are very reasonable, but it lacks basic services. Knowing that most of these hotels have a good location and most of them are located in the city center, except for the Hob Al-Khair Hotel, which is located near the bus station opposite the sports stadium, as it usually houses sports teams.

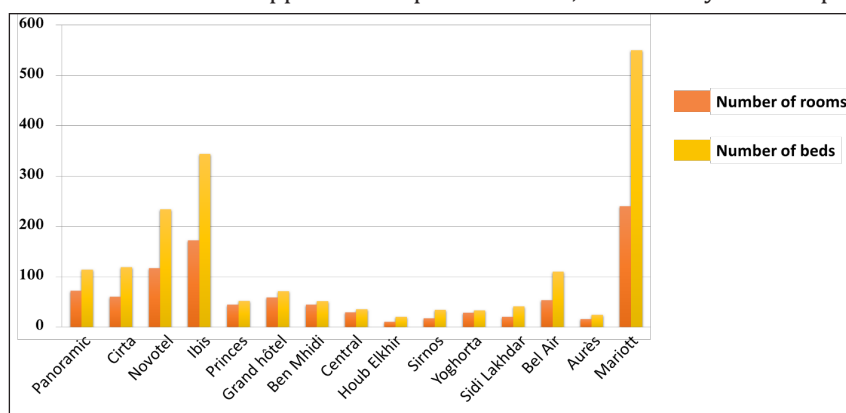


Figure 12. list of hotels in Constantine (Source: Directorate of Tourism and Handicrafts of Constantine, 2018)

Tourist agencies: As they all operate under Executive Decree No. 48-2000, which defines the conditions for establishing and exploiting tourism and travel agencies [28], it is considered one of the most important tourism assets related to the provision of services related to the organization and marketing of travel, tourist trips, and individual and group stays. It also describes the complete fundamental services provided by these agencies in accordance with Law No. 99-06 [29]. Accordingly, it is obvious from Figure 13 that the city of Constantine has 30 tourist agencies, of which 17 are of type "A" and 13 are of category "B". Most of them are located in the city center because of the attractions it provides, such as the proximity to services, and some of them are spread in the rest of the high-end neighborhoods (especially Belle vue and Sidi Mabrouk) due to their high financial incomes. Although most of them are in category "A", they do not play their required role, which is related to bring tourists. Tourist agencies in the city of Constantine are also weak because most of their trips are outside the city and not towards it, and most of them are limited to Hajj and Umrah (Saudi Arabia).

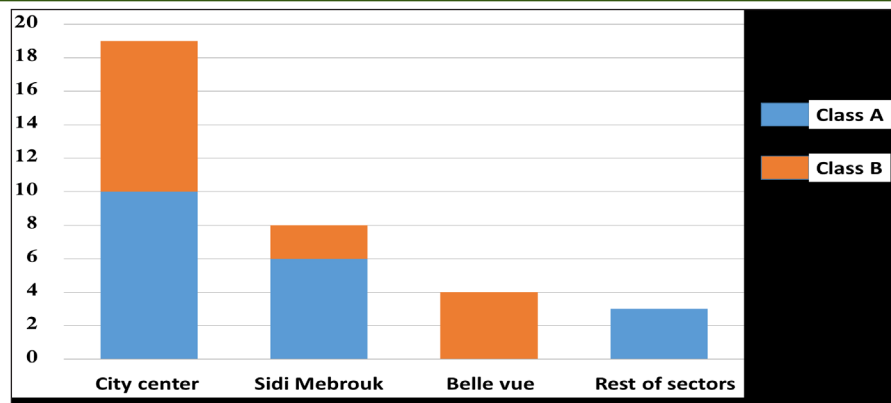


Figure 13. Distribution and classification of travel and tourism agencies across neighborhoods in Constantine (Source: Directorate of Tourism and Handicrafts of Constantine, 2018)

Youth Hostels: They are institutions governed by the Institutions Bureau that receive and guide young people in the social, educational, cultural, and recreational spheres. The city of Constantine features one hostel for youth, located in the Filali neighbourhood, and it is oriented to overnight stay.

Restaurants: Restaurants play a significant role in reviving the internal tourism sector in the city of Constantine, as they are renowned for the special popular dishes in this city, which is a complementary element to hotels and works to attract tourists and visitors to discover the various customs and traditions that the city's residents have adhered to since ancient times. Some hotels in Constantine have given the following meals throughout the 2018 calendar year: The Balatan Hotel with 8,700 meals, the Cirta Hotel with 8,500 meals, the Ibis and Novotel hotels with 8,500 meals, the Open Air Hotel with 6,800 meals, and the Panoramic Hotel was also registered with 1,800 meals.

Tourist Movement in the Hotels of the City of Constantine

Figure 14 demonstrates that the tourist movement in the hotels of Constantine between 2013 and 2018 is in a continuous growth, as measured by the number of tourists and visitors staying in hotels. This is a result of the significant increase in the number of classified hotels and the quality of their services, particularly rooms sizes, cleanliness, and level of equipment, etc. As for the number of Algerian tourists visiting this city, it significantly exceeds the number of international tourists, as Algerians account for 90% of the tourists arriving over the same period, compared to only 10% for foreigners. Consequently, the fall in tourist attendance is puzzling. This is due to several factors. The most significant of which are: the city of Constantine has only one type of reception structure, the Marriott Hotel, and therefore lacks other types and highly rated hotels that may attract tourists in large numbers, despite being a metropolitan city with an important position in the northeastern region and as the economic and cultural capital of Algeria. This style of hotel can also be found throughout the remaining towns, including Oran, Annaba, etc. As for the difference in the duration of stay between the foreign tourist and the Algerian, we interpret it according to the purpose of the visit, and the extent of the tourist's satisfaction with the high-end services provided to him by the host country. But despite this, the domestic tourism sector in the city of Constantine still suffers from poor promotion activity for the most valuable tourist ingredients in the city. This city, and the absence of tourism publicity, which is known as the tourism potential of this city, whether at the national level or even at the global level, due to the lack of necessary requirements for that.

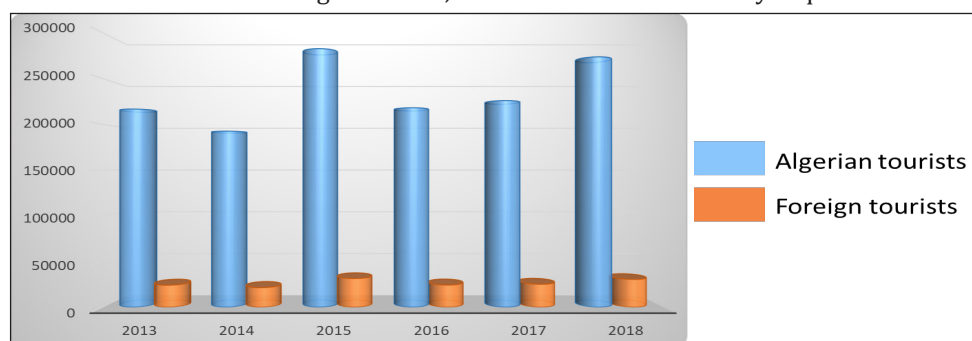


Figure 14. evolution of hotels visitors between 2013 and 2018 in Constantine (Source: Directorate of Tourism and Handicrafts of Constantine State for the year 2018)

The Economic Importance of Hotel Establishments in the City of Constantine

It is evident from Figure 15 regarding the evolution of hotel revenues in Constantine that these revenues for lodging, catering, and other services are constantly changing. After its value was recorded during the year 2013 at 218,647,354 centimes, equivalent to an estimated rate of 16.13% of the total income recorded during this period between (2013, 2018), we find that it was recorded during the year 2018 at 297,155,354 centimes, equivalent to an estimated rate of 20.63% of the total revenues recorded during the same period. This can be explained by the development of the number of visitors and tourists, which is mainly related to the increase in the number of hotels established in this city, especially those classified. This is evident because classified hotels provide basic functional services in the field of urban economy in particular, and constitute one of the means that could contribute to financing tourism expansion plans and give another impetus to tourism in the city in the future.

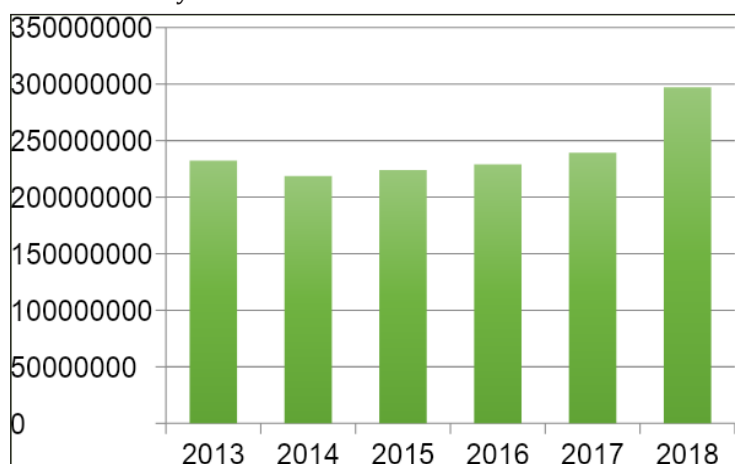


Figure 15. Revenues of Hotel Establishments between 2013 and 2018 in the City of Constantine (in centimes). Source: Directorate of Tourism and Handicrafts of Constantine State for the year 2018

TOURISM INVESTMENT IN THE NATURAL AND URBAN COMPONENTS OF THE CITY OF CONSTANTINE

Tourism Investment in the Urban Components

The city of Constantine abounds in significant urban elements that can be utilized for tourism. Unfortunately these were not effectively utilized and suffered from great deterioration and neglect by the local authorities and the population themselves, which touched all its parts (especially the lower part) whose features were obliterated, as the deterioration began before the advent of French colonialism and continued until the year 2000, and consequently the old city of Constantine was abandoned.

Phase 1: After the issuing of Executive Decree No. 99-85 on April 13, 1999 [30], this phase saw the commencement of the buildings' refining. 2003 also saw the foundation of the Restoration and Preservation Cell of the Old City, which, from its inception until 2009, oversaw numerous restoration projects and the development of the Old City's master plan. As for the results of the intervention program to prepare for the Constantine Capital of Arab Culture for the year 2015 both spatially, economically and touristically, they are reflected in the restoration initiatives witnessed between the years 2000 and 2008. Reconsidering the old city of Constantine, preserving its distinctive urban and architectural heritage, and making it contribute more to achieving positive results on the urban scale, economy, and tourism led to the classification of its ancient city as a national protected sector (between 2003 and 2005) through the Executive Decree No. 05-208 of 05 June 2005 [31]. In addition to following up on all the restoration work that some ancient buildings have undergone, during the period between 2003 and 2005. Despite all of these operations, many issues related to planning, organisation, and the lack of population participation affected the whole operation, which can be summed up in Table1.

Table 1. The nature of the interventions and their results in the old city of Constantine

Year	Intervention	Concerned Places	Project Owner	Analysis and Result
2000-2004	Restoration of European buildings	Zyghoud Youssef Street Tatash Belkacem Street Larbi Ben M'hidi Street June 19th Street Didouche Mourad Street The Kasbah	The National Office for Promotion and Real Estate Management (OPGI)	<ul style="list-style-type: none"> - The restoration concerned the common areas (stairs, entrance, roof...) along with the restoration of the main façade. - The results were unsatisfactory in many buildings due to the emergence of restoration defects such as rainwater leakage as a result of improper works in the absence of legal supervision.
2002	Restoration and reconstruction, focusing on buildings of Arab-Islamic character	Ahmed Bey Palace Ibn Badis Institute Court and Medersa of Sidi El kettani The school and the Zawia of Sidi Rashid	Directorate of housing and public facilities	<p>As a result of the lack of technical manpower and old restoration techniques, modern techniques have been introduced in the restoration of some monuments and the use of modern building materials..</p> <ul style="list-style-type: none"> - The results of the interventions were very satisfactory at the beginning, but most of the landmarks began to lose their value due to the absence of periodic maintenance, such as the school
2005	Restoration and rehabilitation	The Great Mosque Mrs. Hafsa's Zawia	Directorate of Local Administrations	the success of the operation , Knowing that these two buildings still maintain their architectural value after the restoration process
2006-2008	reconsideration and qualification	Mallah Suleiman Street Bab al-Jabiya square Renovation of 06 typical houses	Directorate of Construction, Architecture and Building	<p>the process of re-consideration and rehabilitation gave to both projects achieved good results, but Mallah Suleiman Street began to deteriorate as a result of the lack of coordination in the intervention operations on the various networks and the absence of management supervisors.</p> <p>As for the proposed houses, they were demolished as a result of procrastination in intervention and neglect of the project</p>

Source: author based on Restoration and Conservation Cell of the old city in Constantine

- It is conducted unilaterally in the absence of coordination and organization between the authorities responsible for the restoration process and in disregard of the governing legal texts, i.e. construction and reconstruction conditions and intervention methods for existing old buildings and landmarks.

- The absence of a clear plan for the city's preservation operations that defines their priorities and connects the various projects of the preservation process. This is within the framework of a sustainable planning and integrated management system that is consistent with the volume of work and the necessary funding for it, and the absence of any serious documentation of any portion of the city while carrying out all of these operations.

- The majority of restoration activities on the buildings fell between the partial and temporary categories, as seen by the beautification of the facades facing the main roads, the common areas, and the neglect of the back facades. The trend toward restoring Constantine's urban and architectural history for tourism investment necessitates a stringent

organizational structure to assure the greatest number of triumphs on the ground. In spite of this, tangible outcomes emerged, such as the restoration of the Ahmed Bey Palace in the city's central district, which symbolizes vivid vestiges of Arab civilization. Islamic art and a masterwork, as well as all of its components, building materials, and exquisite embellishments. It is currently utilized as a tourist-oriented national public museum of arts and traditional cultural manifestations. However, this is the lone success because these initiatives did not generate the economic return that would have benefited both Constantinople and the tourism industry. Therefore, the majority of the processes of preserving the inherited urban heritage did not rely on the concept of tourism investment within the planning and organization programmes for the restoration of the old city of Constantine, but rather consisted of point interventions connected to various policy decisions.

Phase 2: Within the context of preparing for the mega event of “Constantine capital of Arab culture”, the Directorate of Culture of the Wilaya of Constantine, in collaboration with local authorities, took the initiative to develop a programme to intervene in the built urban area in order to restore the image of the city. The latter should be well prepared to receive participating delegations from various countries to celebrate the year of heritage and culture. In fact, during the month of January 2014. The table 2 highlights the most significant schemes intended to intervene in the old city of Constantinople and their most significant outcomes.

Table 2. Intervention Program in the Old City to Prepare for the Constantine Capital of Arab Culture for the year 2015

Intervention Type	Suggested Places	Result and Analysis
Restoration and rehabilitation of the main squares	Al Asr Market Square, Rahbat Al Souf Square, Sidi Jlees Square, Ahmed Bey Palace Square	intervention touched only two squares , which are the street square and Ahmed Bey Palace square and the rest of the squares are still the same
Restoration and re-evaluation of streets and paths	Abdel Hamid Ben Badis Street, Mellah Soliman, 19 May and Kasbah Streets	The restoration process has not yet begun
Restoration and renovation of mosques	Al-Jamaa Al-Kabir Mosque, Al-Bay, Al-Kataniyeh Sidi Maghraf , Ben Abderrahmane , Sidi Jalis , The forty sheriff, Sidi Lakhdar	The Great Mosque and Al Bey Mosque have been renovated . As for the rest of the mosques, the process has not yet begun
Restoration and renovation of Zawias	The corner of the lower and upper crowns, Ben Abd al-Rahman Bashtarzi al-Issawi, Mrs. Hafsa, Taybiyya, Bouabdallah al-Sharif	The restoration process has not yet begun
Restoration of hotels and bathrooms	Ben Hamadi Hotel and Beshtarzi Hammam Zayat, Hay Ben Sheikh , Sidi Namdil Kasbah and Souk El Ghazl	
Restoration of other landmarks	Al-Kataniyyah School, the renovation of the old city walls , the restoration of tanneries, The old mill and Ibn Badis Press	Kataniyyah School is in the process of being restored . As for the rest of the monuments, the restoration process has not started
Restoration of the facades of European buildings	Buildings of Larbi Ben M'hidi Street and Didouche Mourad Street	restoration touched the facades of the buildings, such as the paint, windows and doors, and the operation was successful. However, it was not well received by the residents, who were waiting for the restoration of the foundations and roofs .

Source: Author based on Constantine State Directorate of Culture

Despite the richness of the intervention program, which aimed to enrich the city's existing urban legacy, the start of large-scale restoration work with this number of projects came far too late for Constantine to organize and embrace this event. As a result, these punctual initiatives have failed to restore this city's urban legacy and invest in tourism for the benefit of its residents. Although several landmarks, including as the Great Mosque and the Bey Mosque, as well as various public spaces, have benefited from good restorations, the majority of the works, particularly those connected to rehabilitation, were of poor quality. Most restoration projects are still on hold, and some have not even begun, owing to financial issues in the first place, and these timely interventions, despite their abundance, were not the right start of reconsideration of the urban heritage, which is the true trigger of a successful tourist investment. As a result, the preservation of the existing urban legacy in this city necessitates education programs for both its residents and its officials on the need of preserving the old urban heritage. This is necessary to ensure its survival, to leave it to future generations, and to benefit from it now, economically, touristically, and historically, rather than contributing to its destruction and removal.

Tourism Investment in Natural Resources

The Valley of the Sands is regarded one of the most prominent natural tourist sites in the city of Constantine par excellence, but it suffers from neglect and contamination with bad water, as well as a lack of development initiatives, so tourists and visitors do not visit it. As well as general urban improvement, as illustrated in Figure 16.

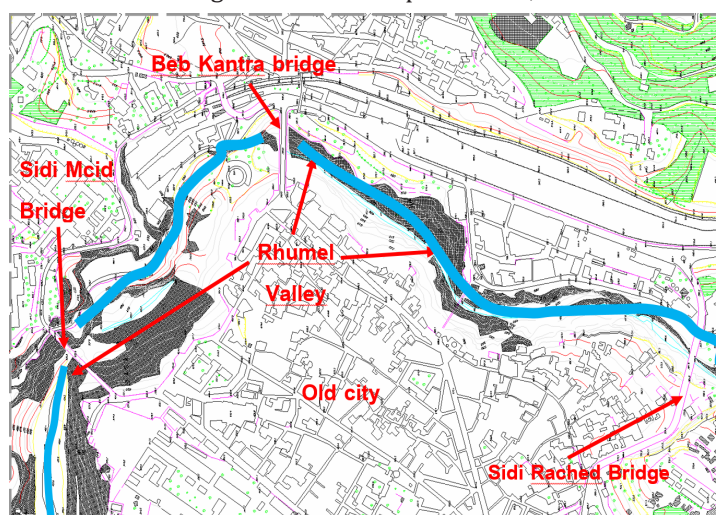


Figure 16. Rhumel valley rehabilitation project in Constantine City (Source: Directorate of Tourism and Handicrafts of Constantine, 2019)

This is in order to invest in it and make it a tourist destination that can be used to attract numerous people, both from within and beyond the city of Constantine. A full study of the project was then halted [32], but it was restarted in 2012 with the rehabilitation project for the Harrach Valley in Algiers, so that work actually began in 2014, with the process of preparing the Rhumel valley that crosses the area of the city of Constantine divided into three basic stages, as shown in table 3.

Table 3. Rhumel valley development stages and results in the city of Constantine

Stage	Limits	Configuration Works	Result and Analysis
I	From the Devil's Bridge to the end of the western land station for passengers near the Martyr Hamlawi stadium	<ul style="list-style-type: none"> - Creating paths for pedestrians and sports practitioners on both sides - Decorating the valley's edges with green spaces and setting up seating areas - Rehabilitation of the Bardo neighborhood and the realization of a botanical garden 	a beautiful panorama that gave a modern image to the city, but the place still lacks visitors due to the absence of facilities and equipment of a tourist nature. As for Bardo Park, it has not been opened to visitors yet, and this is due to landslide problems

II	overland passenger terminal to the Palma industrial area	<ul style="list-style-type: none"> - Changing the course of the valley slightly at some points - Total change of the sewage networks that flow into the valley stream and replace them with covered ones - Disposing of the dirt stream of the valley and replacing it with cement concrete 	<ul style="list-style-type: none"> - The path of the valley has been modified and changed slightly at Bomerzoug neighborhood and Chaab Ressay; - The dirt stream of the valley has been completely disposed of, which has been replaced with layers of cement concrete, low in the middle and raised at the two edges, to prevent water from leaving the path specified for it. - Decorating the banks with natural green grass, with the completion of a modern pivot sprinkler system
III	From the western part of the city to the city center near Bab Al-Qantara neighborhood	<ul style="list-style-type: none"> - Paving the course of the valley and preparing its edges by planting trees - The completion of waterfalls and stairs, in addition to allocating a site for performances 	Starting to get rid of the dirt stream of the valley and prepare the edges, and as for the rest of the projects, they have not started yet

Source: Constantine State Water Resources Directorate, November 2019

Accordingly, the preparation and improvement processes that are still known in the Sand Valley in the city of Constantine enabled it to revive the activity in the place and eliminate the negative manifestations that had become entrenched around the most important tourist attractions in this city. Decades of neglect and ecological pollution. It is clear from the three stages of the preparation of the Rhumel Valley that the distorted image of the city disappeared and a new harmonious image emerged of beautiful scenery that combines the distinctive nature and urban heritage that is embodied in the old city of Constantine. This new image resulted in decorating the banks of the valley with natural green grass, taking care of its gorges classified as a natural landmark, with the completion of a modern pivot sprinkler system, which gave an aesthetic touch to the project, especially when viewed from high places (Saleh Bay Bridge, Sidi Rashid or the Marriott Hotel). It also contributed to attracting many citizens for hiking and practicing sports, especially from the nearby residential neighborhoods, such as Jinan Al-Zaytoun, Ben Talis, Bab Al-Qantara, Sidi Mabrouk, Al-Daksi Abdel-Salam and the city center... Accordingly, the Rhumel Valley can be invested in tourism, and this is by creating a set of necessary equipment and facilities for the tourist near this valley, as it guarantees the tourist comfort and enjoyment of the natural scenery. Thus, the city of Constantine has gained an important tourist facility that benefits its urban area on the one hand and its economy on the other hand by creating new jobs for young people.

TOURISM INVESTMENT HORIZONS IN THE CITY OF CONSTANTINE

Tourism investment in natural and urban components is a promising investment because it has high financial returns, in addition to its cultural and social functions. Future generations will benefit from consistent and long-term economic returns. By examining and analyzing the natural, urban, and architectural tourism components that the city of Constantine abounds in, which are not always exploited, we decided to develop and implement a number of recommendations, so that any process that enters in the future has an economic, cultural, scientific, and tourism value, the most important are:

- Work on a comprehensive and accurate research of urban, architectural, and natural historic sites by analyzing them and building a database and information about them, with the goal of developing appropriate preparation and investment mechanisms.
- Encourage investments that increase components of urban heritage preservation and natural site protection. Providing sufficient funding for the preservation and reconstruction of heritage and natural assets and their environs.
- Activating the participation of the population in order to appreciate what they do and make them feel responsible for the urban heritage and the natural features of their cities. The participation of the rest of the segments of society, including

businessmen, intellectuals, and specialists in various maintenance and preservation programmes for buildings, existing old cities, and natural sites, as the local authorities and administration cannot bear sole responsibility for the maintenance and preservation of these sites. Everyone should participate.

- Issuing laws and other decrees governing construction and restoration activities, dealing with urban regions of cities with significant heritage value, and dealing with nature places with significant tourism value.
- Spreading an urban culture that recognizes the importance of old buildings, encourages their appropriate investment so that this culture reaches the entire public, and is not restricted to a specific social group. This can be accomplished by spending all available resources in enhancing understanding and management of urban and architectural history and highlighting its significance to modern society.
- Encouraging local media to value the tourism potential in this city, as well as market studies and communication programmes. Not relying solely on what the Tourism Directorate issues in terms of publications and tourist cards, in addition to preparing and valuing archaeological areas, particularly the Palace of the Bey, and promoting the significance of tourism publicity, which are known as the tourism city's components.
- Paying attention to the administrative aspect by establishing an effective administrative framework that considers the conditions of the location, manages the restoration and care of historical buildings, and prepares natural locations.
- Exchanging information and opinions on everything connected to maintenance and organization programmes, as well as how to maintain and appreciate the inherited urban, architectural, and historical legacy, in order to learn from their experiences.

CONCLUSION

Tourism investment in natural and urban components has now become a global phenomenon that cannot be ignored. The city of Constantine is one of the cities of the Algerian urban network that has all of the elements of tourist attractions par excellence. However, reality confirms the dire state of these ingredients, which suffer from a lot of deterioration in its natural, historical, urban, and architectural components, as well as a lack of tourist reception facilities, advertising, and promotion. It also suffers from a lack of both public will, which increases the achievement of tourism development goals, and tourism development, which creates an appropriate environment for tourism investment. It is easy to overlook the city of Constantine's complete lack of effective guardianship authority over the domestic tourism sector, as well as the city's focus on hotels only, with almost total disregard for the requirements of tourism investment. As a result, even if the tourism components are diverse, they cannot make a successful tourism investment unless the tourism sector completes its entire infrastructure and provides all basic services in order to gain tourism importance at the local, national, and global levels.

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