

SITEV 2006

Algiers - Mounir El-Fishawy

"Tourism is a source of economic prosperity and social progress" was the motto of the 8th International Exhibition Of Tourism & Travel, held in Algiers, between 15th-19th May.

The Algerian ministry of tourism, represented by the minister Mr. Nour-eddine Mosa, and the National office of tourism, directed by Mr. Khorsy Mahmoud, summarised the exhibition's aims: evaluation of Algeria's tourist potential, presentation of the new vision of development of the tourist sector by 2015, encouraging investment and partnership, consolidating the increasing number of tourists travelling to Algeria, encouraging national tourism, preparing for the next tourism season, and improving Algeria's image, to emphasize the diversity and quality of its attractions.

Inauguration

The Minister for Algerian tourism, Nour-eddine Mosa, accompanied by the Ministers for the environment and town planning, inaugurated this exhibition. The organisers visited most of the stands of the 15 wilayas (provinces), which presented their tourist sites, heritage, folklore and handicrafts. There were around 200 national participants, including a large number of hotels, commercial and economic establishments, training institutions, banks, local offices, publishers, religious organizations and two airline companies; Algerian and Air France. Among the Arab countries, Egypt and Tunisia had the most impressive stands while Yemen, Morocco, Mauritania the Sultanate of Oman and Saudi Arabia, had limited participation. Mali, Chad and Niger were the only African exhibitors. European stands were limited to France, Greece and Turkey. Only Peru took part from Latin America.



Conferences And Seminars

Many seminars and exhibitions were held in conjunction with the exhibition at the Aures Hotel in the town centre but it was difficult for conference participants to attend due to transport difficulties.

The World Tourism Organization organised discussions on how "to create and consolidate competitive systems directed towards the quality of tourism in Africa". Various aspects of tourism were discussed: the role of economic factors and institutions in the quality of tourism, the competitive factors to take into account on the level of the country, destinations and the establishment, the lawful framework directing legal competition, the role of international tourist criteria, a study of the cases of Tunisia and Morocco, the role of the classification of hotels, the experiment of the Council of Tourism Classification in South Africa and security.

Trips For Journalists

There were two trips for journalists, one to Timimoun wilaya, in south Algeria and another to the palace of Dey Hussein and the Kasbah district of Algiers the capital. The palace of the Dey, founded in 1234, was the scene of the historical event of 1827,

when Dey Hussein threw his fan in the face of the French ambassador, as a sign of anger. This gesture was used as a pretext by France to occupy Algeria in 1830. The occupation lasted for 132 years!

The palace of the Dey is the crown of the Kasbah. Installed on mountainous reliefs with narrow lanes, it was the theatre of operations of the Algerian resistance against the French occupation. The Kasbah includes about fifty mosques, 120 public baths, 70 fountains, 200 lanes and 1500 stairs. In addition to the palaces: Mustapha Pasha, Aziza, El Bahr and Khdaoudaj. The Kasbah has five doors: El Jadida, El Bahr, El Oued, El Jazira and Azzoun. It has been classified by UNESCO as a world heritage site.

Future Plans For SITEV

The National Office of Tourism gained valuable experience when it was asked to organise the exhibition, for the first time this year by the tourism ministry. It is a good omen for next year's exhibition.

God has blessed Algeria with splendid natural attractions, green mountains, a unique desert and beautiful beaches. It is time for a tourism renaissance which will be made possible due to the efforts of the Algerians and those who love the country. ■