

People's Democratic Republic of Algeria

Ministry of Higher Education and Scientific Research

University of M'hamed Bougara - Boumerdes

Faculty of Economic, Commercial, and Management Sciences

Under the supervision of the University Rector,
Professor Nourredine Abdelbaki

With the participation of research laboratories :



Organizes



The 2nd National Conference (Hybrid) On :

*Tourist assets and their role in
supporting economic diversification
and achieving sustainable
development in light of the challenges
of digital transformation and AI
technologies*

At University of M'hamed Bougara
Boumerdes

December 02, 2024

Preamble

The idea about organizing this national conference in its second edition around the theme "Tourist assets and their role in supporting economic diversification and achieving sustainable development in light of the challenges of digital transformation and artificial intelligence technologies" comes after the remarkable success of the first national seminar organized by the Faculty of Economic, Commercial, and Management Sciences. The latter, which focused on the theme "Tourism assets and their role in achieving economic efficiency and environmental sustainability in Algeria," was held at the University of Boumerdes on December 17 and 18, 2024. Having received a warm welcome and broad participation at the national level, and having included several field studies, it was decided to launch this new version thru a second edition. This initiative is based on the recommendations of the scientific committee outlined in the final statement of the seminar. The objective is to offer the opportunity to address this topic from the perspective of current challenges related to modern technologies and artificial intelligence tools as means to attract tourists, promoting the diversity and richness of the country's tourism. This contributes to the development of the tourism sector as one of the major economic alternatives, particularly for Arab countries that often rely on oil and mining revenues.

Algeria is an excellent tourist destination thanks to its immense assets (natural, material, and immaterial). It is considered the largest country in Africa in terms of area and the tenth in the world, with a vast territory of 2,381,741 km². It is a country rich in natural resources and deeply rooted historical heritage, featuring various archaeological sites, some of which are classified as UNESCO World Heritage. Among them, the archaeological zone of Tipaza which dates back to the Roman civilization, and the city of Setfar in the Tassili

mountains, in the heart of the Djanet desert, whose history goes back according to archaeologists to more than 150 centuries. There are also the Roman ruins of Timgad in the wilaya of Batna, Djemila in the wilaya of Setif, and the M'Zab valley. The country also preserves urban heritage such as the Casbah of Algiers, Dellys in the wilaya of Boumerdes, the Ketchaoua mosque, and many other sites that the Algerian State has placed at the heart of its strategies to make them levers of sustainable development.

The interest in Algerian tourism assets as an alternative to the hydrocarbon sector encourages public authorities to make it a field of investment in human, natural, and cultural resources.... This involves supporting youth to create startups and small and medium enterprises, thereby helping to attract foreign investors, boost the industrial and commercial sectors, and ensure economic prosperity as well as social, political, and security stability. These initiatives also aim to reduce unemployment, create jobs, unleash creativity and innovation, discover talents, attract Algerian brains, and work toward the nation's rise and sustainable development.

Given the importance of the tourism sector... Algeria has sought to adopt the Tourism Master Plan (SDAT) 2030 strategies. This pushes us to open up to the world, benefit from successful experiences, and invest in them to promote the sector in Algeria, by integrating modern technologies, artificial intelligence, and contemporary applications within all enterprises (startups, SMEs, and large companies).

Therefore, how can we benefit from the experiences of leading countries in tourism? And how to exploit modern technologies and artificial intelligence to promote tourist services and revive the national economy?

Objectives of the Conference

This international conference aims to achieve a series of objectives:

1. Emphasize the need to invest outside the hydrocarbon sector, like the tourism sector, to revive the national economy and achieve social well-being.
2. Tourism industry: introduce the natural and cultural assets that Algeria abounds in.
3. Ensure the publicity and promotion of domestic tourism to attract national and foreign tourists.
4. Highlight the importance of e-marketing and the digital revolution in improving the quality of tourist services.
5. Invest in tourism resources to promote the sector, develop services, and offer an attractive environment to capture tourists, thus ensuring economic efficiency.
6. Update laws and involve public and private sectors, civil society, and university executives to build a unified vision aimed at promoting the tourism sector.
7. Benefit from scientific studies to achieve tourism development in Algeria.
8. Identify international models and experiences and benefit from them to achieve a qualitative leap.
9. Highlight the role of modern technologies and artificial intelligence applications in attracting tourists and marketing the country's tourism.

Topics

Axis 1: Conceptual Framework of Modern Tourism and Economic Diversification

Axis 2: Smart tourism and applications of artificial intelligence

Axis 3: The dual transition (digital and environmental) toward sustainable tourism

Axis 4: Socio-economic dimensions of tourism development

Axis 5: Digital Tourism Marketing and Reputation Management
Axis 6: Public Policies and Tourism Strategies in Algeria

Axis 7: Tourism Investment Environment and International Partnerships

Conditions of Participation

- Participation is open to professors, permanent researchers, doctoral students, as well as bodies and institutions related to the theme.
- The research must be original, align with one of the conference axes, and adhere to established scientific methodology.
- Use Word software for drafting the papers: Simplified Arabic font (size 14) for Arabic, and Times New Roman (size 12) for French and English, with 1.15 line spacing.
- The number of pages must not exceed 20 pages, including appendices, and must not be less than 12 pages.
- Co-authored submissions are accepted, but priority is given to individual papers and field studies, especially those originating from the university's

economic and social environment, to benefit from their experiences and find solutions to the raised problem.

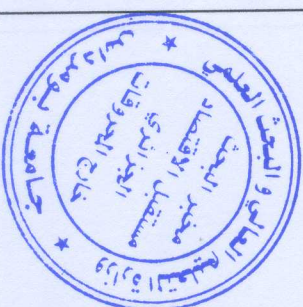
Important Dates

- Submission of abstracts accompanied by a brief CV before: **31/07/2026.**
- Deadline for response regarding accepted abstracts: **15/09/2026.**
- Submission of full papers before: **15/10/2026.**
- Final notification of paper acceptance: **01/11/2026.**
- Submission of presentations (PPT) before: **15/11/2026.**
- Participation fees: Registration fees will apply (the amount will be determined later).
- Coverage: The university does not cover transportation or accommodation expenses.
- Originality: Papers that have already been presented or published are not accepted.
- Submission: Papers must be submitted via E-mail address:

conference.umbb@gmail.com

Contact and Information : phone (WhatsApp)

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Committee Chairs

Honorary President: Prof. Nouredine Abdelbaki
(Rector)

General Supervisor: Prof. Dorbane Ahmed (Dean)

Supervision: Laboratory Directors

Prof. Yahiaoui Nacira

Prof. Ben Hamida Hichem

Conference General Chairs:

Dr. Mokrane Yazid (President)

Prof. Kaf Moussa (Vice-President)

General Coordinator: Prof. Aggoun Souad

General Secretary: Prof. Djemaci Brahim

Communications Manager: Prof. Arkoub Ouati

Scientific Committee Chair:

Dr. Kerkoud Ahlem (President)

Dr. Brahmi Wahiba (Vice-President)

Organizing Committee Chair:

Dr. Nessah Imane (President)

Dr. Benyahia Hamida (Vice-President)

Technical Manager: Dr. Gasseb Hocine

