

Folk festivals as a tool for promoting local development in desert areas "Case Study of the Sbeiba Festival in Illizi-Algeria"

المهرجانات الفلكلورية كأداة لتعزيز التنمية المحلية في المناطق الصحراوية- "دراسة حالة مهرجان
سبببا"

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Abstract:

This paper aims to clarify the role and importance of tourism events, especially folklore festivals for local development in desert areas, with the focus on highlighting the role of the "Sbeiba Folk Festival" as a means to promote local development in the desert tourism area "Djanet".

To achieve this goal, we presented the concept of tourism events and folklore festivals, and then explained their effects on local development in the regions hosting the festival. Finally, the various stages of the "Sbeiba Folk Festival" were monitored, in order to know its effects on local development in the "Djanet" region, and to identify the most important obstacles facing the organizers, and to take advantage of them in the future promotion of various tourism events in the Algerian desert areas.

Keywords: Tourism Event; Folklore Festival; Local Development; Desert area; Sbeiba Festival.

JEL Classification Codes: Z3, Z32, Z1

ملخص:

تهدف هذه الورقة إلى توضيح دور وأهمية الفعاليات السياحية وخاصة المهرجانات الفلكلورية في تنمية المحلية بالمناطق الصحراوية، مع التركيز على إبراز دور "مهرجان سبببا الفلكلوري" كوسيلة لتعزيز التنمية المحلية في منطقة السياحة الصحراوية "جانت".

لتحقيق هذا الهدف قمنا بعرض مفهوم الفعاليات السياحية والمهرجانات الفلكلورية، ثم وضحنا آثارها على التنمية المحلية في المناطق المستضيفة للمهرجان، وفي الأخير تم رصد مختلف مراحل

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مهرجان سبيبة الفلكلوري، وهذا بغية معرفة آثاره على التنمية المحلية في منطقة جانت، والوقوف على أهم العراويل التي تواجه المنظمين له، للاستفادة منها في الترويج مستقبلا لمختلف الفعاليات السياحية بالمناطق الصحراوية الجزائرية.

كلمات مفتاحية: فعالية سياحية، مهرجان فلكلوري، تنمية محلية، منطقة صحراوية، مهرجان سبيبة.

تصنيفات JEL : Z1 ، Z32 ، Z3

1. INTRODUCTION

In the era of globalization and the removal of state borders, it is very important for societies to preserve their popular culture, and perhaps the way is through organizing the demise and neglect of such festivals that leads to the demise of the so-called old folk culture, which previously met the daily demands of the village residents. Makes folk customs, rituals, crafts and skills disappear with time and generational evolution, the revival of folk culture has contributed over many years in the Djanet region of Illizi.

This calls for shedding light on the role of tourism events of all kinds, especially folklore festivals with an international dimension, and their importance in the development of tourism in rural and desert areas.

Various international festivals are, today, the most important pillars of cultural tourism, and an integral part of human society. Local and international folk festivals are a global phenomenon that acquires great importance through its contribution to the promotion of cultural tourism.

To achieve this goal, we try through this intervention to answer the following problem: 'What is the role of folklore festivals in promoting local development in desert areas?' With a focus on displaying part of the Sbeiba folklore festival in the desert tourist area - Illizi.

In order to answer the problem posed in the above question, we decided to present our intervention in three main axes, as follows:

1. Literature review of tourism events and folklore festivals;
 2. Local development and the effects of festivals on the development of the host regions;
 3. A case study of the Sbeiba Folk Festival in Djanet - Illizi.
- **Objectives of the study:** The goals that we want to reach through this study can be summarized in:
- Highlighting and clarifying the theoretical concepts related to tourism activities by focusing on the concept of the folklore festival as an event that tourism institutions can benefit from;

- Linking folklore festivals with local development, and determining their impact on the latter.
- **The importance of the study:** The importance of this study lies in contributing to the exposure to the topic of folklore festivals from an angle that differs from what was discussed in previous studies.

2. Literature review of tourism events and folklore festivals

There is no unified definition of events, many authors have addressed their definition by describing them in several terms. The differences are evident as a result of the different approaches taken by the authors in determining the type and nature of the tourism event; However, we find agreement in the studies we reviewed that tourism effectiveness in the economic sense is part of the service economy, and that the different approaches to defining tourism effectiveness are the result of the specific characteristics of the environment in which the study was conducted.

Therefore, it can be said that events are a flexible concept, which resulted in several definitions related to the nature of the event and the goal for which it was organized.

2.1 Definition of tourist events

Tourism activity has been defined as: the systematic planning, development, and marketing of festivals and special events as tourist attractions and tourist attractions, image makers for the region, a catalyst for enhancing infrastructure and economic growth, and bringing in working capital (Skoultos & Tsartas, 2009, p. 296).

It is also defined as a concept resulting from a harmonious relationship between the literature dealing with tourism studies, tourism management, event management and event studies (Getz, 2008, pp. 403-428) and focused on the definition of special events; In the same context, he pointed out that special events are spatial and temporal phenomena, and that each of them is unique due to the interactions between the method of preparation, people and management systems, including design and program elements, and highlights the fact that the attractiveness of special events does not lie in the event itself.

Rather, it appears through the presence of the guest (the visitor) in order to fully enjoy the experience (Getz, 2008, pp. 403-428) and proposes two definitions of events, from the point of view of the event organizer, and from the point of view of the guest: (Oklobdžija, 2015, p. 85)

- For an event organizer, an event that is organized once or rarely outside the regular programs or activities of the sponsoring body or organization;
- For a customer or guest, it is an opportunity for a leisure, social or cultural experience outside the normal range of choices or outside the scope of an individual's daily experience.

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2.2 Classification of tourist events

There are different criteria for classification of events. The basic one classifies events as planned and unplanned: (Oklobdžija, 2015, p. 86)

- Planned events are the subject of study of event management and they require setup, management, executives and certain length of time;
- Unplanned events are accidents, natural disasters and other similar, and they will not be taken into consideration in this current study.

As for the common classification of events provided by “Donald Getz” in 2005, it is according to the criterion of size or scope, and includes the following four types: Mega, Hallmark, Major and Local events (Getz, 2008, p. 407).

2.2.1 Mega Events

Mega event is an event that has impacts on the overall economic activity of the host country, and is globally covered by media. In economic terms, mega event is strongly reflected in the tourism and economic infrastructure of the host country. These events are generally associated to sports events. They include the Olympic Games, the Paralympic Games, the FIFA World Cup, the IAAF World Championships and World Fairs, but it is difficult for many other events to fit into this category.

Getz (2005) defines them: “Mega-events, by way of their size or significance, are those that yield extraordinarily high levels of tourism, media coverage, prestige, or economic impact for the host community, venue or organization”.

Another author, Hall, explains that mega events owe their name to their size in terms of attendance, target market, level of public financial involvement, political effects, extent of television coverage, construction of facilities, and impact on economic and social fabric of the host community (Oklobdžija, 2015, p. 86).

2.2.2 Hallmark events

Hallmark event is an event with the distinctive quality of the program. Hallmark events are so identified with the spirit and soul of a host community that they become synonymous with the name of the place, and gain widespread recognition and awareness.

Hallmark events are of special importance and attractiveness both for participants and visitors, they attract great attention of the public, contribute to the image of destination and maintain and revitalize the tradition. Classic examples of hallmark events are Carnival in Rio, the Tour de France, the Oktoberfest in Munich and Wimbledon.

These events are identified with the very essence of these places and their

citizens, and bring huge tourist revenue as well as a strong sense of local pride and international recognition (Oklobdžija, 2015, p. 87). ‘hallmark event’ which has various meanings.

Ritchie (1984) published the first general discussion of their impacts and referred to them as “Major one-time or recurring events of limited duration, developed primarily to enhance the awareness, appeal and profitability of a tourism destination...” (Getz, 2008, p. 407) emphasizes their role in image making, place marketing and destination branding of host communities: “The term ‘hallmark’ describes an event that possesses such significance, in terms of tradition, attractiveness, quality or publicity, that the event provides the host venue, community, or destination with a competitive advantage. Over time the event and destination can become inextricably linked” (Oklobdžija, 2015, p. 87).

2.2.3 Major events

Major event is a large-scale event, with strong public interest and media coverage. Major events attract large numbers of visitors, and help the organizers achieve good economic results. In practice of management of events, these events are often sports-oriented, with an international reputation, and defined structure of competition (example: Formula One Grand Prix) (Oklobdžija, 2015, p. 87).

2.2.4 Local event

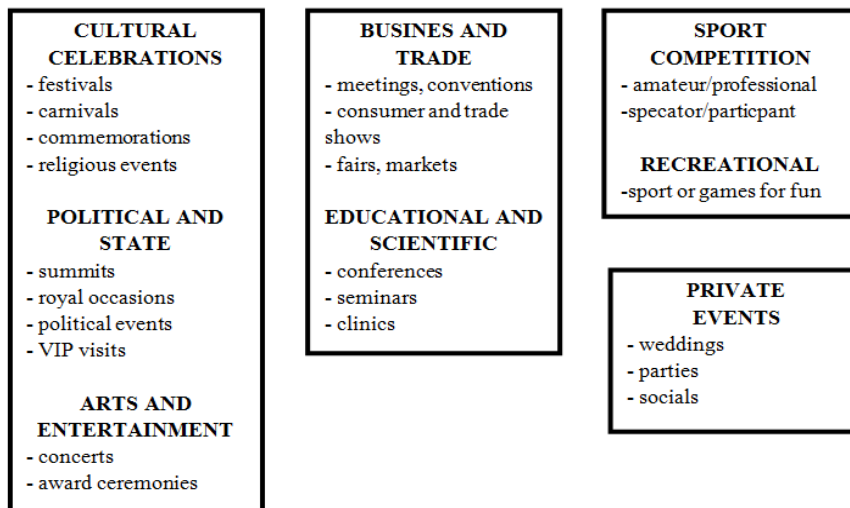
Local event is an event that is targeted mainly for local audiences and staged primarily for their social, fun and entertainment value. These events often produce a range of benefits, including engendering pride in the community, strengthening a feeling of belonging and creating a sense of place. They can also help with exposing people to new ideas and experiences, encouraging participation in sports and arts activities, and encouraging tolerance and diversity.

In the same context, Donald Getz (2008) believes that events of any kind must be planned, and this facilitates the process of categorizing them in terms of their content and extent (volume). He provided a comprehensive classification of the previous classifications and more accurate than them, this classification is according to the form of the event (Getz, 2008, pp. 403-428). S. Çelik & M. Çetinkaya (2013) categorizes planned events in terms of their size or scope into the following: Mega events, Major events, Regional events and Local events (Local events).

This classification according to size is in turn classified according to content as follows: Festivals; and we will focus on folklore festivals in the current study; Sport events; Meeting, incentive, convention, exhibition (MICE); business events. (Çelik & Çetinkaya, 2013, p. 4)

The various types of planned activities can be illustrated in Fig.1.

Fig.1. Typology of planned events by Donald Getz



Source: (Getz, 2008, p. 404)

Fig.1 presents a classification of planned events based primarily on their form, that is, the apparent differences in their purpose through their programme. Some are for public celebration, while others are decided for the purposes of competition, fun, entertainment, business or socializing.

Also, there is another criterion for classifying events according to Getz (2008). This classification is according to the level to which they relate and the destination for which they are intended; Accordingly, we find that there are events that always take place in the same society; and events always organized in a different community; Events are organized simultaneously in several communities, or they cover the entire area. (Getz, 2008, pp. 403-428).

As Getz (2008) explained, all types of activities can be classified as profitable or non-profit. Non-profit events are characterized by special programs designed mainly to enhance the image of the organizers, participants or certain organizations. Another type of non-profit activity is charitable events, which aim to raise funds, not for organizers or participants, but for charitable purposes. However, most of the activities have an economic goal that is profit, and social goals are linked to the implementation of different types of sports, cultural, artistic, commercial, educational, political or scientific programmes. (Getz, 2008, pp. 403-428)

If we highlight festivals (as a place of study), carnivals, and events that are organized primarily for the local population and often with the help of volunteers, although in most cases this type of event is small in size and has limited tourist appeal, it can still function As a valuable opportunity for

visitors to the region. But the problem of lack of good marketing remains a reason for the lack of tourist attraction and investments in the future.

Historians consider fairs, trade and sporting events, which culminated with the organization of the Olympic Games, as one of the oldest and most prominent tourism events; Festival events have existed since the Middle Ages when they were funded by the Church, and conference events are a product of modern life, and their origins go back to the eighteenth century.

If we go back to the emergence of international festivals in their current meaning, we find that their emergence was in the late nineteenth century and then became widely known after the Second World War and its main goal was to attract tourists, and among the oldest known festivals we mention: Shakespeare Festival in Stratford on England in 1879; Music and Theater Festival 1947 in Edinburgh, Italy; The oldest film festival was held in Milan in 1910; The International Film Festival, which has been held every year in Cannes, France, since 1946. This long history of festivals and their importance to tourism and local development, made us choose them among the various types of tourism events as a field for study, in order to highlight this role and draw the attention of decision-makers to the importance of developing folk festivals in Desert areas.

2.3 Definition of festivals

Linguistically, the festival is defined as a public celebration, usually within a cultural or religious framework. The word originates from the same word in the Persian language. It is one of the ancient holidays in Iran. Conventionally, it is defined as a great crowded celebration, held to celebrate a happy event or to commemorate a dear memory: a festival of singing, cinematography, poetry...etc. (Diamantaki , 2010, p. 37) Festivals play a major role in promoting tourism by attracting the public. They also highlight a region, allow cultural exchange and create live poles capable of finding solutions to program future projects to attract different audiences.

2.4 Festival goals

According to the studies we reviewed, we can summarize the most important objectives of the festivals in the following points:

- promotion and preservation of cultural and artistic heritage;
- openness to other cultures;
- Sensitizing local and elected authorities, governmental and non-governmental bodies, of the need to give priority to expressing local and regional cultural energies;
- Considering the festival as an effective element in cultural development, drawing the attention of elected bodies, public

authorities and the private sector.

If we summarize the definition of an international festival assuming that it is a planned special event, we can say that an international festival is: a special event or distinct event that takes place once or rarely recurs, lasts for a limited period and provides the consumer with a recreational and social opportunity that goes beyond the daily experience. Often such events, which attract or have the ability to attract tourists, are held to raise the level, image or awareness of an area. Accordingly, international festivals should be characterized by the following:

- Attracts tourists and contributes to tourism development;
- be of limited duration;
- be a one-time or non-recurring occurrence;
- raising the level of awareness, image or profile of an area;
- Providing a social experience;
- That her idea is out of the ordinary.

These six features of international festivals, and their many goals - previously mentioned - made them among the most important means of promoting tourism in general, and desert tourism in particular. We will discuss this in detail in the second part of the study.

2.5 Definition of a folklore festival

The term folklore has a dual meaning: it refers to a 'body of material' (stories, songs, beliefs) and a 'separate science' closely allied with literature and history. “William John Thoms” coined the term in 1846 as a good alternative to folklore and a rough equivalent of “Volkskunde” (from German 'study of people' with common culture, language, and ancestry). As a humanistic discipline, folklore referred to the purity of rural life and oral traditions preserved in rural self-contained societies outside of modern developments (Bronner, 2016, p. 7).

As for folklore festivals, they are defined as a set of distinctive cultural elements that are unique to the rural strata of society, and are transmitted between generations. These elements are based on archetypes and individual, or it can be said that they are the sum of the characteristic elements of the local rural community, and give a simplified definition of the folk culture in the region. There are two types of folklore culture resources: tangible and intangible. (Mokras-Grabowska, 2013, p. 43)

Accordingly, it can be said that folklore festivals represent one of the most comprehensive and complex elements of non-material popular culture, as it acts as a symbol of culture in society because it integrates the social, moral, aesthetic and cultural values of nations.

2.6 The impact of folklore festivals on cultural tourism

The affiliation of cultural-folkloric events to the two economic fields: culture and tourism, puts us in front of the problematic role that events play in tourism promotion from the perspective of reciprocity. The impact of folklore festivals on tourism can be shown through the following: (Iordache & Popa, 2008, pp. 56-60)

- Folk festivals are a great investment for those who work in this field;
- Attracting high-income tourists, more than 90% of visitors to folklore festivals are foreign tourists;
- Developing a new audience, giving the audience the opportunity to bring in new people, friends, acquaintances and family members. Every year 9% of attendees (tourists or people from that place) are new;
- Accessible and well organized and easy, the audience for folk festivals is much smaller than people might think. This is due to the fact that the tourists present at the festivals come with their families as a period for a real holiday with music and dancing;
- Develop and motivate individuals for solidarity, bring individuals together for some days and give them the possibility to live together, members of the community that organizes a folklore festival gives visitors a valuable cultural product and an opportunity to experience local cultural traditions.

3. Local development and the impacts of festivals on the development of the host regions

3.1 The concept of community and local development

The definitions provided for local development differed in the studies we reviewed, and this difference is a result of the multiple definitions of the term community, but for tourism purposes, the concept of community according to Fariborz et al (2010) often depends on the common place or location. It is also used to refer to groups that are not geographically defined but share common characteristics or interests. To assess the level of tourism development, a community can be any existing or potential network of individuals, groups and organizations that share or have the ability to share and share different and similar interests, goals and benefits (Fariborz, Gill, & Farshid, 2010, pp. 155-161).

According to Dalton et al (2002) the idea of community tends to fall into two main classifications. One is a territorial concept of community based on geographic location and the other, a relational concept of

community based on social network relationships. (Fariborz, Gill, & Farshid, 2010, pp. 155-161)

Through the two definitions and in the context of tourism purpose, community as a rational concept representing individuals who reside in the same geographical boundaries are divided on the basis of local, political, ethnic, resource or industry located in the home area; They are related to each other by means of communication, friendship, and the formation of groups and gatherings linked by the same goals and interests. The community also plays an essential role in the lives of its various members by promoting their health, social, psychological and spiritual well-being (Aissat & Brahim, 2008, p. 2)

It was also defined as: ‘the process of change that takes place within the framework of a local public policy that expresses the needs of the local unit, through local leaders capable of exploiting and using local resources, and convincing local citizens of popular participation and benefiting from material and moral support from the government, in order to raise the standard of living for all Members of the local unit and the integration of all units in the state’. (Aissat & Brahim, 2008, p. 3)

It appears from the previous two definitions that local development is a continuous and escalating changes to satisfy the renewed needs and desires of the local community; The success of local development policies in any region is based mainly on the extent to which the indigenous people of that region are aware of their effective role in preserving and exploiting its natural and human resources, provided that they are supported financially and morally by the government authorities.

Through the above, we can say that the foundations of local development are built through awareness of the components of the local community and are based on two main elements:

- popular participation in local development efforts; This is achieved by the participation of the people themselves in all efforts made to improve their standard of living and the quality of life they live, relying as much as possible on their own initiatives.
- Providing various services and local development projects in a manner that encourages this initiative, self-reliance and participation.

3.2 Tourism and Community Development

Tourism is increasingly seen as an essential societal tool, recognizing its social and economic contribution to strengthening stagnant economies and its ability to unite local community residents.

At the community level, tourism offers direct, indirect and induced employment and income opportunities, stimulating regional and local

economic development.

Therefore, interest in and development of tourism is a continuous process, as it facilitates community development by directing business and educational opportunities that contribute to increasing skills and knowledge in local communities, developing the capabilities of the local population, as well as improving the economic level of the community (Fariborz, Gill, & Farshid, 2010, pp. 155-161).

The tourism development process is important as a tool for local community development. This is what made many local communities turn towards the development of tourism to provide economic, social and cultural development and the comprehensive development of the community. Currently, we notice a growing interest in tourism as a tool for development, but there is limited understanding of tourism development strategies in the Algerian field experiences.

In recent years, after local communities realized the developmental promise of tourism, academic studies and research on tourism and its contribution to the development of local communities in general and desert communities in particular have increased. The various studies that we reviewed also concluded that tourism is considered promising for the development of desert local communities, but the process of developing marketing strategies for desert tourism on the ground remains an ambiguous matter, and an area for research and questioning.

3.3 The role and impacts of tourism events and international festivals on local development in the host region

Tourism events of all kinds can have positive effects on the economy, tourism, politics and culture of the community in the host region...etc. It may also have negative effects.

Where we find that tourism activities contribute to the following:
(Skoultzos & Tsartas, 2009, p. 296)

- Bringing revenue to the host region and creating job opportunities;
- Contribute to tourism as a tool for marketing and promoting the destinations of the destination region by raising awareness of the region and as a catalyst for the creation of new housing and high-end tourism infrastructure;
- The social and cultural effects appear through hosting tourism events in: improving the standard of living, enhancing local pride and community spirit, increasing local interest in domestic tourism, and promoting traditions and values in the hosting region;
- The environment may also be positively affected by improving the accessibility of the host area and strengthening its infrastructure;

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- On the other hand, tourism events may affect the hosting area negatively through increased prices, high crime rate during the period of the tourism event, the spread of the area’s bad reputation due to insufficient facilities,... etc.

The various positive and negative impacts of tourism during the presence of tourism activities can be summarized in five main categories: economic, tourism/commercial, physical/environmental, psychological, and political/administrative, as shown in Table N°. (01).

Table 1. Impacts of Event tourism and festivals on the host region

Type Of Impact	Positive	Negative
Economic	<ul style="list-style-type: none"> • Increased expenditures • Creation of employment • Increase in labour supply • Increase in standard of living 	<ul style="list-style-type: none"> • Price increases during event • Real estate speculation • Failure to attract tourists • Better alternative investments • Inadequate capital • Inadequate estimation of costs of event
Tourism/ commercial	<ul style="list-style-type: none"> • Increased awareness of the region as a travel/tourism destination • Increased knowledge concerning the potential for investment and commercial activity in the region • Creation of new accommodation and tourist attractions • Increase in accessibility 	<ul style="list-style-type: none"> • Acquisition of a poor reputation as a result of inadequate facilities, improper practices or inflated prices • Negative reactions from existing enterprises due to the possibility of new competition for local manpower and government assistance
Physical/ environmental	<ul style="list-style-type: none"> • Increase in permanent level of local interest and participation in types of activity associated with event • Strengthening of regional values and traditions 	<ul style="list-style-type: none"> • Commercialization of activities which may be of a personal or private nature • Modification of nature of event or activity to accommodate tourism • Potential increase in crime • Changes in community structure • Social dislocation
Psychological	<ul style="list-style-type: none"> • Increased local pride and community spirit • Increased awareness of non-local perceptions 	<ul style="list-style-type: none"> • Tendency toward defensive attitudes concerning host region • Culture shock • Misunderstanding leading to varying degrees of host/visitor hostility
Political/ administrative	<ul style="list-style-type: none"> • Enhanced international recognition of region and values • Development of skills among planners 	<ul style="list-style-type: none"> • Economic exploitation of local population to satisfy ambitions of political elite • Distortion of true nature of event to reflect elite values • Failure to cope • Inability to achieve aims • Increase in administrative costs • Use of event to legitimate unpopular decisions

Source: Sofoklis G. Skoultos & Paris Tsartas, 2009, PP.297-298

4. Presentation of the status of the Sbeiba Folk Festival in Djanet-Illizi

4.1 The origin of the Sbeiba Festival

The opinions of various sources have settled on one fact that Sbeiba is linked to “Every Djanet,” where Professor “Youssef Auqasem” says that: “Sbeiba is the inherited treasure and gift from the Djanet’s fathers, and an identification card for their city that contained them since bankruptcy. It is difficult to explain what it means as it remains a historical landmark. And a religious date. (Sbeiba Cultural Association, 2021) One of the performers of this dance says, " Sbeiba is the most valuable thing in the hearts of the people of the region, which was passed down to us through inheritance, but the meaning of this word remained ambiguous."

It remains the only link to the 'Djanet' tribes annually, and despite its age, it is still ruminant in the souls, especially among the elderly, despite their different and sometimes contradictory opinions about the history of this phenomenon. But if we go back to the first roots of this celebration, we find two novels: (Sbeiba Cultural Association, 2021) The first narration: that Sbeiba is in fact an occasion to perpetuate the peace treaty that was signed between the ancestors of all “Al-Mihan” and “Zalwaz”, as this treaty was held for a right to blood, and for this reason it is held every year to celebrate this victory achieved by the people of the region over these ethnic conflicts and disputes. Rather, “Al-Mihan” and “Zelwaz” have come to meet, and the spirit of peace and forgiveness brings them together in the most wonderful war, a war without blood.

- The second narration: The Sbeiba festival is held to celebrate the victory of the Prophet Moses, peace be upon him, over the pharaoh Ramses II on the day of Ashura. It is a victory of truth over falsehood. The people of Djanet come out every year and on the same date of this incident, embodying an artistic painting formed by two parties: “Al-Mihan” and “Zelwaz”.

4.2 Description of Sbeiba's dance

It includes both men and women, as was the custom of the Tuareg society. Women are the ones who sharpen the spirit, raise the aspirations and raise the spirits. This dance relies on two human elements, namely the man who is assigned the roles of dancing with a sword and a handkerchief, and wearing the traditional dress “Tcompet, Tjulmost, Tekmist” and announces the beginning and the end.

As for the role of women, it is limited to wearing 'Agos, Tazleg', tapping on

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tambourines, singing in the form of 'Agdam', applause and trilling, in addition to chanting enthusiastic poems that awaken a sense of impulse among men. Despite the distinction between the roles that men and women play, the unique feature that unites them is that they wear what is called in the Targan language 'ilshan', which is a piece of bright blue cloth used by nobles and made in Sudan.

Img.1. Celebration of Sbeiba’s Day: Sbeiba's dance



Source: (Sbeiba Cultural Association, 2021), 2021

The image above shows a celebration of Sbeiba’s Day, where we notice the group of men dancing in the middle, while the women gather around the men and chant a group of words and poems with applause, which gives the man motivation and incentive to confront his opponent.

4.3 Stages of the Sbeiba Festival

The Sbeiba Festival goes through the following stages: (Sbeiba Cultural Association, 2021)

4.3.1 The first stage ‘Timolawein’

Preparations for Sbeiba begin at the beginning of the month of Muharram, when preparations are made at all levels, whether it is related to equipment or human energy, in both the ‘Mihan’ neighborhoods or ‘Zelwaz’ are the main competitors in the merits of the dance. Physical preparations are taking place at the moment, in the area designated for this 'Daq al-Zawiya' for the Mihan neighborhood, which is a square located under the 'Tgurfit' palace. As for “Zelwaz”, they start the preparations in “Tifrit” square, where these preparations are called “Timolawein”, Which carries with it the meaning of informing and reporting. On the first night, the women go out striking the “Qanaqa” or what is known in Arabic as the tambourine, announcing the launch of the activities of this demonstration, which will extend until the tenth day of the month of Muharram. During which a group of young men perform the most wonderful dances on the beats of a tambourine accompanying the poetic poems sung by the feminine group, who stand in the form of a semi-circle, called in the Tarigian language 'Ajdim', while a group of professional sheikhs monitors the dancers to choose the young men who will They face the opponent on the

tenth day, the day of 'Tillin' which is the end of the peaceful competition.

Dancing is one of the differential criteria used in determining the winning neighborhood. The 'Timolawein' is an area for selecting dancers who meet the appropriate conditions and who wear 'combat', as well as strength of patience and endurance.

4.3.2 The second stage 'Tillin'

Sbeiba Tillin is embodied on this day, when things become clear that will tip the balance of 'Mihan' or 'Zalwaz', where a semi-closed meeting takes place between the chiefs and elders of the two tribes to inspect the "Logia" the usual place for performing this ritual with its religious dimensions. The meeting takes place in two stages: a morning period and another In the evening, in the morning, people from both neighborhoods, as well as other neighborhoods, go to 'Wadi Agrio' to attend the two competing neighborhoods. Residents are also considered one of the criteria adopted in favoring one of them and is considered a point in his favor. For this day, the Tuareg from 'Niger', 'Mali', 'Tamanrasset' and 'Libya' flock in abundance to witness this occasion.

Each team comes from the two neighborhoods in its neighborhood, so the 'Mehan' enters from the southern side, while 'Zelwaz' enters from the northern side, after the dancers of each neighborhood wear the dress of the dance, so the roles are distributed by the elderly and professionals, so a compote is placed for the dancers who were selected in the preparatory stage Each team arrives, dancing to the rhythm of tambourines and the poetry of the women, as they are divided into two groups, a band reciting poetry with applause, and another that beats on the tambourines. Which begins with 'Tanfar'.

'Tanfar means freedom, which means liberation, and unlike the language, the dancers here represent a complex offensive mass in a chilling defense, and Sibaba was said to be a bloodless war.'

Img.2. Stages of the Sbeiba Festival



Source: (Sbeiba Cultural Association, 2021)

Each team displays its money from female dancers and women who chant hair in wavy movements, with applause and standing in a row on each

side, while the tambourine bearers follow the men in a trot dance, after the end of the first round the second round resumes what is known in the Tuarig language as ‘Aglai Notai’, which means the rotation of the year or the renewal of the covenant, and swords are knocked against each other to make a rumble that mixes with the voices of the singers at the end of the day and the sun sends its golden rays timidly to reflect on the blue cloth dyed with indigo, to blend the magic of nature with human creativity in the most wonderful picture.

5. CONCLUSION

The international experience in the field of folk tourism has proven that cultural values can be managed and dealt with well. It is also possible to promote tourism products with the help of folkloric cultural events, because the double approach (cultural and tourism) resulting from organizing folklore festivals provides a set of economic and social benefits and contributes to improving the image of the place or country hosting the festival. In order to achieve these benefits, we must be aware of the fact that folklore festivals do not mean artistic presentation for the sake of art and heritage only, but include the idea of communicating folk art to the public and tourists and achieving financial returns for the government and society.

Finally, the study concluded that folklore festivals can be an effective tool for promoting local development in desert areas through the following measures:

- Reviving desert festivals such as the Tifaset Festival...etc, and promoting the Al-Asyhar in Hogar-Tamanrasset and Sbeiba Festival in Tassili-Illizi more;
- Benefiting from the Tunisian experience in organizing tourist events, in particular the experience of organizing the annual “Douz” International Festival;
- Intensifying local efforts to make these festivals a success;
- Harnessing the national and international media to publicize the folklore festivals in the desert tourist areas;
- Develop a well-thought-out and stimulating promotional strategy;
- Restructuring the infrastructure and establishing tourist structures in line with the requirements of the tourist market and with a desert character to receive the largest number of visitors;
- Creating close cooperation between tourism authorities and air transport institutions, as well as security authorities;
- Providing tourism services at competitive prices during the period of organizing folklore festivals.

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