

The role of tourism in the promotion of traditional products and the development of the economy

O papel do turismo na promoção dos produtos tradicionais e no desenvolvimento da economia

El papel del turismo en la promoción de los productos tradicionales y el desarrollo de la economía

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ABSTRACT

Tourism is one of the most important economic sectors. And contribute significantly to the Gross domestic product (GDP). Its revenues are estimated at 9.9 trillion USD for the year 2024. The development of domestic tourism increases social stability and well-being. Therefore, governments are working to expand and strengthen this sector. Traditional industries are the backbone of tourism in rural areas. Despite the economic challenges. Traditional industries use both natural and human resources. to introduce the tourist to the character of the region and its traditions. This study aims to link tourism and the promotion of traditional products. The research includes a presentation of a traditional product represented by traditional utensils made of fiber and palm fronds. And plastic strips. This product is made in the AOULEF region of southern Algeria. These products are promoted at national and international tourist exhibitions. This

results in an increase in the income of the two characters. The study includes how to manufacture and the materials used. In addition to the material and environmental benefits of these products. Which consists of the recycling of plastics in the field of traditional industries. The results of the study enable us to understand the relationship between tourism and traditional products. Exploring the economic returns of traditional industries.

Keywords: tourism, traditional industry, legacy, financial income, trading

RESUMO

O turismo é um dos sectores económicos mais importantes. E contribuir significativamente para o Produto Interno Bruto (PIB). Suas receitas são estimadas em 9,9 trilhões de dólares para o ano de 2024. O desenvolvimento do turismo interno aumenta a estabilidade social e o bem-estar. Por conseguinte, os governos estão a trabalhar para expandir e reforçar este sector. As indústrias tradicionais são a espinha dorsal do turismo nas zonas rurais. Apesar dos desafios económicos. As indústrias tradicionais utilizam recursos naturais e humanos. introduzir o turista no carácter da região e nas suas tradições. Este estudo visa ligar o turismo à promoção de produtos tradicionais. A pesquisa inclui uma apresentação de um produto tradicional representado por utensílios tradicionais feitos de fibras e folhas de palmeira. E tiras de plástico. Este produto é fabricado na região de AOULEF, no sul da Argélia. Estes produtos são promovidos em exposições turísticas nacionais e internacionais. Isso resulta em um aumento na renda dos dois personagens. O estudo inclui a forma de fabrico e os materiais utilizados. Para além dos benefícios materiais e ambientais destes produtos. Que consiste na reciclagem de plásticos no domínio das indústrias tradicionais. Os resultados do estudo permitem-nos compreender a relação entre o turismo e os produtos tradicionais. Explorar os retornos económicos das indústrias tradicionais.

Palavras-chave: turismo, indústria tradicional, legado, receitas financeiras, negociação

RESUMEN

El turismo es uno de los sectores económicos más importantes. Y contribuir significativamente al producto interno bruto (PIB). Sus ingresos se estiman en 9,9 billones de dólares para el año 2024. El desarrollo del turismo interno aumenta la estabilidad social y el bienestar. Por lo tanto, los gobiernos están trabajando para expandir y fortalecer este sector. Las industrias tradicionales son la columna vertebral del turismo en las zonas rurales. A pesar de los desafíos económicos. Las industrias tradicionales utilizan recursos naturales y humanos. introducir al turista en el carácter de la región y sus tradiciones. Este estudio tiene como objetivo vincular el turismo y la promoción de productos tradicionales. La investigación incluye una presentación de un producto tradicional representado por utensilios tradicionales hechos de fibra y hojas de palma. Y tiras de plástico. Este producto se elabora en la región de AOULEF, en el sur de Argelia. Estos productos se promocionan en ferias turísticas nacionales e internacionales. Esto se traduce en un aumento de los ingresos de los dos personajes. El estudio incluye cómo se fabrica y los materiales utilizados. Además de los beneficios materiales y medioambientales de estos productos. Que consiste en el reciclaje de plásticos en el ámbito de las industrias tradicionales. Los resultados del estudio permiten comprender la relación entre el turismo y los productos tradicionales. Explorando los retornos económicos de las industrias tradicionales.

Palabras clave: turismo, industria tradicional, legado, ingresos financieros, comercio

1 INTRODUCTION

Modern technological developments, with their transformative power, have paved the way for the emergence of new industries, showcasing the untapped potential of technology in shaping our economic landscape. For every country, whether poor or rich, small or large, landlocked or coastal, the core of the economy is industry (Sukhodolov,2019). The trend of economic growth in developed countries shows the improvement of economic benefits. Moreover, it creates more jobs. The constant emergence of new industries often leads to a need for more non-traditional industries. Traditional industries are passed down through generations, Tourism is a vast and growing industry with apparent links to the economy (Brida,et al ,2022). Tourism is a branch of the economy in many countries.It is a crucial element in stimulating economic growth and social progress.

Tourism is an essential source of national income and an impetus for the development of social infrastructure (Wang.et al ,2022). Tourism has become one of the fastest growing economic sectors in the world. Tourism earnings are expected to expand at an annual growth rate of 15.2% from 2022 to 2030. This is connected due to the increase in the number of travelers in recent years. And lower costs in aviation and accommodation•The number of international tourists increased to more than 1.5 billion by the end of 2019. According to the statistics of the World Tourism Organization. The World Tourism Organization (UNWTO) is a United Nations agency specializing in Tourism. It has adopted specific categories of tourism statistics to measure trends in specific aspects of tourism activity and derive basic indicators. This organization is responsible for promoting tourism and sustainability. Tourism, as a branch of the economy in many countries, is an essential component that stimulates economic growth. This branch is interested in providing services related to the reception of tourists (Dogru. et al,2020). The tourism industry is a rich tapestry of diverse activities and services (Mai. et al ,2023). It encompasses not only the traditional aspects of tourism, such as food, accommodation, and transportation, but also entertainment, culture, and many more services, each contributing to the unique experience of travel.

An essential component of cultural heritage is the cultural and traditional industries (Sui & Zhang, 2021). It is the riches of societies that are passed down from generation to generation. Each country has its unique heritage. Which has been preserved through her customs, beliefs, artifacts, and values. The preservation of this heritage is therefore of paramount importance(Zandieh & Seifpour,2020). One of the goals of the United Nations Educational, Scientific and Cultural Organization is the preservation of cultural heritage as a global goal. It is necessary to preserve the heritage in its original form as much as possible, giving priority to conservation and preservation.Thus, the preservation of cultural heritage carries the risk of its disappearance.

The term heritage is associated with the concept of tradition. Heritage preservation, in the context of culture or society, involves the act of securing a legacy. And the preservation of the integrity of intangible objects. Such as language, traditions, and values. Industrial heritage. This research is a

significant step towards preserving cultural heritage and promoting sustainable tourism (Mendoza,2023).

The study includes traditional products from the AOULEF region of southern Algeria. They are shown how to make these traditional products and how to promote the product at tourist events. This research also explores the potential for economic growth and sustainability that can be derived from preserving and promoting these traditional industries. This research studied the following problems : How traditional products contribute to the promotion of tourism in isolated areas!

2 IMPACT OF TOURISM ON TRADITIONAL INDUSTRIES

Tourism is a global phenomenon that significantly affects the economies of countries and social structures. Tourism is the most significant and fastest(growing industry in the world) More than one billion tourists traveling internationally (referring to tourism outside the country of origin) . Which exceeds the billion-dollar industry. For this research, tourism is defined as trips with a leisure-centered intention. While tourism promises great benefits. However, they also bring many threats to local communities. The integration of tourism as part of efforts to develop regional economic growth presents various opportunities and challenges. Tourism is often seen as a potential tool in sustainable development efforts (Sharpley,2020). With its indirect connection with the rural economic revival and the preservation of cultural heritage assets.

Tourism is intensively based on the so-called traditional industries . Associated with local resources, place-based characteristics of rural areas. The presence of these resources is crucial for the development of Tourism (Zhou,2020). However, these local traditional industries are also highly vulnerable to the adverse effects of tourism development. Negative influences can change the supply of traditional industries, such as price increases.

Tourism is linked to economic development, especially in developing countries, such as Tunisia. The economic and social situation is reflected on the state as a result of interest in tourism. Several countries are working to raise the level of Tourism and develop plans for it(touil.et al, 2024).

2.1 ROLE OF TOURISM IN TRADITIONAL INDUSTRIES

Industry plays a vital role in the country's economic growth and development. Tourism is one of the largest and fastest-growing industries in the world. It is a significant source of income or foreign exchange earnings for many countries. Tourism plays a vital role in the economy, contributing significantly to the gross domestic product and providing employment opportunities (Bofulin,2016).

Table 1 represents the income from tourism in some countries for the years between 2000 and 2014.

Table 1. Tourism income by country (in billion US dollars)

| Country | 2000 | 2005 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 |
|----------------|------|------|------|-------|-------|-------|-------|-------|
| Use | 82.9 | 82.2 | 94.2 | 103.5 | 116.1 | 126.2 | 172.9 | 177.2 |
| Spain | 30 | 48 | 53.2 | 52.5 | 59.9 | 55.3 | 62.6 | 65.6 |
| France | 30 | 44 | 49.5 | 46.9 | 54.5 | 53.6 | 56.7 | 55.4 |
| China | 16.2 | 29.3 | 39.7 | 45.8 | 48.5 | 50.7 | 51.7 | 56.9 |
| Italy | 27.5 | 35.4 | 40.2 | 38.8 | 43 | 1.2 | 43.9 | 45.5 |
| Thailand | | | | 20.1 | 7.2 | 33.8 | 41.8 | 38.4 |
| Germany | 18.7 | 29.2 | 34.6 | 34.7 | 38.9 | 38.1 | 41.3 | 43.3 |
| United kingdom | 21.9 | 30.7 | 30.1 | 32.4 | 35.1 | 36.2 | 41 | 45.3 |

Source: (Bofulin,2016).

2.2 TOURISM AND ITS ECONOMIC IMPORTANCE

Tourism is among the largest and fastest-growing industries in the world. It has a total contribution share of 9% of the gross world product worldwide. This makes it a significant economic driver. However, a very local tourism industry is important. Because it can provide employment opportunities for poor and vulnerable groups (Subramaniam & Masron, 2022). Especially in developing countries. The tourism industry is also an opportunity for development in countries with low economic diversity. For instance, tourism serves as a potent tool in job creation and foreign income generation. Tourism represents one of the most complex socio-economic phenomena. Moreover, we consider it a panacea for the economic problems of any country. Tourism has long been recognized as an essential part of economic development. The concept of heritage management has gained significant traction in the modern world, particularly in light of the escalating tensions and conflicts stemming from the rapid socio-economic changes brought about by globalization (Oko, & Ogbodo, 2022).

3 TRADITIONAL INDUSTRY IN SOUTHERN ALGERIA

Traditional industries are one of the most significant aspects of heritage in any region worldwide (Zandieh, & Seifpour, 2020). Throughout history, these industries have provided income for craftsmen, offering temporary employment opportunities for the middle class (Yang, 2021). Examples of traditional industries can be found across the globe, such as pottery in India (Bhadu, 2022), leatherwork in Egypt (Abdou, 2020), copper craftsmanship in Morocco, sword-making in Japan, and wooden figurine crafting in China, among others.

The importance of traditional industries lies in their ability to produce items that machines cannot imitate, at a lower cost compared to modern industries. Additionally, they often incorporate an aesthetic aspect into the crafted work, constantly impressing us with handmade products showcased at various tourist exhibitions.

In Algeria, traditional industries are widespread and vary from one region to another. In the southern part of the country, for instance, knife-making is prominent in the Tamanrasset region, traditional shoe craftsmanship in Ghardaia, and the production of household pottery in Adrar.

In the Aoulef Adrar region in the southeast of the Adrar province, there exists a Traditional utensils crafting using palm trees. Originally used for practical purposes, these items are now employed for decoration. This research will explore the manufacturing process of these traditional utensils items, crafted from palm fronds, plastic strips, and palm fiber. combining traditional and scientific approaches to the manufacturing process. Additionally, we will address environmental concerns by discussing the recycling of plastic, a major environmental pollutant worldwide.

4 CRAFT ACTIVITY FIELDS IN ALGERIA:

4.1 TRADITIONAL AND ARTISTIC INDUSTRIES

This includes any craft done by traditional manual work, where it acquires an artistic character that highlights the skill of the artisan, the authenticity of the work, and the creativity of its creator.

Table 2. Traditional Artistic Industry Activities

| Number of Artistic Activities within the Sector | Activity Sector |
|---|---|
| 10 | Food Products |
| 06 | Artistic Leather Work |
| 08 | Artistic Work with Ferrous and Precious Metals |
| 04 | Artistic Work with Fabric and Textiles |
| 18 | Artistic Work with Wood and its Derivatives |
| 07 | Artistic Work with Wool and its Derivatives |
| 11 | Artistic Work with Materials (Clay, Plaster, Glass, Stone, Pottery) |
| 11 | Artistic Work with Other Materials |

Source: The Ministry of Tourism and Traditional Industries of Algeria.

The table illustrates the diversity of materials used by the artisan artist to produce authentic traditional products, with its activities extending to 75 different activities within various sectors. The materials vary, including clay, plaster, pottery, and others. For example, pottery, in its various types, sizes, purposes, decorations, and manufacturing techniques, plays a significant role in income generation. Additionally, these pottery items are registered in archaeological sites, allowing visitors to historical and archaeological tourist destinations to gain insights into social and economic life across past and present periods.

4.2 TRADITIONAL CRAFT ACTIVITIES FOR MATERIAL PRODUCTION

This category of activities includes every process of manufacturing final or intermediate consumer goods intended for use by households, as well as for industry and agriculture. However, these activities do not have any artistic character.

Table 3. Traditional Craft Activities for Material Prod

| Number of Artistic Activities within the Sector | Activity Sector |
|---|---|
| 10 | Production and Transformation Related to the Mining Sector |
| 06 | Production and Transformation related to the Mechanical and Electrical Sector |
| 13 | Production or Transformation related to the Iron Sector |
| 28 | Production or Industry or Transformation related to the Food Sector |
| 17 | Production or Transformation related to the Textile and Leather Sector |
| 20 | Production and Transformation related to the Wood Sector and its Derivatives |
| 14 | Production and Transformation related to the Public Works and Construction Sector and its Materials |
| 04 | Production of Materials related to the Jewelry Sector |
| 19 | Production of Other Materials |

Source: The Ministry of Tourism and Traditional Industries of Algeria.

The table illustrates the second category of traditional activities primarily related to material production. These activities are essentially associated with the production of materials used by individuals, institutions, and farmers for regular consumption or as ordinary materials not meant for creative purposes. They include activities related to mining, electricity, construction materials, and others, totaling 131 activities.

4.3 TRADITIONAL CRAFT ACTIVITIES FOR SERVICES

It includes various activities practiced by professional artisans, especially those who master traditional craftsmanship. They provide services for repairing, maintaining, or restoring traditional products, particularly from an artistic perspective.

Table 4. Traditional Craft Activities for Services

| Number of craft activities within the sector | Activity sector |
|--|---|
| 20 | Services related to the installation and maintenance of products and after-sales service |
| 57 | Services related to the repair and maintenance of equipment and materials used in economic activities |
| 06 | Services related to mechanical work |
| 27 | Services related to the preparation, maintenance, repair and decoration of buildings |
| 07 | Services related to cleanliness and family health |
| 03 | Services related to clothing |
| 12 | Other services |

Source: The Ministry of Tourism and Traditional Industries of Algeria.

The table illustrates the third category of traditional craft activities for services, which are related to providing services for the maintenance and repair of traditional products by producing materials used by artisans. These services encompass various activities, including installation, repair, decoration, cleanliness, and more, totaling 132 activities.

5 CONTRIBUTION OF TRADITIONAL CRAFT ACTIVITIES TO THE GROSS DOMESTIC PRODUCT (GDP)

The number of individuals registered in the traditional industry nationwide exceeded 439,000 artisans by 31/12/2022, based on data collected from the Ministry of Tourism and Traditional Industries.

Table 5. Craft Activities Statistics

| 2022 | 2021 | 2020 | 2019 | 2018 | Sector of Activity: |
|---------------|---------------|---------------|---------------|---------------|---|
| 142194 | 191258 | 177820 | 162051 | 152814 | Traditional Industry and Artistic Traditional Industry |
| 83035 | 116095 | 109004 | 103231 | 99622 | Traditional Craft Industry for Material Production |
| 214367 | 310069 | 294727 | 265420 | 262001 | Traditional Craft Industry for Services |
| 439596 | 617422 | 581551 | 530702 | 514437 | Total |

Source: The Ministry of Tourism and Traditional Industries of Algeria.

The above table illustrates statistics for craft activities, showing a notable increase in the number of registered activities in the Ministry of Tourism and Traditional Industries. The employment opportunities created in traditional industries reached 75,129 by 2022 across the three mentioned sectors in the table.

Table 6. Estimation of the Contribution of Traditional Craft Industry to the Local Gross Domestic Product in Algeria

| 2030 Projections | 2022 | 2016 | 2008 | Year |
|------------------|------|------|------|---|
| 860 | 350 | 220 | 106 | Local Gross Domestic Product (PIB) (Billion DZD) |

Source: The Ministry of Tourism and Traditional Industries of Algeria.

In 2022, the sector of traditional industries and crafts contributed over 350 billion Algerian Dinars, serving as a wealth creator and a vital component of local development resources. This marks a significant increase compared to the years 2016 and 2008. It is anticipated that this value will double, reaching 860 billion Algerian Dinars, indicating a strategic direction towards protecting products of traditional industries.

Table 7. Estimation of the Contribution of Traditional Craft Industry Taxation in Algeria.

| Index Number | | | | / |
|--------------|------|------|------|--|
| 2018 | 2017 | 2016 | 2015 | Year |
| 13.8 | 14.6 | 14.4 | 14.0 | Textile Industries |
| 5.9 | 5.2 | 5.6 | 6.1 | Leather and Footwear Industries |
| 18.9 | 19.2 | 17.1 | 12.9 | Wood and Cork Industries |

Source: National Office of Statistics

6 MANUFACTURING PROCESS:

6.1 MATERIAL PREPARATION

6.1.1 Palm Fronds:

Palm fronds are taken from palm trees, which are richly available in the southern part of Algeria. We use fresh palm fronds, harvested when they are still green. To preserve their freshness, they are placed in containers with water.

Figure 1 . Palm Fronds



Source: authors 2024

6.1.2 Fruit stalk

The fruit stalk is strong and flexible. These fibers are used in the form of bundles consisting of 10 to 30 fibers, with lengths ranging from 20 cm to 60 cm.

The physical properties of these fibers include (Alaaeddin,2019): Density: 0.9-1.2 g/cm³. Thermal conductivity: 0.083 W/m·k. Tensile strength: 58-203 MPa. Elongation: 5-10%.

Figure 2. Fruit stalk



Source: authors 2024

6.1.3 Plastic Strips:

We obtain plastic strips by cutting plastic bags found within milk containers. These strips are characterized by hardness and flexibility, enabling them to wrap around the contents of bowls.

Figure 3. Plastic Strips

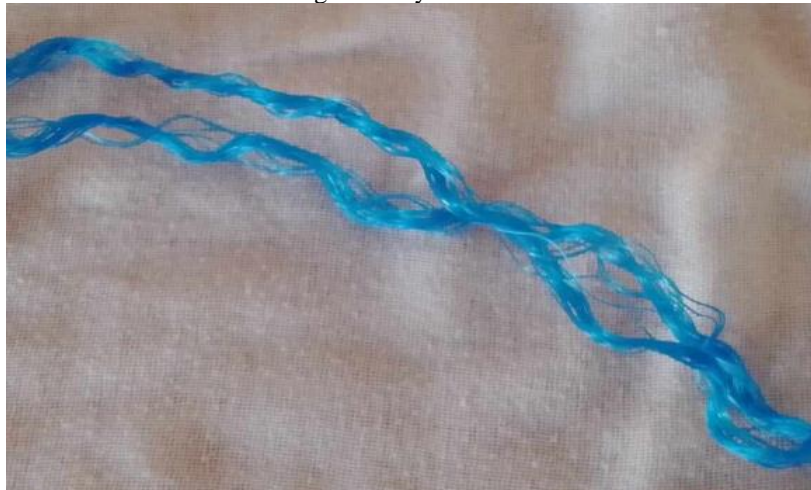


Source: authors 2024

6.1.4 Nylon Fibers:

We use fibers found in nylon ropes, known for their durability and strength. These fibers are employed to bind the bundles of palm frond fibers together and connect them to the midribs and plastic strips.

Figure 4. Nylon Fibers



Source: authors 2024

In terms of weight, nylon fibers are distinguished by containing 95% polypropylene, 4% calcium carbonate, and 0.5% polyamide (Haque,2023). Physical properties (Hari, & Mini, 2019):

- Weight: 0.16 g/m
- Thickness: 0.01 mm
- Maximum elongation at the tearing point: 20%, it means that if the initial length is 100 cm, the maximum elongation before tearing is 120 cm.

Tear strength: 60 Newton.

6.1.5 Tool for Textile:

There are two types of tools:

The first tool: is in the form of a needle. It is used to connect nylon fibers with palm fronds and plastic strips. The purpose is to enhance the durability of the final product.

Figure 5. Textile needle



Source: authors 2024

The second tool: is used to create holes that allow the passage of palm frond fibers and nylon fibers.

Figure 6. Holes making tool



Source: authors 2024

6.2 MANUFACTURING METHOD:

There are two types of utensils.

Type 1: Manufactured using palm fronds and palm fiber only.

Figure 7. Utensils made from palm fronds and palm fibers



Source: authors 2024

Type 2: Manufactured using the same materials as Type 1 with the addition of wrapping the palm fiber with plastic strips.

Figure 8. Utensils made from palm fronds, palm fiber, and plastic strips



Source: authors 2024

➤ **Method 01:**

- For Type 1, as shown in Figure 7.
- Wrap palm fiber using palm fronds.
- The manufacturing process involves creating the central core.
- Wrap the fabric around the core in a circular manner.
- Use a needle-like binding tool (Figure 5) for increased durability and bundle cohesion.
- Use a second tool (Figure 6) to create holes for passing palm fronds around the fiber.
- Introduce additional colors for decoration.

➤ **Method 02:**

- For Type 2, as shown in Figure 8.
- Wrap palm fiber using plastic strips.
- The manufacturing process is the same, involving the creation of the central core.
- Wrap the fabric around the core in a circular manner.
- Introduce additional colors for decoration.

Figure 9. Bonding Bundles with Nylon Fibers



Source: authors 2024

Various products resembling synthetic utensils are obtained.

Multiple shapes and sculptures can be created.

A **Tadra** sculpture is made using the same method as other utensils. Starting from the central core, the sculpture is woven in a circular manner with the sides secured using nylon fibers and palm fronds.

Figure 10 show the difference between **Tadra** made with palm fronds and others made with plastic strips.

Figur 10. The difference between Tadra



Source: authors 2024

Usage:

These utensils are used for various tasks:

- ✓ Container in Figure 8: Used for filtering grains such as barley, wheat, and rice.
- ✓ Container in Figure 7 : Used for storing food materials, maintaining human health due to being made from natural materials.
- ✓ Vessel in Figure 10 : Used for storing fruits and jewelry.

This study includes an environmental aspect , represented in recycling plastic into a traditional product.

Plastic is considered one of humanity's problems, encompassing three main axes:

A. Plastic and Pollution:

Plastic is a major contributor to land and water pollution because most plastic materials do not rust, do not biologically decompose, and persist in the environment for long periods. When burned, they contribute to air pollution (Li, P,2021).

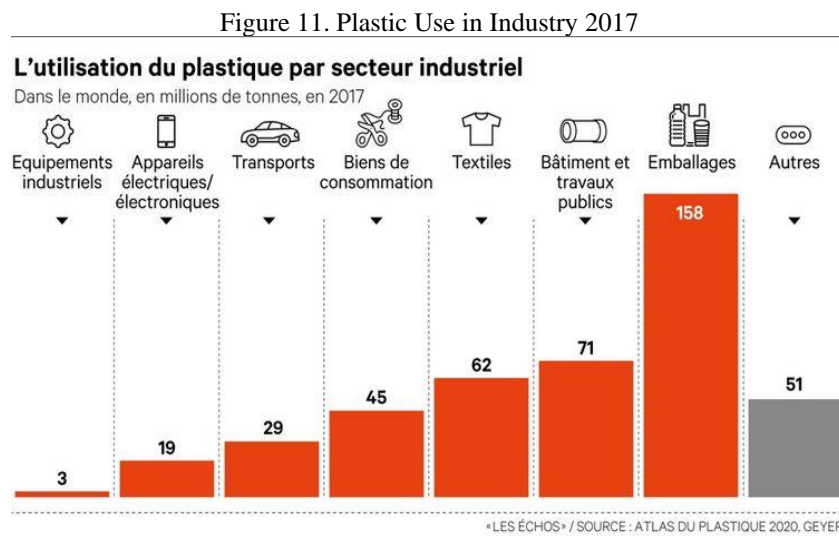
B. Plastic and Climate:

The production of plastic emits greenhouse gases that contribute to climate change. Climate change poses a significant threat to humans and the environment, worsening as we continue to release more greenhouse gases into the atmosphere (Shen,2020).

C. Plastic and Human Health:

Plastic contains harmful chemicals that can leach into food and water. These chemicals have been linked to cancer, fertility issues, and other health concerns(Rodrigues,2019).

Plastic recycling is limited in scope. The image represents plastic use in the industrial sector for the year 2017 (Muryel Jacq,2020).



- ✓ Plastic is used for textiles (62 million tons), packaging (158 million tons), and electronic devices (19 million tons).
- ✓ In this context, traditional textiles can reduce the risk of plastic residues.
- ✓ To make a traditional dish with a 30cm diameter, six plastic bags are required.
- ✓ Each plastic bag weighs 10 grams, meaning each dish recycles 60 grams.

Over the medium term, if families recycle plastic bags from milk cartons, we will reduce the spread of plastic waste.

These traditional products are presented at a tourist festival

Figure 12 represents an aspect of a cultural exhibition in the city of Adrar 2024.

Figure 12. Cultural exhibition.



Source: authors 2024

7 RELATIONSHIP BETWEEN TRADITIONAL INDUSTRY AND TOURISM

There is a growing awareness of the link between industries and the development of tourism as an essential part of the economy. This relationship involves not only the recognition of commonalities, such as products but also the place of residence of the consumer and the producer. However, it also applies the concepts of integrated tourism product development. Gross domestic product (GDP) is a crucial factor in the global assessment of a country's economic growth. One of the primary responsibilities of the tourism industry is to increase GDP. There is global competition for tourism as most countries seek to increase their profits from visitors. The effectiveness of the tourism industry in a country is measured not only by the profitable nature of the industry. Instead, it is measured by the significant foreign currency that it brings. However, the benefits of Tourism for different countries and regions are different. One of the reasons why most developing countries today see tourism as a viable sector. With it, you can earn a large amount of foreign exchange and government revenues. This has made the sector an essential part of many economies.

We consider tourism to be an economic lifesaver in rural areas. Although traditional industries cannot provide adequate employment and income. However, traditional industries should be considered an essential part of a society's economy. It can bring significant economic profits. Economies often need to improve when there are more jobs and low incomes. Therefore, to understand the impact of traditional industries on the site's economy, one must consider the effects of production, income, and employment. Traditional industries influence the attraction of tourists and the factors that contribute to the Good satisfaction of tourists.

Business activities, technology and globalization can be integrated with the internet And this is a positive and important thing for the economic and social development of countries Because it creates

trade, forms international communication channels, and improves import and export processes (DA ROSA et al, 2021)

8 CONCLUSION

The research focused on clarifying the relationship between traditional industries and tourism and their role in increasing economic incomes. In Algeria, traditional industries are diversified. And it is directly related to the tourist side. A case study of traditional handmade textiles was conducted. Moreover, it highlights some common patterns in the use of handicrafts in tourism. In particular, using a field study. In the AOULEF region of southern Algeria. It was clarified that this industry can contribute to the recycling of plastics. Moreover, this is a positive thing that has been added. Besides the economic benefits. Interest in these products increases the presence of traditional industries in cities. And supports the role of traditional industries in attracting tourists. These goals generally correspond to the general goal of heritage tourism, where people are "driven by the desire to experience, understand or connect with people's everyday life".

Traditional industries are the backbone of cultural heritage in southern Algerian societies. Formation of cultural identity and preservation of heritage. Despite the competition and the decrease in the number of artisans. Traditional industries still exist. Developed countries support traditional crafts due to their historical and cultural significance. The preservation of traditional crafts poses a unique challenge. Especially with the advent of competitive goods that are produced quickly and cheaper compared to handmade products. This makes it difficult for traditional artisans to compete, compounded by the challenge of obtaining large quantities of the unique and distinctive character of handmade products. In this research. We tried to combine handmade products with cultural heritage and benefit from them in the field of tourism.

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