

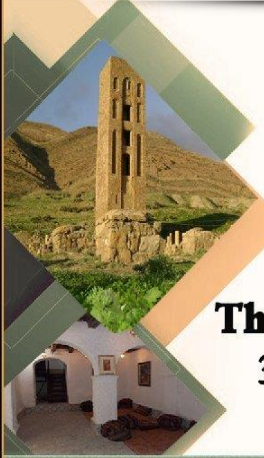
Ministry of Higher Education and Scientific Research
 Mohamed Boudiaf University - M'sila
 Faculty of Humanities and Social Sciences
 Laboratory of anthropological studies and social problems
 in coordination with the Tourism Directorate

Within the framework of the research team's project PRFU on : " The Tangible and Intangible Heritage and the Development of Tourism Activity in Al-HoudnaRegion"

Organize

The National Conference:

Traces of Tangible and Intangible Heritage and the Tourism Potential Development in Al-Houdna Region :



**BANI HAMMAD CASTLE
 AL HODNA AL SHARQIYA
 BOU SAADA**

**The conference date:
 30th April, 2023**

- Honorary President of the Conference:
Prof. Ammar Boudalaa
(Rector of M'sila University)
- General supervisor of the conference
Dr. YAHIA Taqi al-din
- President of the Conference:
Prof. Rehab Mokhtar
- President of the Scientific Committee:
Prof. Darraji Zaroukhi
- The conference Coordinator:
Dr. BoumedienneMakhlouf
- Scientific coordinator:
Dr. Zbiri Abdel Karim



Problematic of the conference:

If we look at our country, Algeria, we find that it is full of important tourism potentials, perhaps the most prominent of which is the tangible and intangible cultural heritage and its extensions in time and the geographical location of Algeria. It represents a rich and diverse cultural museum, and this is according to the recognition and classification of international bodies. All of this raises a question for us: How can we benefit from our diverse tangible and intangible cultural heritage that Algeria possesses, to promote and develop tourism in all its forms, which is an important inexhaustible resource unlike minerals and natural resources especially oil

All kinds of tourism kinds has become a contributor to the economic development process in many countries in the world, and thus it is seen as one of the important resources in comprehensive development operations and projects, and one of the main elements for achieving economic growth

Tourism has often been associated with tangible, immaterial, or moral heritage and cultural material remnants. In Al-Hudana region in the wilaya of M'sila, we find many tangible heritage landmarks that can be exploited in tourism field such as the Bani Hammad Castle, and other landmarks such as Tabna, the city of Bou Saada and other areas

Among the important archaeological evidence in the Maghreb countries is the Algerian Bani Hammad Castle, whose pillars were built in AH). The aforementioned castle 398) AD 1007 became a political and administrative capital of the Hammadi state, which formed the first central Algerian state that established the national identity throughout its long history. Its archaeological features are classified in the "UNESCO" organization among the valuables of human heritage. The Bani Hammad Castle is still a historical evidence in Algeria to this day

However, the exploitation of this heritage in the process of tourism investment and advertising is still below the required level, as is the case with other tourism sectors. Therefore, our research will focus on highlighting the importance of tangible heritage and formulating mechanisms for preserving and managing it. In addition to being a capital and a large symbolic network in its identity dimension, it has also become a basic economic pillar in many countries that have attached importance to tangible heritage and developed strategies to promote tourism which became an important economic contribution

