

Artistic heritage and tourism industry**Prof. Khaldi mohamed****Department of Arts, Faculty of Letters and Languages, University of Abou Bekr
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Belkaid, Tlemcen, Algeria****Ahmed.Benazza@univ-tlemcen.dz****Summary:**

The modern world, the world of the twenty-first century with its technology and urgency, has begun to discover the heritage again, and recognizes the need to rely on the past in order to better understand the present, and from it to make good preparation for building the future, and humanity needs its heritage that it has tacitly revived, and calls on international and international organizations to preserve everything that has been embodied about the culture of the group in certain periods, and combines in its folds the spiritual and aesthetic value, in addition to being a tangible material reality that imposed its acceptance and respect, so heritage is a conditional right for everyone, and it is the one that possesses many aspects, such as excavations and historical, ecological, cultural and other effects, and therefore it should looking at it as an important factor that cannot be ignored in the process of revitalizing tourism, whether from its natural or human side, especially the cultural one, as it is no longer limited to historical wealth only, but rather elements and resources have been introduced to it with the aim of diversifying the tourism product such as seasons, events, festivals, and so on, in the basis of cultural subjectivity. Of each society, and among the future bets of the Arab Countries in particular, it seeks to implement a comprehensive strategy and restore consideration for cultural tourism, which remains unexploited ; Despite its vast human and natural wealth, as well as archaeological and historical cities, which can contribute to improving the image of their countries by the active institutions in the tourism and cultural sector.

Heritage is the basis for every civilization that has passed away, and civilizations have ceased to exist for centuries, except for what remains from the distant past to talk about on every occasion ; So the researchers have specialized in everything related to antiquities, manuscripts, popular culture and the like, as it always presents itself to everyone. Whether it's a difference between supporters of authenticity or promoting modernity ; The term heritage is among the most important terms commonly used in the field of contemporary critical and human studies, which try to highlight and employ it sympathetically and visually.

Different peoples with their customs and traditions and the sharing of their arts, and on the multiplicity of its walks and the diversity of its sources that abound in the Arab countries, especially Egypt and the Maghreb countries such as Algeria, from internationally classified archaeological sites and religious ones, in addition to hundreds of hospital water basins, warm underground water sources, museums, archaeological remains, manuscripts and historical documents and others, are extremely important in terms of contributing to the realization of local development, which aims to achieve a continuous and balanced increase in tourism

resources ; Deepening and rationalizing productivity in the tourism sector, in order to reach the optimum utilization of the primary elements of tourism production from a natural and civilized framework, and through scientific and technological progress, and linking all of this to the elements of the environment and the uses of renewable energy, and the development of human resources to fulfill its role in the development program, such as holding forums International seminars, formative and cultural courses and cultural competitions, such as poetry and theater competition, paintings, music and everything related to the movement of the art market ..., through which opportunities are taken to visit archaeological sites, museums and temples, and then tourists wishing to satisfy the desire for knowledge and increase their cultural information from On the one hand, the production and marketing of goods and services to meet the needs and welfare of tourists on the other hand, and in this sense we have moved to the concept of the tourism industry, as the tourism industry is based on important elements including raw material, capital, work, advertising, promotion, transportation and infrastructure.

The historical memory of any country is its cultural heritage, which cultural tourism seeks to develop, preserve and exploit in an optimal way, and raise awareness among the community of its importance, and the economies of many countries in today's world are based on tourism as one of the economic activities of great importance, being a source It is a major source of income in a large number of countries of the world, in addition to that, the material revenue resulting from the tourism industry is distinguished from others, because it represents a tributary of the demand for work in various sectors, especially the service ones, and various activities, whether economic, social, cultural, artistic or Other activities. Indeed, the tourism industry in the beginning of the third millennium is one of the most important industries that all countries of the world are interested in. It has become an integral part of the culture, the intellectual structure and the sensory and emotional advancement of the human being, and it has proven that it is the best way for a person to achieve excellence and creativity in his work. And increase productivity and cost-effectiveness, so it must be predicted and planned with insightful research visions as long as they are based on the industry of dealing with people. Because minorities and Islamists in extracting international recognition for their cohesion, unification, and cost-effectiveness in both their cultural and tourism sides, it will put an end to the monopoly of the dominant countries, aiming at participatory foundations and listening to the voice of the other, and this refers us to assuming determinants, and then applying them on the ground, the most important of which is through opening investment in the art market. Support them financially and exempt artists who are concerned with heritage from taxes and facilitate customs procedures in the transfer of their books, paintings and artistic groups of a theatrical or cinematic character, in order to introduce their cultural heritage, so that they have a fundamental role at the local, national and even international levels, just as many European governments have sought to collect Songs, tales, proverbs, folk knowledge, and studies of their customs and beliefs, many of which were inextricably linked to mythological ideas prior to Christianity, and the matter turned from a popular concern to an elite one, in which intellectual and philosophical currents played their role in pushing cultural, scientific and political activity strongly towards development and renewal, In it, it re-explores itself by exploring its history and its written and oral heritage, recording every little and every major, and collecting all that is within reach of a hand. DIY and craft product

One of the most important factors helping to revitalize cultural tourism is the creation of events and accompanying travel facilities, the organization of festivals, the revival of ancient routes and routes for travelers and the flags of art, as well as the creation of alternative tourism and the provision of cultural media such as theatrical groups. Indeed, history reminds us of what Napoleon did when he sent a theater troupe to Cairo for the importance of For the settler campaign soldiers, to be at the same time a means of acculturation with the Egyptians, and for us in Algeria, Tunisia, Morocco and the rest of Africa is the best example, by completing the task of changing the pattern of culture in the face of heritage, in addition to exploratory visits, concerts, establishing clubs and cultural centers and holding exhibitions related to crafts and industries Exhibitions of plastic arts, costumes and folk food to introduce cultural heritage, and preparing conferences on the occasion of religious holidays, historical festivals, and folkloric and artistic folk memories, especially since it causes regretful noticing of expressions and oral traditions that have become endangered by the impact of the process of urbanization, migration, industrialization, environmental changes and development in the modern technological field and Wusa The contemporary communication, a challenge that should be raised by the grandchildren of the grandparents, who produced the marvels that were made by their hands, from the craftsmen and the skilled, overcame the intricacies of colors in the designs they carved, and they decorated the gates, floors and murals, thus arousing in us the attraction and fascination with the precious treasures, which remained sparkling On the outskirts of every century.

Tourism has come to occupy a prominent place in the political discourse and in the proposed development programs, especially after the low oil prices and the exposure of the exchange to a fluctuation in prices, so interest in tourism increased and relied on it to revitalize other sectors, and as the Arab world is full of cultural, archaeological, historical, natural and environmental elements, and it occupies a geographic location. The heart of the ancient world and close to the continents of Europe, Africa and Asia, so that its location and its cultural and civilizational richness facilitate the tourist attraction, prompting the matter to diversify the fields of tourism, foremost of which is cultural tourism, and the community must be involved in the frameworks and activities of civil society, as a tool and as a partner for state institutions through awareness Managing those heritage sources and references, taking their observations, interests and contributions, collecting stories that are narrated on tangible and intangible heritage and recording it and exchanging experiences and opinions of tourists coming to visit sites, all of which contribute to understanding the nature and manner of life that the population lived in the past, and from here we reach that tourism A human need and an economic resource. Then comes the role of tourism economics, which specializes in how to use these resources to satisfy Haji At mankind

Such factors really help to revitalize and succeed in cultural tourism, but not alone. Rather, it must be sufficiently combined with the service sectors, as the elements of attraction must be supported by the elements of human attraction and this is in order to expand the desire to go to tourist places, and awareness of the conditions for modernization and the tourism industry It is embodied in the theoretical conviction and the necessity of practical activation and not merely coined statements for media and occasional consumption, which are often routinely and formally included in the work programs of the guardian institutions, periodicals and recommendations of the concerned departments and scientific forums, as a conviction rooted

in the mindsets and minds behind the tourism affairs, their activation is accompanied by the conviction of providing mechanisms Implementation and keeping pace, the value of heritage is one of the value of tourism, so it has received and continues to be of human interest in every time and place, and the adaptation of heritage to the requirements of tourism, so it becomes a means of expression and rises from its stability and rigidity to various formats and transforms it from mental proposal and past historical event, to an aesthetic visual achievement, loaded with symbols and heritage connotations and referrals An interpretation open to the spectrum of tourism, and we often hear or read that a nation without heritage is a nation without roots A nation that does not preserve its heritage and benefit from it in all areas, foremost among which is tourism, is a dependent nation that cannot contribute to building its present and future, but rather it cannot preserve its existence as a nation in the first place.

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