

Artistic heritage and tourism industry

Prof. Khaldi mohamed

**Department of Arts, Faculty of Letters and Languages, University of Abou Bekr
Belkaid, Tlemcen, Algeria**

khaldi.professeur@gmail.com

Prof. Benazza Ahmed

**Department of Arts, Faculty of Letters and Languages, University of Abou Bekr
Belkaid, Tlemcen, Algeria**

Ahmed.Benazza@univ-tlemcen.dz

Abstract:

The modern world, the world of the 21st century with its technology and haste have begun to discover heritage again, and recognizes the need to build on the past to better understand the present and make a good preparation for the future, and humanity needs its heritage, which has been implicitly revived, and calls on international and international organizations to preserve all that has been embodied in the culture of the community in certain periods , and combines a built spiritual and aesthetic value, in addition to being a tangible reality imposed on acceptance and respect. Cultural heritage must be seen as an important factor, which cannot be ignored in the process of revitalization of tourism, whether natural or human, especially cultural, because it is no longer limited to historical wealth, but which has introduced elements and sources with the aim of diversifying tourism products such as seasons, events , festivals and so on, from the point of view of the cultural subjectivity of each society, and among the future bets of arab states in particular seeking to implement a comprehensive strategy and restore the consideration of cultural tourism, which remains untapped. Despite its great human and natural wealth, and archaeological and historical cities, it can help to improve the image of its countries through institutions active in the tourism and culture sector.

Keywords:

Heritage, Arts, Investment, Tourism