

Learning subject: Management of tourism companies

Level: 2nd year of Master

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Chapter 3

Management of tourism offices

Introduction

Tourism is a dynamic industry that relies on well-organized institutions to manage, promote, and develop travel activities. Among these institutions, special tourist offices play an essential role in supporting and coordinating tourism at different levels.

1. Definition of the Tourist Office:

The tourist office is an independent organization that deals with tourism in a region. Affiliated to the Ministry of Tourism and follows an action plan, in the case of Algeria.

The office usually run by a local, regional, or national tourism authority, which offers services and information to tourists on attractions, accommodations, transportation, and events in the area.

2. Characteristics:

- Autonomy
- Specific budget
- Tourist activity
- General action plan

3. Objective:

The objective of the office is to facilitate the tourist sojourn of visitors.

4. Differences between tourist offices and travel agencies

	Tourism office	Travel agency
Nature of the organism	State organization	private company
Free/paid service	Free services	Paid services
Objective	The objective is the promotion of national tourism	The objective is profitability
Execution	He does not carry out tourist activities by himself, He promotes tourism	He executes out tourist activities by himself

5. Tasks

- To promote the municipality's tourist activities;
- To help and assist tourists visiting the town;
- To inform, tourists, about the possibilities of sojourn and accommodation;
- To organize visits in the municipality with the aim of making known the sites.
- To offer local guide services to visitors;
- To make available to the public documentation to help organize sojourn and travel;
- To contribute to the protection and safeguarding of tourist sites and historical and natural heritage;
- To participate in local artistic and cultural activities;
- To organize exchanges with national and foreign tourist offices;
- To contribute to the maintenance and knowledge of the authentic values of traditions and folklore.

6. Startegic tools:

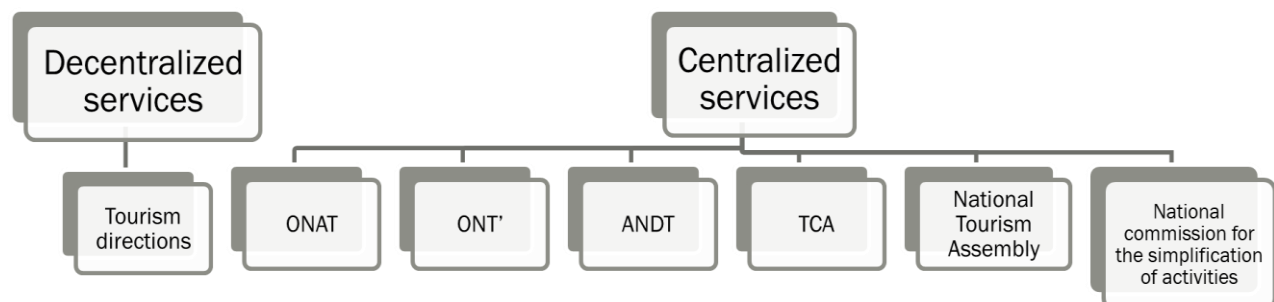
Tools for professionals:

- Workshops and road show
- Public relations evenings
- Advertising in specialist professional tourism press titles, both paper and online.

Tools for the public:

- Advertising in the media.
- Creating content on a blog
- Use the star system.

7. Place in tourism industry of Algeria



The diagram illustrates the organizational structure of the tourism sector in Algeria:

- 1. Decentralized services**
- 2. Centralized services**

1. Decentralized Services:

These services represent the local and regional branches of the Ministry of Tourism and Handicrafts. Their main mission is to implement national tourism policies at the local level.

1.1. Tourism Directions (Tourism and Handicraft Directorates – DTA)

- Present in every wilaya (province).
- Apply the instructions and policies of the Ministry of Tourism.
- Supervise local tourism establishments, travel agencies, hotels, and handicraft activities.
- Ensure compliance with tourism regulations and encourage local tourism development.

2. Centralized Services:

These are national-level organizations directly attached to the Ministry of Tourism and Handicrafts. They are responsible for designing strategies, coordinating national actions, and promoting Algerian tourism both domestically and internationally.

2.1 ONAT (National Algerian Tourism Office)

- Acts as a public tour operator.
- Organizes touristic circuits, domestic tours, and religious trips (Hajj and Umrah).
- Promotes domestic tourism across the country.

2.2 ONT (National Office of Tourism)

- Responsible for the international promotion of Algeria as a tourist destination.
- Participates in international fairs, produces brochures and travel guides, and collaborates with foreign media and agencies.
- Its main goal is to enhance Algeria's tourism image abroad.

2.3 ANDT (National Agency for Tourism Development)

- Focuses on planning and developing tourism infrastructure.
- Manages Tourism Expansion Zones (ZETs).

Encourages investment in the tourism sector.

2.4 TCA (Technical Advisory Commission)

A coordination and regulatory body.

Provides opinions and advice on projects, standards, and authorizations related to tourism activities.

2.5 National Tourism Assembly

A consultative body bringing together representatives from the public and private sectors.

Provides a platform to discuss, evaluate, and improve national tourism policies.

Issues recommendations for sustainable tourism development.

2.6 National Commission for the Simplification of Activities

Works to simplify administrative procedures in the tourism sector.

Facilitates the creation of businesses, travel agencies, and accommodation services.

Aims to create a more attractive environment for investors.

Category	Main Institutions	Main Functions
Decentralized services	Tourism Directions (DTAs)	Apply national policies locally, supervise tourism activities
Centralized services	ONAT, ONT, ANDT, TCA, National Tourism Assembly, National Commission	Promotion, planning, regulation, investment facilitation



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