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A stylized illustration of a Sahara desert landscape. The top half shows a golden sand dune under a clear blue sky. Silhouettes of three camels and a person are walking across the crest of the dune. The bottom half shows a reflection of the dune and camels in a blue sky, with silhouettes of camels and a person walking on the ground below. A thin black line runs diagonally across the scene from the top left to the bottom right.

# LE SAHARA DES CULTURES ET DES HOMMES

Vers une stratégie pour un développement durable du tourisme au Sahara  
dans une perspective de lutte contre la pauvreté

**“The Sahara of cultures and people”**

**Towards a strategy for the sustainable development of tourism in the Sahara, in the context of the struggle against poverty**

**Pilot Project: The Ksour route**

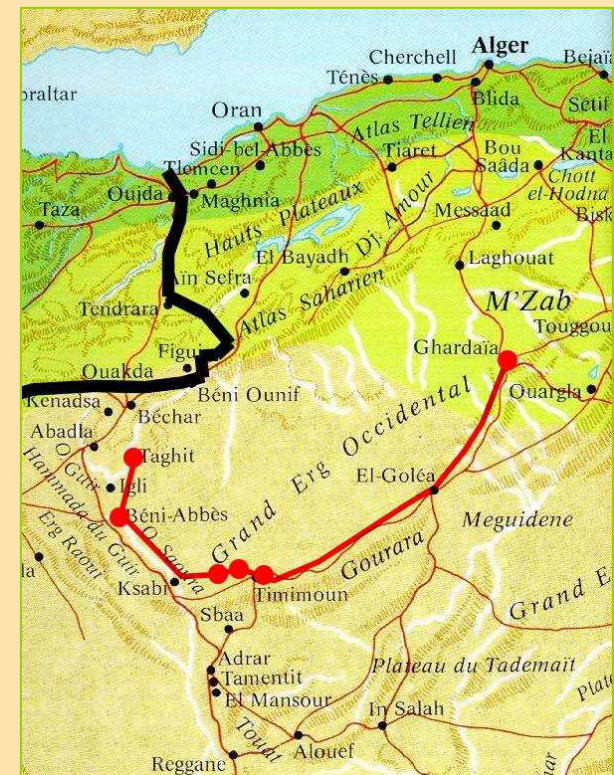


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## PROJECT CONTEXT

- ✦ The Sahara (10 countries): Example of one pilot project in Algeria
- ✦ Vast territory and dryness of the climate
- ✦ Rich, diverse and fragile cultural heritage -ancient Saharan trading routes-
- ✦ Poverty and socio-economic change
- ✦ Demographic growth in towns
- ✦ Downgrading of traditional activities
- ✦ Tourism remains on a small scale



Algeria: the *Ksour* route



## **PROJECT OBJECTIVES**

- **To combat poverty and strengthen the capacities of local actors.**
- **To protect, restore and re-vitalize the tangible and intangible cultural heritage.**
- **To improve conditions for protecting the natural heritage of the oases.**
- **To promote local governance and strengthen national, sub-regional and international cooperation.**
- **To promote responsible and sustainable tourism.**



## STAKEHOLDERS AND IMPLEMENTATION APPROACHES

- **The beneficiaries:** Poor people, unemployed, women and young people, students, *Maalmine*, farmers, local service technicians, tourism professionals.
- **The partners:** UNDP/Algeria, Algerian government, private sector, foundations, BITS, ONAT, T.O, NGOs, etc.
- **Budget:** 500,000 USD (UNDP/Algeria, Algerian Government, Private Sector)

The project strategy is based on an integrated approach:

- **Ownership, involvement and responsibility on the part of local actors**
- **The development of active teaching based on the “learn and do” principle**
- **Sustainability and autonomy**
- **Strengthening cooperation** through exchanges, cross-border cultural tourist circuits, trainings, on site workshops, etc.



## MAJOR CHALLENGES

- **The fight against poverty and economic alternatives to oasis agriculture**
- **Tourism contribution to employment and development:**
  - 1) prepare, train, and involve the populations
  - 2) rehabilitate the traditional cultural heritage (the Ksour)
  - 3) restore the image of the destination, develop a new market, assure the quality, manage the cultural and environmental impacts.
- **Cultural heritage as a factor in economic development, as well as a strong identity support**
- **Help women to gain a better status in their society.**



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## INDICATORS USED

- **Tourism indicators:** profits/revenues and their distribution; number of tourists, time spent, direct and indirect jobs created, creation of micro-enterprises, self-sustainability of the projects
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- **Socio-cultural indicators:** state of conservation of the tangible heritage, improvement of the craft industry, conservation and adaptation of traditional knowledge, creation of associations, skill improvement, gender equality, level implication in the activities
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## PROJECT ACHIEVEMENTS

### Activities launched (2003/2004):

- Mapping of the sites and the circuit • Feasibility study and project document
- Meetings, voluntary work-sites, training sessions • Promotion and fundraising
- Establishment of the national project's structure

### Example of activities to be launched in the next months:

- **Heritage Rehabilitation:** 22 traditional homes re-developed as tourist lodges and attractions in the *Ksour*, Set up of 5 women's cooperatives in crafts
- **Training programmes and on site workshops** for 80 people in managing project, 200 in tourism professions, 400 in ecological improvement, 150 in the restoration of traditional buildings, 80 in basic health principles and HIV prevention, 100 people in the NTIC
- **Research programmes** on oasis, a study of the Algerian Tourist Market, inventories of the intangible heritage
- **Production of application dossiers for the World Heritage List**
- **Promotion:** Eductour for T.O., itinerant festival, exhibition, videos, booklets.



## LESSONS LEARNED

- Set up a global strategy based on stakeholders' needs and adopt it at regional and national levels.
- Involve and mobilise all stakeholders, from local NGOs to ministries and IGOs at the very beginning of the project and during the process.
- Keep the network involved, share experiences and information.

## CONTACT ... MORE INFOS

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