

TOURISM BETWEEN REALITY AND PROSPECTS

A CASE OF TATAWINE REGION, TUNISIA

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Abstract

It has been shown to us through the study of the results of tourism in the state of Tataouine that the reality of tourism, the state is still known as tourism "transit", so it requires the next phase make tourism Tataouine tourism "stay" follow the official style and go with the prevailing seeded style with traditional or non-official. However, this can only be achieved through the availability of a set of conditions the most important concern of the State to give the sector its chance to jump-start on fixed rules by focusing School formation tourist modern, integrated and encourage investors to demand for the sector through mitigation in administrative procedures with more definition tenets tourist destination through the intensification of information and promotional campaigns for the hand, and here we focus on the importance of integration between the elements of the natural and human attractions.

Keywords: Tourism, alternative tourism, security, tourism product, Tunisia

INTRODUCTION

Analysis of the cultural heritage of the South East region of Tunisia in its tangible and intangible components has demonstrated the importance of its rich historical monuments and archaeological sites in ecotourism areas. However this heritage has not so far been sufficiently promoted to be exploited for tourism purposes and should therefore be the subject of special

attention both as regards the conservation and rehabilitation of historical sites that it has in regard to the preservation of its artistic potential, cultural, handicraft, culinary and even its values, traditions and social customs that unfortunately tend toward disappearance.

Several other countries in the Mediterranean and elsewhere have already been overtaken us in the commercialization of this cultural tourism (Morocco, Spain, France, Italy ...) and record a lot of success by draining local tourists and foreign tourists seeking discovery of other media, other cultures, and it is time that Tunisia, through the multiple civilizational wealth that characterize could position itself among those countries by proving its strong competitive capacity. Despite this "neglect" of the past for the interest that this cultural heritage for the development of the tourism sector, the Southeast region is still increasingly seen as part of the various organized tours from tourist centers seaside by specialized agencies or by the institutions themselves.

It should be noted that these places are also destinations for audiences with other forms of interest (historians, researchers, geographic researchers, students ...), thanks to the numerous exploration, restoration and rehabilitation level already undertaken since many years by the specialized agencies of the Ministry of Culture and Heritage Preservation, and by which it becomes now possible to offer visitors a range of products likely to retain their curiosity, especially if all its investments are followed by consistent marketing actions that, moreover, the Department and tourism professionals are deployed to implement.

The descriptions of civilization and heritage resources that contain the southeastern region of Tataouine is a "directory" of potential which could be a rich and diverse material for the development of a regional tourism that will alternate at the start, but, eventually could impose an identity and image that are peculiar to national and international influence.

THE TUNISIAN TOURISM SECTOR: CHALLENGES AND SOLUTIONS

A challenge in the fight against inequality: A short-term battle to reverse the curve of inflation and ensure fiscal justice. And another medium and long term to make the structural reforms (education system, regional development,) necessary to ensure inclusive growth, capable of reversing the curve of unemployment among higher education graduates. To eradicate youth unemployment and poverty are the best answers that Tunisian authorities could bring and the safest way to dry the soil in which progress theses borne terrorist cells.

Funding Challenge: How to mobilize the resources needed to modernize the security and military apparatus in the context of the budget deficit slippage? In a situation of open war against terrorism, all those who are part of a stifling protest bidding for public finances need to

be aware that their actions prevent Tunisia upgrade its security apparatus, essential to effectively counter terrorist infiltration.

A consensus Challenge: How to strengthen the culture of consensus within the political class to neutralize partisan overbidding and suddenly win the battle against terrorism? Demonize extremism, intolerance, corruption, laziness and incivility rather than denigrate political opponent! Enough of political wrangling and bidding immediate demands. The time of one-party is over, the time the single union and single employer organization, too. Time for dialogue and consensus to reform and build tomorrow's Tunisia. A democratic Tunisia at institutional level, modern economic.

An anchor challenge to the culture of tolerance and respect for freedoms: What education reform for better impregnation of the culture of tolerance among young people? The effectiveness of the policy against terrorism it is soluble in a climate of freedom? No offense to those hoping to stifle liberties in the name of the fight against terrorism, the way of the fight against terrorism is the opposite of the restrictions on freedoms. Certainly, emergency measures will be essential to neutralize terrorist networks (more surveillance of Internet users, laws against the glorification of terrorism, more control over public places, ..) because it is clear that the right to Life premium on the right to freedom. But the ingenuity of the authorities should move towards the establishment of effective regulatory bodies to ensure citizen security without falling in violations of human rights. "A people ready to sacrifice a little freedom for a little security deserves neither the one nor the other, and ends up losing both," alerted us Benjamin Franklin. The consolidation of democracy and anchoring the culture of tolerance will be the cornerstone of an open, attractive for foreign investment and for a high-end tourism.

A challenge of good governance in the administration: How can we eliminate corruption homes in the administration (police, customs, ...) and avoid officials, purchasing power loss, not succumb to temptations juicy financial terrorist organizations? The effectiveness of the policy against terrorism is measured by the ability of authorities to remove the "baksheesh industry" of customs and the police force. This is the virus that facilitated the infiltration of terrorist networks within the safe body and suddenly, it allowed the entry of weapons and terrorists in Tunisia.

Reverse the situation: The power of imagination and political courage: The politician should not simply to recognize the collateral damage of terrorist actions on the national economy. Rather, it should be more creative and more imaginative in finding new ways to

bounce back. Let socialize the losses of distressed sectors (tourism, banking) where for decades the profits were privatized.

Tunisia needs a government guarantee justice in the distribution of effort. A government that has a clear plan, far from the show and electoral calculations. For, not including policy is a non-admitted policy. Tunisia needs a responsible trade unionism, which includes in its radar the labor factor productivity notions of competitiveness, fiscal deficit, financial market, sovereign debt crisis, and above all the interests of those who are on the unemployment bench. Tunisia needs a political discourse that makes clear awareness at all, the urgency and necessity of reform. The progress in the reform agenda will be crucial to Tunisia to overcome barbarism.

Thus, Tunisia needs a courageous government that dares to undertake reforms. And not a head of government remains stuck at centroid of political and trade union forces to satisfy everyone "except the future of Tunisia" under the pretext of preserving social peace. What social peace are we talking about? Is it to barter the fate of our society, the future of our youth; against a precarious order, social peace against a biased or even undermined?

In the following parts we focus our work on the relationship between security

The Relationship Between Security and Tourism

The tourism sector of one the most important sectors sensitive security and political situation prevailing in the particular country, as it is the prevailing security situation the essential foundation upon which to build. The decline of tourists in many countries due to the lack of security or deterioration of the security and political situation in which, and some Arab countries a good example so, where after it was constituted as a tourist destination for many tourists from the world, because of the deteriorating security conditions become hazardous classified areas such as Tunisia and duty avoided, Egypt and Syria, as tourists may see it as soon as security is threatened in the sense of instability. Security is very important factor in the revitalization of tourism movement of any State, Tourists always looking for the place that ensures comfort and safety, and thus the tourism sector is very sensitive sectors of the prevailing conditions in the country who wants to visit. And we have tried to find a relationship or equation between security and tourism. And we came to the following equation (see Appendix 1) on the level of the Tunisian Republic:

$$\mathbf{dlog(arri) = -0,2 + 0,2(securit)}$$

(2.25) (2.45)

$$\mathbf{R^2 = 72\% \quad DW=1.5}$$

- $d\log(\text{arri})$ represents the growth of the number of arrivals
- (securit) represents a variable Security
- R^2 represent statistical explanatory power of the equation selected (usually whatever the mark is the biggest was the best)
- DW statistically prove the feasibility of the selected equation (must be close to the mark of 2)
- labels in parentheses are the t statistic for "Student" (t de Student) prove the importance of selected variables (the mark must be equal to or greater than 2).

And in the reading of the result obtained it says that the relationship between tourism and security at the national level is not linear. And direction of the relationship is the security for tourism. And selected explanatory equation great ability with 72%.

Consecutively to show previously tried to verify the existence of this relationship at the state level (regional level) and concluded the following equation (see Appendix 2):

$$\begin{aligned} d\log(\text{Tatao_arri}) &= -0,23 + 0,23(\text{securit}) \\ &\quad (-6,6) \quad (4,7) \\ R^2 &= 92\% & \quad \quad \quad DW &= 1,98 \end{aligned}$$

In the reading of the equation obtained by the fragility of the note to a changing security sector. Reaching explanatory equation 92% capacity. Explains where growth in the number of arrivals ($d\log(\text{Tatao_arri})$) by 92% to political stability and security (securit), but this does not mean that in the event of security will be growth in the number of arrivals. Where logarithmic relationship turned out to be other variables become specific to the level of growth in the number of arrivals (services, tourist facilities, etc).

The Importance of Tourism Security in the Revitalization of Tourism

Considered the safety of tourists from the foundations of any successful tourism industry, and this shall be safety be tourists a basic objectives that the strategic plans and laws tourism should seek to achieve and consolidate, as the problems related to the safety and security of tourists, whether real or perceived influence impact negative impact on the reputation and the image of the future of the country for tourists, and for this countries are currently working to provide appropriate security conditions during the period of stay of tourists, making it easier

period of residence. And it makes them comfortable and safe, so as to provide them with the necessary requirements sufficient, and entertainment in order to satisfy the desires and aspirations of the tourist journey and it can tourism security protection provided to the tourism sector of any tourist product offered to tourists and tourist same insurance definition, thus providing security and tranquility for the tourists since arriving in the country until his departure, If there is a close relationship between tourism and security as already discussed that and trying to analyze the explanatory factors for the growth of the number of arrivals at the national and regional levels, tourism cannot be conceived without security.

With regard to the security situation in Tunisia and its relationship to tourism, it can be said that Tunisia passed a difficult political and security crisis for several years (05 years) in addition to the final blow (Sousse June 2015) the difficulty and worse. Where this deteriorating situation noticeable lag in the tourism sector contributed (in terms of the number of arrivals and hard currency) compared to other countries such as Morocco.

And falling tourist arrivals to the country if the disappearance of security for themselves and their property, and will undoubtedly decrease the influx of tourists Tunisia trend mainly due to the deterioration of the security situation, as the security factor severe impact on tourism demand.

Figure 1: the evolution of the number of arrivals to Tunisia

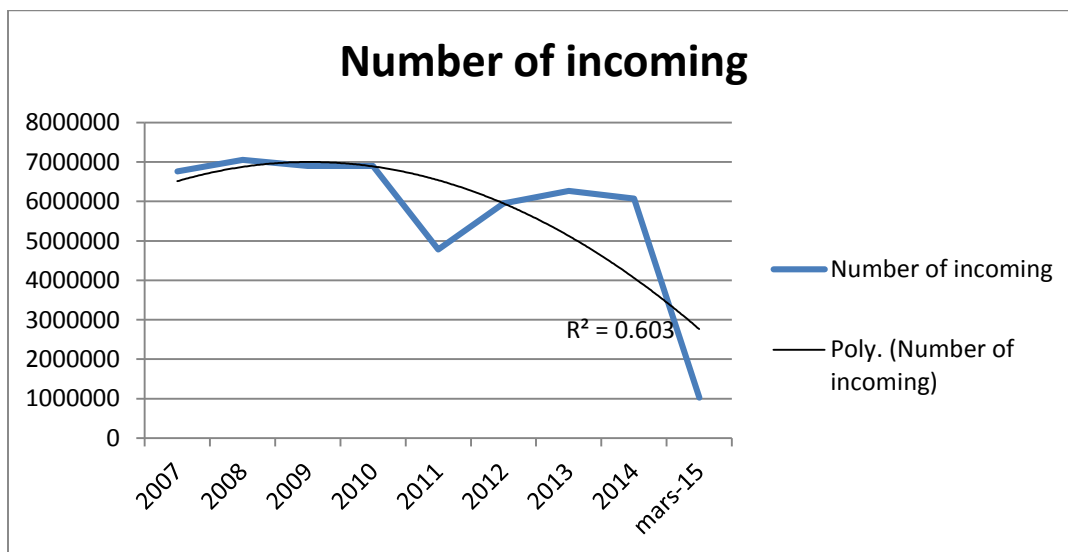
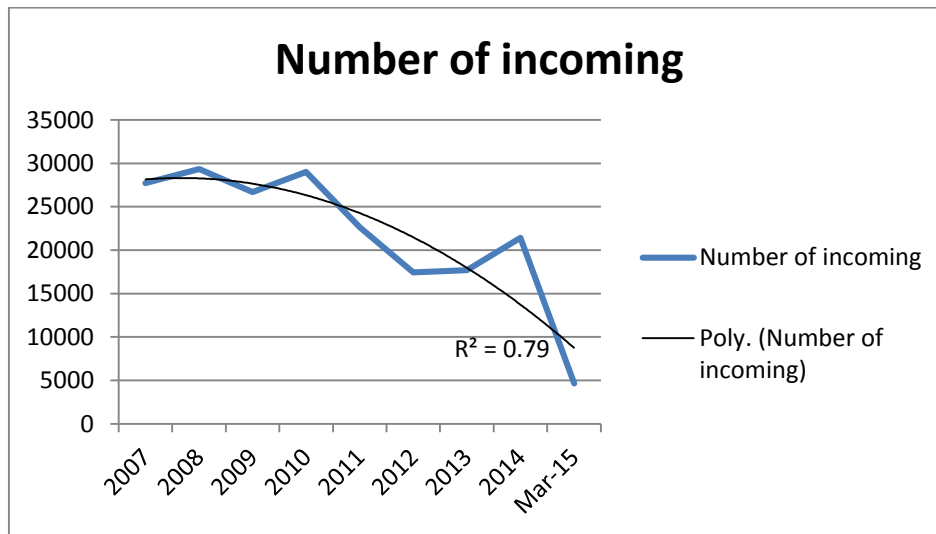


Chart the evolution of the number of arrivals to Tunisia and estimated private-oriented programming by decree "Excel" prove beyond a shadow of doubt, the negative impact of terrorist events on tourism's ability explanatory amounted to 60% ($R^2 = 0,60$). And witnessed in the Middle East and North Africa of a tragic and bloody events during the recent period (Tunisia,

Egypt and Libya), and what is happening in Syria is very dangerous in terms of tourism, in addition to that this situation is cemented in the minds of foreign tourists idea of terrorism-legged horror in the souls, an idea seen as much as a close Arab and Islamic countries especially (Caliphate State), and dragged all this negative effects on tourism in general and tourism in particular, the Tunisian (tourist retreat incomes). And not Tataouine Governorate immune from this threat and its impact on the tourism sector. The mandate is bordered by Algeria (to the proximity of Mali, where France had to intervene against terrorism) and Libya as the total length of 650 km border. And what the security situation is still cause for caution especially with the growing threats from the Libyan side, which has a significant impact on the hearts of the gatekeepers sector and tourists alike. The following chart and the number of arrivals at the state and according to the Regional Delegation for Tourism.

Figure 2: the evolution of the number of arrivals to Tataouine



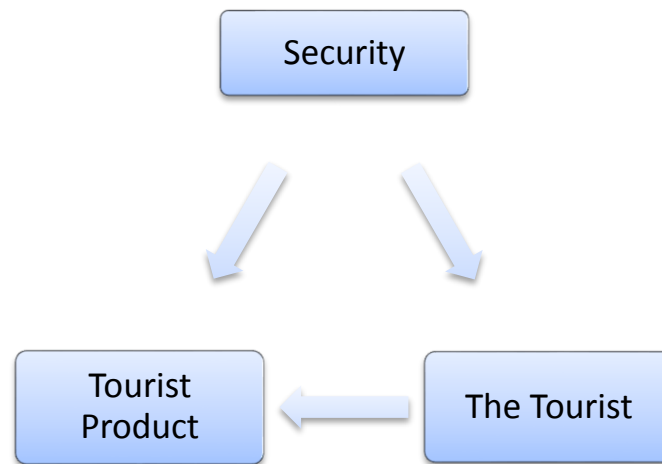
And also authorized the analysis us in the past, came to support the estimates of the above and reminded us that the evolution of the number of arrivals adversely affected by the terrorist events. So we shall seek to achieve security and stability to work on the re-image the Tunisian promoter for the destination and the jurisdiction of Tataouine research topic, namely "security and stability".

Varied means and mechanisms to provide security through the tourist police and tourist police equipment, where the latter is working to provide the following:

- ✓ Coordination with the Ministry of Tourism.
- ✓ Orders and instructions relating to the security of tourists and tourist sites version.

- ✓ Coordination with the leaders of the regions and the Department of Foreign patrols to guard tourist areas, and the allocation mechanisms to accompany her if the need arises.

Note that government spending in order to ensure the risk of tourist crime is spenders investment returns on the society and the state a material yield is the difference between the costs of crime and its effects and between insurance costs and expenses and the overall terms of tourism security of three major components: security, tourist and the product of tourist; as shown in the following figure:



It must provide security as a prerequisite component and the understanding of the issue of security as an individual The tourist and tourism as a product, and therefore security is tourism means to provide security for both The tourist and the subject of tourism (tourism product), and includes the provision of security of The tourist security in the psychology and money supply and protect it from crime and harassment that can fall upon, The theme of tourism means tourism security components of archaeological and religious and historical sites, as well as natural scenes (like mountains, trees, animals and birds).

The Role of the Human Element in the Development of the Tourism Sector

The quality of tourism services and its success mainly related competencies and the extent of training received by the human element (currency, crew reception at the hostel, and the animators make insisted ...) and which in turn must be consistent with the nature of the product and the quality of customer.

And as for a property tourist product desert, especially in the state of Tataouine the necessary calls to the formation of the frame factor comprehensive configuration and setting up

specific programs for how to incorporate it in line with the nature of the product Steering and are able to provide high service and high quality managed to attract cayenne (as a propaganda indirectly).

However, the observed through field preview of the hostel and by the people of certificates of competence is not efficient to provide the human element required number. Add to this that the trainees within the tourism school in Djerba averse and prefer to work the tourist areas neighboring due to the modest employment opportunities. In an attempt to record this element any role of the human element in the development of the sector, since tourism depends on the integration between the human and physical investment, we have acquired the following equation (see Appendix 3):

$$\mathbf{dlog(devises) = 6,68 + 2,96 * dlog(FBCF) + 2,98 * dlog(labor) - 0,24 * [log(FBCF) * log(labor)]}$$

$$\mathbf{R^2 = 92\%}$$

And in the reading of this equation and their meanings say that revenue growth of foreign currency or difficult (dlog (devises)) positively affected investment in the tourism growth (dlog (FBCF)), as well as the number of currency in Tourism (dlog (labor)) also negatively affected by integration between the human and physical investment ([log (FBCF) * log (labor)]). This states that physical investment alone is not enough if it is available who is capable of appreciation by highlighting its components and marketed to the fullest.

DIAGNOSIS OF THE POTENTIAL OF TATAOUINE

For a long time, Tataouine, despite its enormous potential for tourism development based on the exploitation of its civilizational and natural heritage was dismissed national investment programs in the field of tourism. It is true that the Ministry of Culture and Heritage Protection has greatly expanded for the conservation and restoration of several sites and buildings and still continuing its valuable work hard while observing the utmost vigilance and rigor in the operating areas close to industrial, social purposes and recently tourism.

However, these important sites for conservation investments have been directed towards the development of a strategy of development of cultural tourism highlighting the rich civilizational potential of the region.

Private developers deploy it with some success, but not without difficulty, because of the difficulties and administrative obstacles they encounter in respect of a sector not yet rationally.

Associations have also been formed to promote the heritage resources of their region and create income sources around certain activities to be developed in support of the cultural and civilizational richness of the region allowing the implementation of an integrated tourism covering the archaeological, artisan, culinary.

In the following discussion, we recall the main features of cultural and natural tourism potential which are strong assets for defining the strategic lines to be used for the development of a tourism development plan that integrates all dimensions of natural and cultural domain.

Tourist heritage resources of the Governorate of Tataouine

Cultural resources

This territory certainly has the human and cultural riches that deserve to be known, recognized and valued, we must say that the relief of Tataouine (plain-mountain) has been instrumental in the diversity of its resources, which are based on duality nomade- sedentary which is actually a reflection of a binary composition of the population: Arabs transhumant across the plain of Jeffara and Berber villages occupying the peak of Jebal Labiadh.

The culinary heritage is characterized by unprecedented gourmet recipes such as traditional pastry rich, traditional kitchen Tataouinienne reputed and diversified traditional pharmacopoeia.

Several project ideas related to these traditional products could be retained: Creation of small factories for the conditioning of Tataouine regional products. Canning local jams (Rob) and bottling of virgin oil first pressure underground oil mills troglodyte villages. Development of local clay and aromatic and medicinal plants of Jebel. The artisanal heritage is characterized by a variety of craft activities:

- The Ragm Weaving;
- The handcrafted leather and tanning;
- The craftsmanship of palm wood and olive wood;
- The craftsmanship alfa straw and diss;
- The handcrafted clay and derivatives;
- The artisanal metalworking and traditional jewelry;
- The extraction of oil terroir: traditional press-oil;
- The coal preparation: Mardoumet el f'ham;
- Organic food preservation;
- The production of building materials (lime and plaster); and
- The sculpture of the stone.

Some of the project ideas related to this rich craft heritage, one might think at Artisanal weaving wool and recovery by the sale of traditional production floor mats; in the manufacture of tapestries and wool blankets made by rural women throughout the Tataouine region; the

preservation and renovation of the wool labor heritage in respect of the ancestral know-how of rural women Jebel and the plain by means of a sound marketing based on the study of the modern market needs (high decorative value of Baknoug and authentic taajira for contemporary design) by making the sale of finished products on site Souk Tataouine with many visitors, online and through the show and sale in Tunisia abroad. These projects stand out for the use of natural materials and techniques for the protection of the environment and heritage preservation.

The archaeological and geological architectural resources

The largest concentration of "Gsours" is in the southeast of Tunisia, the governorate of Tataouine, where there are more than 150. The "Gasr" or "Ghasrou" Berber illustrates a watershed of history of Tunisia and is a Mecca of civilization. The function of "Gasr" is mainly agricultural. It serves as silage cereals, olives, oil, dried figs, dates, hay for cattle. Southern subjected to an almost continuous climatic aridity makes "Gasr" a necessity as a means of storage to counter endemic drought.

At times the "Gasr" is revealed as a great Kalaa or emergency shelter. The semi-sedentary peak Berber villages maintained relationships that were not all the time good neighborly relations with the nomads who transhumant across the plain of Jeffara.

The cave habitat and underground mosques is the only architectural mode that does not require building material (the contrary is extracted) is typical of the region of Tataouine There are in the region about 11000 caves were dug by ancestors throughout history, most of these caves are being neglected and suffer from disrepair.

The valuation of the tourism potential of Tataouine in the perspective of sustainable and integrated development strategy

A Tataouine, potentials are numerous but insufficiently exploited and some even are untapped despite their capacity for cultural and artistic attractiveness; the lack of legal framework is the main obstacle to the emergence of this potential and to its development, in fact, the lack of a benchmark investment code in this area is without context, the main handicap to promote an alternative tourism organized and structured.

Tourist valorization of cultural heritage: The Gsourienne civilization

The archaeological sites of Tataouine have made her the country Gsouriennes wonders reminiscent of many civilizations that the region has known for centuries and is now a matter to

exploit and promote in the context of a rich tourism development program at the art of scientists and research and all those eager for discoveries of ancient civilizations secrets.

Natural heritage and promotion of ecological tourism

Natural heritage includes all geological forms, all micro and macroscopic fossils palaeontological remains all remnants of the long and dark prehistory of man ... in short everything that is connected with the natural world; mineral, organic and lithic since the formation of the universe and the earth to the dawn of humanity the moment the "Geology" gives way to the "prehistory". It turns out that the externalization and the highlight of this natural heritage is all the more obvious that the environment is arid, believing that bad things always have good sides and that can be drawn from drought Tataouine and its aridity a stream of invaluable wealth able - if one knows how to exploit it - to offset climatic hazards. The "eco green tourism" rather takes to Tataouine color "yellow ocher" and lack of vegetation cover only facilitates the identification -with a dazzling- clarity archive of life and earth of our planet.

Geological heritage: A new concept to boost sustainable integrated tourism Tataouine

The interest for the geological heritage and tourism development is growing. This is both to create new tourism products that attract new customers and increase the profitability of the sector. Interest in geological heritage and the environment is also part of an effort to improve the quality of life and work at the local and regional level thus promoting the attractiveness of the areas concerned to investment.

The Heritage is a well transmitted from father to son has a memory value and therefore relates to the idea of inheritance so dear to the people of Tataouine, the human egocentrism has softened over time to although un- happen-both to digest and accept the concept of safeguarding the natural heritage which includes flora and fauna and is committed to the protection of endangered species. So what about this new approach which is to include the active lithic heritage; geological and paleontological within a legal framework able to protect geological sites that have withstood the vagaries of time for hundreds of millions of years and have begun to suffer the destruction and looting with the advent of the man. The memory of the land archived patiently for over four billion years could be damaged and erased by the latest addition to the chain of phylogenetic evolution which is none other than man. Although Tataouine deserves the title of "world capital of ksours"; the "Ksar" does is the fact that the tree that hides a forest of natural wonders and heritage treasures that should be well defined and exploited. In this confession of experts in paleontology; Tataouine -rather than the Jura to the

Alps alone would deserve the title of "Jurassic capital of the world" so it is rich in dinosaur remains and other materials whose treasures Jurassic remain unexplored.

For sustainable integrated tourism in the governorate of Tataouine

How to develop this fabulous cultural and natural tourism potential in view of a sustainable development strategy, responsible and integrated? The answer lies in an integrated tourism, global and sustainable. Alternative tourism means to speak against the term "alternative" to an existing and structured tourism. Can we really be alternated with something that does not exist? Unless we want to stand out from the transit tourism practiced within circuits lightning visits.

For Tataouine, it is starting from the beginning to develop soft tourism (eco-tourism) based on the promotion of cultural tourism Discovery (Jurassic ksourien, ecological oasis and itinerant mop the rhythm of nomads desert) and immersion tourism that values and respects the local environment. This new kind of tourism is based on the population of the desert and the resources available locally, promotes the development of traditional activities and provides additional income for local people and communities.

This new kind of alternative tourism will on the other, to overcome the passage of Tourism; Indeed, Tataouine was always visited for a short time by convoys of tourists who make the connection between the seaside tourist megalopolis of Djerba-Zarzis and the Saharan regions of Ksar Guilane, Douz and Tozeur.

Tataouine derived no advantage of this tourist activity that pierces right through if we exclude some restoration work done by the Heritage Institute and the few jobs reserved for local guides who visit the tourists for a small fee or thin and ephemeral flash reservations in the few hotels in the area with a total capacity hardly exceeds 600 beds.

Local operators meet their responsibilities

Current tourism operators as currently practiced in the Governorate of Tataouine (private and associations) and which are not many, should commit:

- *At home*: Apply seamlessly price of services for the market and to suppliers by ensuring correct outcomes to benefit the local population; to reject the unfair practice of the commission and customer poaching, as well as welcome visitors with the seriousness required in the standards of the international market and not do anything that would harm the good name and honor of profession.
- *For the accompaniment*: The tourism promoters should seek to ensure correct and accurate information on the region based on the serious study of the history, geology, materials and local intangible heritage and knowledge of sites. They must also commit, during visits to villages,

local mediators to ensure respect for the lifestyle of the inhabitants and to learn more about the traditions and the local culture.

- *For housing to the traditional:* the developers will have to intervene in the ancestral heritage by preserving the landscape architectural and natural places, maximum use materials and traditional method of construction as well as not to affect the property of others that it is public or private, and to repair any damage caused.
- *For the restoration:* They will have to ensure food safety, cleanliness and hygiene of workplaces and consumption and use at maximum local produce and safeguard traditional culinary traditions.
- *For transport and leisure:* They will have to use, wherever possible, the most appropriate means to the places preserving the safety of residents and minimizing noise and introduce the conveniences of modern life in total harmony with the landscape and lifestyles of the inhabitants.
- Finally, tourism promoters must work to safeguard the environment by taking care of the cleanliness of the premises, the economy of the water and the responsible management of waste disposed by travelers (sewage and plastic packaging).

TATAOUINE, DEVELOPMENT CENTER OF "ALTERNATIVE TOURISM" BY EXCELLENCE

The diagnostic evaluation of tourism potential of the Tataouine region inevitably immerses us in the analysis of any cultural, archaeological, historical and civilizational. It also leads us to interest us in the various other kinds of resources underutilized economic and social energy resources if we escepte whose impact on the development of the region does not appear to enjoy sufficient to the populations concerned. The description of the various heritage resources Tataouine was exhaustive dictated by the richness and depth of research that has gone into it.

It should start by consulting the population of Tataouine and its civil society and discuss with it the opportunity of tourism as a means of local development.

To make tourism a part of the overall strategy of sustainable development of the region of Tataouine requires:

- Encourage local jobs in tourism to complement existing economic activities.
- Favour and develop the local food and craft products in tourism.
- Insert the rural woman of the desert in tourist activities in a more dynamic way.
- Ensure better environmental protection
- Provide good training for cultural mediators of alternative tourism.

The fallout hoped alternative tourism in Tataouine

➤ Ecological aspects

- Conservation and enhancement of natural and cultural heritage of Tataouine.
- Environmental Education on all actors
- Limit as much as possible the consumption of non-renewable especially that of water resources.

➤ Economics

- Job creation in this area where the unemployment rate and vacancy is high especially among young people.
- Find opportunities for local craft products
- Creation of a special incentive fund to innovative initiatives fostering heritage and popular traditions of the region of Tataouine.

➤ Social Aspects

- Regain confidence in the long-marginalized population
- Raising the level of awareness of local people of the wealth of their region.

Other suggestions of strategic interest

In order to raise the alternative tourism in the Tataouine region in tune with the progress in strengthening its ecological and cultural component, is presented below a number of recommendations that will be in the second part of the mission further reflection as a baseline for the development of an action plan for the development of sustainable tourism.

- Publication by a media campaign, supported all the information about the rich and diverse tourism product especially Tataouine and Sahara in general for geological themes, palaeontological, prehistoric cave and ksourien universe, adventure travel and nomadism, Sahara raid, rally and ecological hiking, documentaries and movie science fiction and meteorites ... etc.
- registration of cultural tourism sites (Geopark Beni Guedir for example) and the ridges Dahar villages Tataouine as privileged places of visit for all circuits Saharan cultural nature taking them from Djerba-Zarzis; Douz Kebili, Tozeur and Gabes and encourage tour operators to include Jurassic circuit Tataouine in their programs
- Consider hosting potential of new associations and private lodgings Douiret and Chenini and encouragement of these pioneering hotel units.

- Contacts and consultations of the supervisory institutions (ONTT, ODS, the Governorate Council, Ksours Festival, Ministry of Culture and Environment) with all civil society and the nascent University of Tataouine for any action concerning the ecological tourism, culture and science in the Sahara.
- Close cooperation between regulators and civil society (associations, trade union, municipality ...) in the region to solve the problem of sanitation and beautification of the environment
- Allow ksouriens sites (especially Chenini) to break with the stereotyped and dehumanised tourism that currently characterizes it to be opened on a lasting and sustainable tourism by helping associations to uphold the ideas backup and protection Heritage and Nature
- Co-published with the financial assistance of the ONTT, the ODS and the Tataouine governorate council to develop a high-quality brochure on alternative Saharan tourism in its cultural dimensions (Jurassic treasures, the Amazigh theme, Roman archeology, the Arab-Muslim heritage, architectural and natural wealth etc.)
- Encourage and secure tours in hiking, cycling and donkey to complete the jurassic circuit in the mountainous regions of Dahar.
- Giving importance to the training of local guides and recycling.
- Breaking isolation from Tataouine:
- Opening the Remada military airport for civil aviation
- Accelerate the opening of the motor road between Guermassa and Ksar Guilane order to the seaside region of Djerba-Zarzis at the door of the Grand Erg Oriental and open the Tataouine dead end and end its isolation
- Enable the border point of Dhibet and open a passage between post and Borj El khadra Ghadames to reactivate the trans-Saharan caravan online.
- Facilitate the granting of authorizations Sahara visit for fans of the desert.

CONCLUSION

Watching the tourist scene Tataouine notes a contradiction between the great tourist potential that abound in the hand, and the reality of the sector, which is still below the desired. Tourism in Tataouine Governorate is still known as tourism "transit", so the next stage requires making tourism Tataouine tourism "stay" in charge of tracing the pattern and cut with the pattern seed for traditional or non-official. However, this can only be achieved through the availability of a set of conditions the most important concern of the State to give the sector its chance to jump-start on fixed rules by focusing School formation tourist modern, integrated and encourage investors

to demand for the sector through mitigation in administrative procedures with more definition tenets tourist destination through the intensification of information and promotional campaigns for the hand, and here we focus on the importance of integration between the elements of the natural and human attractions.

As well as of the most important trends that the state can take to further the development of the tourism sector is to take specialization approach in tourism activities by classifying actors according tourism activity until the programming tourism projects and completed in accordance with the standards in line with the demographic, geographic and natural characteristics. For example you could Tataouine be a pole of tourism responsible because of the extension area and provided many of the landscapes such as mountains, desert and that can be used for this kind of tourism. Added to this decentralized international cooperation mechanism, which represents the tourism sector Tataouine opportunity to further attract investments to the sector and exchange of experiences, in order to modernize the sector and improve the competitiveness of this project Swiss (which aims to resurrect a tourist destination states of the south-east (Tataouine / Gabes / Medenine).

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APPENDICES

Appendix 1

Dependent Variable: DLOG(ARRI)

Method: Least Squares

Date: 07/17/15 Time: 19:59

Sample (adjusted): 2008 2012

Included observations: 5 after adjustments

Convergence achieved after 16 iterations

HAC standard errors & covariance (Bartlett kernel, Newey-West fixed bandwidth = 3.0000)

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	-0.208281	0.092361	-2.255074	0.1528
SECURIT	0.211173	0.085859	2.459516	0.1331
AR(1)	-2.387334	2.136111	-1.117608	0.3800
R-squared	0.726739	Mean dependent var		-0.025585
Adjusted R-squared	0.453479	S.D. dependent var		0.212548
S.E. of regression	0.157130	Akaike info criterion		-0.579774
Sum squared resid	0.049380	Schwarz criterion		-0.814111
Log likelihood	4.449435	Hannan-Quinn criter.		-1.208712
F-statistic	2.659508	Durbin-Watson stat		1.505082
Prob(F-statistic)	0.273261	Wald F-statistic		6.049220
Prob(Wald F-statistic)	0.133092			
Inverted AR Roots	-2.39			
Estimated AR process is nonstationary				

Appendix 2

Dependent Variable: DLOG(TATAO_ARRI)

Method: Least Squares

Date: 07/17/15 Time: 20:09

Sample (adjusted): 2009 2012

Included observations: 4 after adjustments

Convergence achieved after 7 iterations

White heteroskedasticity-consistent standard errors & covariance

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	-0.237347	0.035614	-6.664495	0.0948
SECURIT	0.232500	0.049031	4.741937	0.1323
AR(1)	-0.717436	0.560046	-1.281030	0.4220
R-squared	0.920030	Mean dependent var		-0.129943
Adjusted R-squared	0.760089	S.D. dependent var		0.160526
S.E. of regression	0.078627	Akaike info criterion		-2.134509
Sum squared resid	0.006182	Schwarz criterion		-2.594788
Log likelihood	7.269018	Hannan-Quinn criter.		-3.144557
F-statistic	5.752325	Durbin-Watson stat		1.981173
Prob(F-statistic)	0.282790	Wald F-statistic		22.48597
Prob(Wald F-statistic)	0.132314			
Inverted AR Roots	-.72			