

Tourist development of heritage in Algeria: Case of the Hypone Site «Annaba»

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ABSTRACT: Archaeological heritage sites constitute an important factor for the economic and social life of many countries, the development policy came to emphasize the safeguard and the preservation of landscapes and natural or fabricated sites, against the attacks, which have impoverished the cultural heritage, this heritage which represents a historic imprint for future generations.

In a world where tourism has become the leading industry on the market, sustainable tourism has found its place as a major player through the network of Internet travelers. Welcome, solidarity and conviviality are the order of the day, giving meaning to sharing. This «extra soul» has the capacity to enrich moments, places, attractions and heritage.

Algeria contains archaeological sites, which are classified as world cultural heritage by UNESCO. Unfortunately, reality shows that most of these sites are left to deteriorate without any real intervention.

Through this research work, it is a question of examining the problem of integrating the conservation and enhancement of archaeological sites in the context of producing sustainable tourism for the city of Annaba and for Algeria.

KEYWORDS: heritage, Hypone archaeological site, preservation, tourism, sustainability, Annaba.

1 INTRODUCTION

International Heritage and sustainable development appear today as two consensual concepts. The need to protect and transmit heritage through the promotion of sustainable cultural tourism is now a widely spread idea around the world. (Gravari-Barbas, 2004) confirms this opinion by estimating that: "Any urban manager, elected or technician now seems convinced that a city which values its architectural and urban heritage gives itself the means to better prepare its future".

Thus, cultural tourism is commonly recognized as a sector offering significant potential to developed countries as well as to developing countries in terms of sources of income, foreign exchange earnings and job creation [1]. This is why some countries have not hesitated to put this type of tourism into practice. France, the leading tourist country in the world, has adopted it; the same is true for Morocco and Tunisia [2, 3], which have chosen to put sustainable cultural tourism at the heart of their development strategies.

2 METHODOLOGY

The method of approach to this work follows a hypothetico-deductive procedure, i.e. an inductive approach that starts from the specific towards the general. It aims to lead us to an already deduced truth based on an experimental approach, which consists in observing a phenomenon in the field and to propose adequate hypotheses, this work consists in verifying the proposed hypotheses either by confirmation or by invalidation. The study introduced, suffers from a lack of sources and documentation, it is based on a limited documentation: General works and technical studies, Reports, Maps, Reports of ministerial and private organizations [4]. We will therefore supplement these classic sources with any previous work and some studies already carried out on this topic that are closely or remotely related to our subject. The field survey formed the basis of our approach in the course of this study. Free direct observation was a main tool during our approach to observe the different interactions due to this coexistence between tourism and heritage preservation and to develop the current state. Also, the questionnaire distributed on the population and the actors who helped us to study several aspects of our problematic, moreover we undertook interviews with representative characters.

Our research aims to suggest avenues of reflection to understand the complex relationships that exist between the enhancement and preservation of heritage and the development of sustainable tourism.

In this research work, we will try to verify the following hypotheses:

- Archaeological sites constitute a particular category of cultural heritage and therefore require a specific approach to conservation and enhancement.
- Archaeological sites can only be durably preserved through their integration into a policy of regional planning and sustainable tourist development.

The basic reflection which gives rise to this research dissertation firstly tends to clarify and make clearer the correlation and interaction between the preservation of cultural heritage "archaeological sites" and national policy for tourism development.

Two main concepts emerge from this relationship, namely:

- 1- Preservation and enhancement of archaeological sites to ensure sustainable tourism development.
- 2- Compare the decisions taken at the national level with the reality on the ground through the case study - hypone site - in the city of Annaba.

3 PRESENTATION OF THE STUDY AREA

The choice of the air of study-archaeological site of hypone as field of investigation and application of our approach is justified by several reasons:

- The archaeological site of hypone represents a considerable heritage and representative of the rich heritage of the department of Annaba.
- The existence of a muse in the study area and near the hypone church.

3.1 SITE AND SITUATION

The archaeological site of Hypone and the museum are located to the south-east of the city of Annaba, near the entrance to the city of Annaba and opens outwards via the RN 44 tracks and the road d'el Hadjar, it is therefore a must for all arrivals to Annaba. For this, it benefits from a privileged location to be exploited with regard to the city and even the neighboring cities.

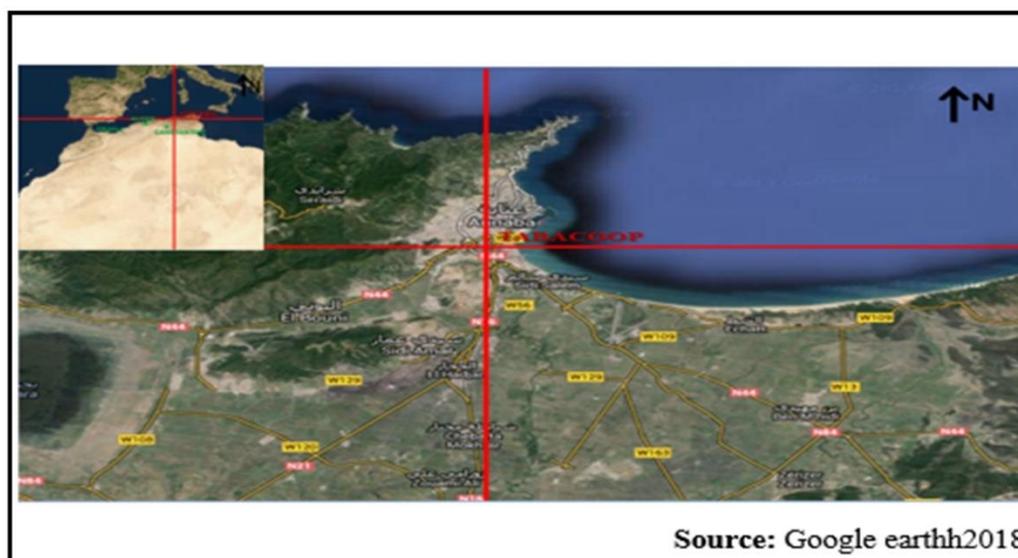


Fig. 1. Situation of the study air in relation to the city of Annaba

Our study area occupies a strategic position in the city of Annaba and in particular in relation to the great symbolic element of the city such as: the city, Sidi Brahim roundabout - Sidi Brahim mosque and the Saint Augustine basilica [5].

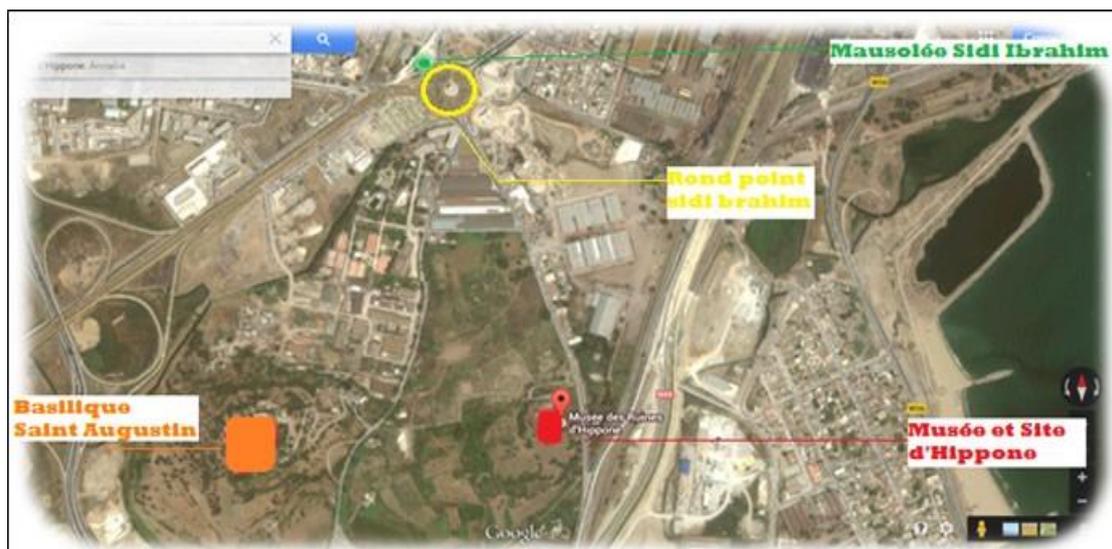


Fig. 2. Situation of the study air in relation to the city of Annaba

Source: Google earth and treatment by the author, 2018

3.2 HISTORY

3.2.1 PREHISTORY

It was founded by the Phoenicians, a prosperous Punic agglomeration allied with Carthage, then Numidian metropolis of Massinissa in the 3rd century BC. before the defeat in 46 BC. of Juba I, ally of Pompey, did not entail its annexation to the Roman province of Africa Nova, created by Julius Caesar [5,1].

3.2.2 ROMAN

In the 5th century, Hypone became the home of Christianity under the episcopate of Saint Augustine bishop of the city between 396 and 430. The ruins of Hypone are made up:

- The residential area where most of the mosaics come from,
- The christian quarter where the basilica is located,
- Large thermal baths and the forum.

Hypone has known wealth and splendor. It was one of the large cities of Africa Nova and the most opulent market in Roman Africa.

3.2.3 MUSLIM

After long years of stagnation, it witnessed the arrival of Islam, and in 705, Hypone then fell under the thumb of the Muslim dynasties which have left no traces.

3.2.4 FRENCH

In 1837 the site of Hypone was only wild and completely deserted land. The lands were ceded for the benefit of small market garden properties, over which the industrial extension of the town of Bône soon took control. The Basilica of Saint Augustine was started in 1881 and completed on March 29, 1900, to be consecrated on March 29, 1909 by Monsignor Dupuch. In 1893 the vast cisterns of Hadrian, discovered in the ruins, with a capacity of 12,000 m³, were restored [8]. It was then the only visible vestige.

The first Hypone Museum made up of natural scientific and archaeological collections was created by the Academy of Hypone after 1863 in the nursery of the colonial government of the city of Bône. The conditions of exposure and conservation being bad, it was transferred in various places of the city until purchase in 1909 by the city of Bône, of the property pegged located on the ancient site of Hypone, where a provisional museum had take up residence in a roofless building near the ruins and along the road, consisting of a lapidary square and a single showcase room for small or delicate objects. Too narrow and

devastated by the vagaries of time and war between 1945 and 1946, it was transferred to its current location at the top of Gharf-El-Atran where a former Byzantine stronghold was established. Redeveloped into a penitentiary by the colonial authorities with materials taken from the ruins, the building was the object immediately after its purchase in 1950, of a museum whose Academy of Hypone undertook to house there all the archaeological collections emanating from old excavations and new businesses under the Directorate of offices of Historical Monuments in Algeria from 1929 [8].

4 RESULTS AND DISCUSSION

4.1 STRUCTURAL ELEMENTS OF THE ARCHAEOLOGICAL SITE

The following figure determines the importance of our air of study in relation to the elements that structure the city of Annaba.

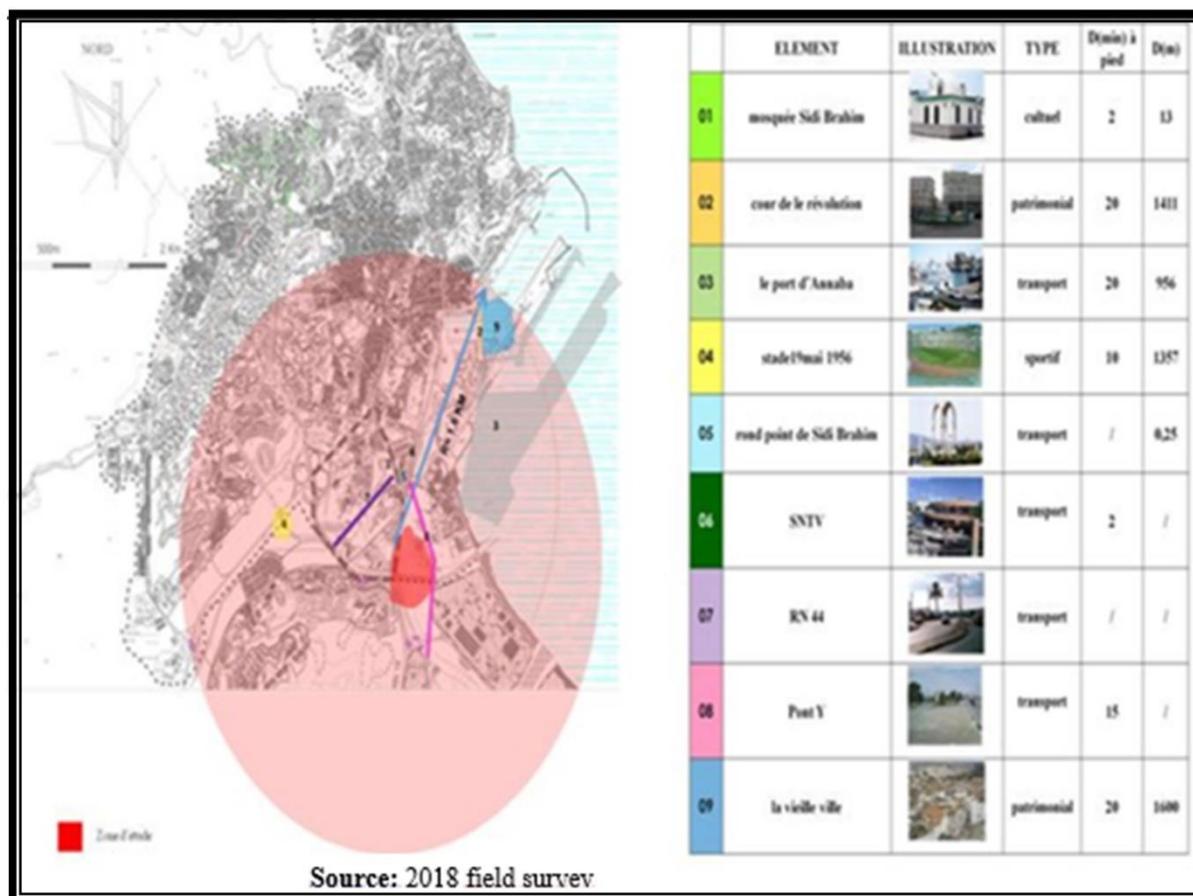


Fig. 3. The main structural elements of the archaeological site of Hypone in the city of Annaba

4.2 THE ACCESSIBILITY OF THE STUDY AREA

The studied site - Hypone archaeological site - is limited by the major structural axes of the city (NR44 and NR 16).

Access to the site is ensured by two primary routes: Access from the roundabout to Abbaye Lorry, the busiest and most secure access, which is preferable.



Fig. 4. Accessibility of the study area - according to the guidelines of Pos

4.3 SITE FEATURES

Our air study consists of several sites reflecting the image of each period (see map below).

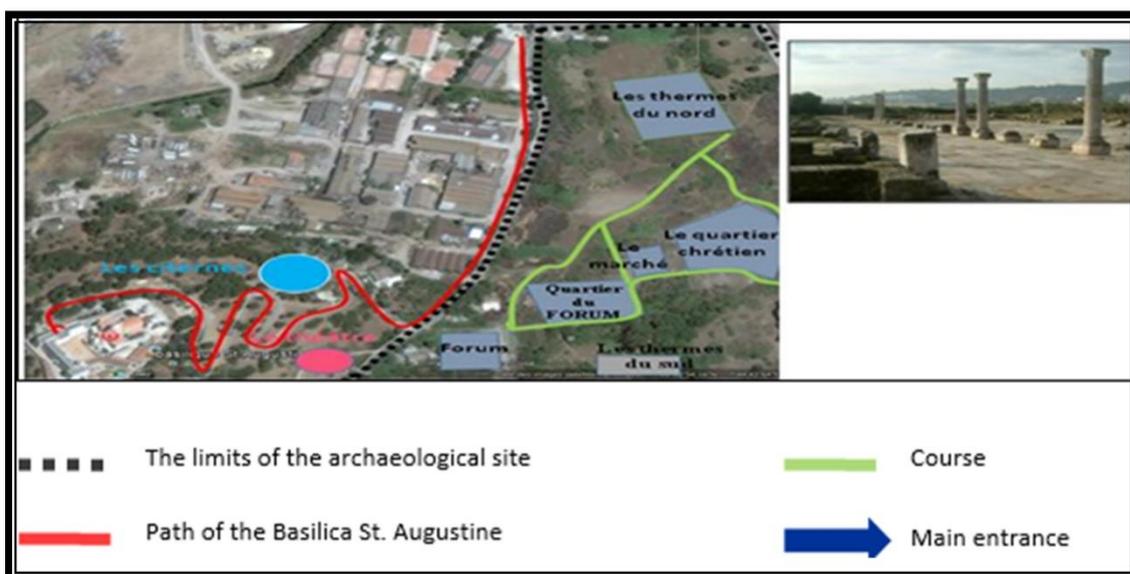


Fig. 5. Air study: land use

The site of Hypone (the Roman city of Hypone) is divided into several districts:

4.3.1 THE FORUM DISTRICT

- The Forum

The Forum Hypone is the largest and oldest discovered in North Africa. In the longitudinal axis is oriented north-south exactly. The area, alone, measures 76 meters by 43 meters, it was framed by the colonnade of a peristyle, raised by two steps bordered by a level which can be seen along the West, North and East sides. Columns remain in part. You have to imagine them with their rich entablature, the cornice with modillions, rosettes and denticles. Along the west side there are 26 bases, 15 on the opposite side and on the small north side.



Fig. 6. The Hypone Forum

There are 6 of them. Some fluted columns (3.60 m high), with their composite Corinthian capitals. The porticoes were luxurious, but the eastern portico (7m. 50) seems to have been the most important and it is the best preserved. There are at least ten rooms whose floor and walls were covered with marble, their decoration and the system of their closure make one think of chapels where the statues of the deities were housed [5].

4.3.2 THE MARKET



Fig. 7. View of the Roman market

The market is highly degraded square, this set was made up of a First peristyle court (37m x 11m) decorated with a pavement of black and white mosaic decorated with swastikas, and a second yard, square plan (16mX16m) where we can see the remains of a central rotunda (tbolds). This kiosk was raised above three degrees of marble and surrounded by columns [5].

4.3.3 CHRISTIAN QUARTER

This district should logically be called the district of the Great Basilica. It forms a sort of five-sided polygon, bordered by the villa of the Council to the west, the villa of the Bishopric to the south, the villa of the basilica to the east and the villa of the Foulons to the north. It is located to the east of the site cleared of Hypone and therefore historically and geographically, it

constitutes one of the parties most recent reclaimed from the sea, since it is the limit of the protective walls against the sea. Buildings found there date back throughout the fourth century and later period. By extension, this area appears to have been one of the main centers of Christian Hypone. It includes a number of important monuments: the Great Basilica and its annexes and the trefoil Chapel.



Fig. 8. View of the Christian quarter and the waterfront district

4.3.4 THE WATERFRONT DISTRICT

The walls in large unit for a long time, these walls were lagrande enigma; they were considered either very early period, either Punic period. However, we must return to the obvious: these walls are newer, even if they are of Punic bill. It has three walls:

- 1- The western wall which measures 75 m on a height of 5 m, in detail we notice the variety of colors (white and gray) of the block sizes
- 2- The eastern wall: it is different from the previous wall, because the blocks are in white limestone and gray veined limestone.
- 3- The central wall: it is made up of blocks of tuff on which large blocks of elongated gneiss have been placed.

4.3.5 THE GREAT THERMAL BATHS OF THE NORTH

Leaving the waterfront area, following < the street of the basilica > and large thermal baths, you will go to another part of Hypone, the essential element of which is the Grand Thermes du Nord. Built on an asymmetrical plan, the building occupies an area of 4,500 m². It was surrounded by an elevated peristyle which served a marble paved palestra, of which only the north and west galleries have been preserved. From the frigidarium, one reached either the caldarium, by two passages located at the bottom of the western apse, or tepidarium. The caldarium had two hot pools and a steam bath where you can still observe the basin from which the hot water was drawn, necessary for the first scrub, which involved the strigil.

4.3.6 THE SOUTHERN THERMAL DISTRICT

About 400m south of the great thermal baths and about 225m south-east of the Forum, a new important bathing establishment has been discovered. Its facade, facing North North-West, South-South-East, is clear over a length of 55m and an average depth of 22m, overlooked, 3m higher by huge blocking massifs coming from collapsed vaults. The northern half of the part uncovered has concrete platforms, formerly paved with marble, a whole system of well-preserved pipes and which supplied in particular an elegant cold pool forming a rectangle of 3m 90 by 3m 25, one of the long sides of which is slightly rounded and whose pavement and part of the marble walls have survived.

4.3.7 THE THEATRE

We saw above that a new section of "decumanus" starting from a "cardo", originating in front of a monumental fountain at the junction of the two ways, skirted the northern peristyle of the forum in the direction of the hill of Saint Augustin, the slope of which it began to climb to the point where, after 50m of travel, it also sank under the modern road which crosses it obliquely, limiting our area to the west. It is about 50m to the South From this point, which we see at the edge of this same road (rural road of Baléliéta) after its junction leading to the cisterns and the current Basilica, a section of ancient wall visible

at all times, on the left, and whose structure, half rubble, half brick, had suggested that it may have belonged to thermal baths or even to a rampart door from the 11th century.



Fig. 9. View on the theater

4.4 TOURIST ATTRACTIVENESS OF THE STUDY AREA

Table 1. Statistics of visitors to the Hypone museum and archaeological site

Months	Foreign visitors	National visitors	Schooled visitors
January	49	68	00
February	46	30	44
March	107	40	166
April	146	150	47
May	95	50	55
June	25	58	37
Jully	89	77	22
Agust	100	124	34
September	70	56	14
October	165	37	13
November	24	85	05
December	37	33	58
Total	953	808	495

The museum and archaeological Hypone site is a major tourist attraction, especially foreigners who come from all over to discover this prestigious site.

To show this appeal we will put the statistics of tourists to the museum and Hypone site.

5 EXPECTED RESULTS

According to the diagnosis carried out, several constraints were identified which interrupt the development of cultural tourism on this site.

We apply the SWOT, which is an acronym meaning Strengths, Weaknesses, Opportunities, and Threats. SWOT is an acronym meaning Strengths, Weaknesses, Opportunities, and Threats. An analysis technique is now widely used and applied to many types of organizations, from institutions to businesses [9].

Table 2. Application of the swot method in the hypone site

Strengths	Weaknesses	Opportunities
<ul style="list-style-type: none"> • A favorable ecosystem. Sites still untouched. • Important transport infrastructures. Rich history. • Archaeological and historical potential • The existence of 05 ZETs 	<ul style="list-style-type: none"> • Late tourism policy. • Blatant lack of hotel infrastructure. • A lack of professionalization of the sector. • A lack of schools and opportunities in tourism. • Lack of associations operating in this sector. 	<ul style="list-style-type: none"> • Archaeological research to be developed; • Valorization of the heritage (natural, archaeological, typical sites...)

We have proposed recommendations that we believe can develop our study area and achieve sustainable tourism in the city of Annaba.

Constraints:

- 1- The existence of slums
- 2- one input
- 3- indefinite closure
- 4- the absence of lighting
- 5- the herbs in the site
- 6- insufficient security officers
- 7- presence of insects in the site
- 8- Lack of publicity for the site and museum (billboard, posters, etc.)
- 9- Lack of a monitoring system (cameras).

6 PROPOSALS AND RECOMMENDATIONS

- 1- The removal of slums and barracks
- 2- Transformation of the input (open a second door closer)
- 3- Finishing of the fence.
- 4- Installation of lighting poles
- 5- site weeding
- 6- increase the number of security guards
- 7- animate audio-visual and electronic advertising and raise awareness by associations (example the association of RAWNEK and the culture month from 18-04 until 14-05-2015)
- 8- install a surveillance system to prevent theft of objects (example of theft of a GORGONE mask).
- 9- Works to connect sewerage networks to public pipes
- 10- Integration of the tank.

7 CONCLUSION

The results, in particular in the case of study - archaeological site of Hypone, contribute to explain the complex relationships which exist between the tourist valuation of the inheritance and the preservation of the patrimonial and cultural monuments. Thanks to the various analyzes that we have mobilized (investigation, diagnosis of the state of affairs, land use, etc.), we have endeavored to provide answers to several questions relating to these reports: the discovery of heritage objects and their mobilization in tourism enhancement processes, the characteristics of the heritage enhancement process, the contribution of tourism enhancement of heritage in a sustainable aspect, based on the integration of all stakeholders (state, society, association) [6].

The current state of the study air, determines the absence of a real policy of preservation and safeguarding of the archaeological heritage on the scale of the city of Annaba, this situation resists a proactive policy of preservation producing 'sustainable heritage tourism.

The different results we have achieved in this study open the way to new research, in particular towards more in-depth studies on the perseverance of heritage and the development of sustainable tourism.

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