

# Restaurants And Culinary Art: Between The Strategy Of Openness, Profit-Making, Tourism Support, And Spatial Logic In An Emerging Metropolis On The Southwestern Shore Of The Mediterranean Sea: Oran Model

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## Abstract :

*Oran is witnessing major spatial, social and economic transformations within the framework of the trend to build the Greater Oran City through regional and local plans aimed at strengthening the Mediterranean regional industry of the Greater Oran City, with great support from the hotel and restaurant industry specialized in different geographical areas. The topic of the restaurant and food industry is a relatively new research topic regarding the relationship between the city and the restaurant market and the factors of influence and impact. Therefore, through this research, we will address the extent of the transformations that the restaurant industry in Oran has witnessed over time, and the reason for the doubling of the number of restaurant companies in quantity and quality and the strong demand from investors in this sector. Restaurants have occupied an important place in the lives of local residents and have become an important part of their customs and behaviors, and technological development through delivery applications and restaurant advertisements has helped to penetrate the world of young people. The entry of young people into this sector. Through gastronomic tourism and UNESCO's classification of many dishes as intangible human heritage, restaurants seek to promote the principle of participation and cultural exchange within the framework of coexistence, shared life, openness to others, knowledge of their culture, and the promotion of the principle of sustainable development through a <sup>1</sup>close relationship with the agricultural sector. However, the restaurant sector still suffers from many shortcomings due to Algeria's delay in the field of integration into digitalization and the economy. The lack of flexibility in training and educating the human element according to the requirements of material and technological changes contributed to the delay in meeting the requirements of the regional and global market. The failure to amend the laws in the field of economy and investment also contributed to the loss of foreign investors from the Gulf countries, Asia and Europe, in addition to the great difficulty in granting visas to foreigners from other countries to enter Algeria within the framework of tourism or research and cooperation in the field of developing restaurants and culinary arts.*

**Keywords:** catering, gastronomy, geographic concentration, accessibility, identity, delivery, e-commerce.

## Introduction:

Oran is undergoing significant spatial and socio-economic transformations as part of the initiative to build Oran as the "Metropolis of Tomorrow." This is being achieved through national, regional, and local plans, as well as a series of public and private investments

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aimed at enhancing Oran's status as a Mediterranean metropolis, especially after hosting the Mediterranean Games in 2022. To accommodate these games, the city has seen the addition of several facilities, particularly a series of classified hotels and specialized restaurants in various parts of the urban fabric .

Oran is the second economic capital of Algeria and a center for finance and business. It is one of the largest urban and population centers, ranking second after the capital with approximately two million inhabitants according to the 2023 census. Additionally, it is a national and regional tourist and commercial destination. According to official statistics from the Directorate of Tourism, there was a significant increase in the number of visitors and travelers, from 2,000,000 in 2016 to 4,000,000 in 2018<sup>2</sup>. This surge is one of the key factors contributing to the growth of the tourism sector and the increase in the number of hotels and restaurants.

Anyone strolling through the city will notice the substantial changes in the restaurant sector in terms of quantity, variety, and specialization, as well as its widespread presence across both new and old neighborhoods of Oran.

Through this research, we will examine the major transformations occurring in the restaurant sector in the Oran complex, especially as the culture of dining out has gained significant importance in the lives of residents, becoming an essential part of their routines, habits, and behaviors both temporally and spatially.

Visiting restaurants has become a daily urban practice that contributes to reinforcing the culture of communal life within the urban fabric, promoting the principles of exchange, dialogue, and openness to others. These are the principles upon which true urban cities are built, providing individuals with a respectable status and an important role in urban life.

Discussing the topic of restaurants and dining out is a relatively new and relatively unknown subject in the field of scientific research, especially in its geographical and urban dimension.

Therefore, we will try to demonstrate the impact of food provision and consumption outside the home on the urban dynamics of the Oran agglomeration and its surrounding area, particularly the new eastern and western expansions, through:

- Understanding the relationship between the geographical location of all types of restaurants in the urban fabric and the spatial and temporal frequencies of customers who go there in terms of gender, age, social and professional background, and geographic origin.

- We wonder about:

1. The reasons for the proliferation of restaurants in terms of quantity and type ?
2. The significant trend and interest in investing in the restaurant sector in the city of Oran. ?
3. The impact of the development of restaurant activity on profitability, identity enhancement, and support for the tourist openness of the Oran metropolis. ?
4. The problems and challenges facing this sector in integrating into the framework of economic globalization and benefiting from restaurant technology?

The restaurant market throughout the 20th century was often a product of urban growth in all its dimensions. With the beginning of this 21st century, this activity has been strengthened and has risen to become a growth driver, enjoying an important position in urban economics and tourist support.

Everyone now recognizes and acknowledges the importance of this sector and its strategic dimension within the urban fabric and its financial profits because it has become a meeting point for many actors, including residents as users and visitors to restaurants, as well as investors, producers, suppliers, traders, and distributors in the food sector and farmers, not to mention other related activities such as transportation, tourism, training, reception, and restaurant facility maintenance.

It is a three-dimensional sector that combines investment and operation, training, service provision, and entertainment.

## **1- Restaurants and Their Evolution Over Time:**

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<sup>2</sup> Statistics issued by the Directorate of Tourism of Oran 2020

The issue of food and restaurant industry is an essential and existential matter inherent to human beings, influencing their survival and movements. Food service is one of the oldest services in cities, evolving and flourishing throughout history.

Over time, restaurants have transformed from merely catering to hunger needs to becoming an economic, creative, commercial, and entertainment venture. This function has been considered in various fields as pillars of attraction in urban planning, urban tourism, and gourmet tourism, as they contribute to wealth creation and job creation on one hand, and provide platforms for creativity, leisure, and enjoyment on the other.

The art of cooking and eating (ART CULINAIRE, food design) is an ancient practice that dates back to communities, while as a concept, it dates back to the fifteenth century. It is an art that integrates the way the chef and cook use to give a aesthetic form to the food in its cooking method, taste, and presentation on the plate. Today, it is an endless source of innovation and experimentation, a fundamental driver of urban, economic, and cultural dynamics, an effective catalyst for interactions, and a prominent stimulator of social ties through the principle of sharing and cultural exchange.

The culinary art and cooking have become a meeting point for creative economy and cultural dimension, and those specialized in this field are simultaneously referred to as craftsmen and artists. The skilled chefs in the field of cooking, whose names have become famous worldwide.

Eating out (RHD or RHF) is one of the profitable commercial economic sectors, including commercial restaurants, fast food and light meals restaurants, some bakeries, canned food stores, mobile restaurants, and street food vendors. This activity has evolved due to changes in consumption and eating habits of urban residents because of the transformations in the nature and pattern of urban life affected by speed, with professional aspects dominating over social ones. Additionally, time management issues arise due to urban expansion and sprawl, and the distance between home and workplace, educational institutions, as well as the emergence of complementary daily activities such as cultural and community entertainment activities.

Simultaneously with the daily movements of people for work, study, shopping, and entertainment, dining out has become part of daily life, and for some, it has turned into a habit and even an addiction, combining the need, attempts to avoid eating in the family home, seeking entertainment with friends, the love of exploration and new tastes. The restaurant sector has become a significant weight in the urban economy. In France, for example, the restaurant sector is the fifth-largest job provider, business creator, and tourism booster. In 2008, the restaurant market recorded a spending level equivalent to 32 billion euros net of taxes. And in 2016, in France alone, spending reached 54.6 billion euros according to the same source, meaning that the annual expenditure per household on restaurants averaged 2600 euros, equivalent to 50 euros per week per family. These positive figures, issued by the NPD Group, demonstrate the flourishing restaurant market and confirm its increasing presence and affirmation in urban economics and in the daily lives of residents.

In Europe, restaurants represent the nerve center of tourism and a pillar of urban attraction. Additionally, experts in social and psychological sciences classify restaurants as public spaces that contribute to the dissemination of cultural practices and enhance social harmony and cohesion in their urban and civic concept.

They are a source of happiness and inspiration for ideas, fostering discussions, and keeping up with the latest in politics, sports, journalism, and fashion. They serve as a natural stimulus for thought processes, acting as platforms for freedom of expression and the greatest supporters of social and intellectual exchanges.

### **1-1. Restaurants , Geographic Approach :**

Visiting restaurants is an urban practice that uniquely distinguishes the city, and the emergence of restaurants was originally in the city center, being the prime convergence point of major transportation axes. Historically and geographically, most restaurants were concentrated within cities, and the spread of restaurants within cities undoubtedly reflects the extent of the ongoing dialogue between geographical locations and restaurants. This

makes restaurants a prominent urban entity in the urban fabric.

<sup>3</sup>The choice of geographical location when establishing a restaurant is one of the differential criteria considered in the feasibility study of the project. The utmost priority in this study is often given to the geographical factor, including the location's features, its functional and service capabilities, its attractiveness and capacity to attract customers, ease of mobility and access to it, as well as the availability of a dedicated parking area for customers. These factors often contribute to the creation of concentration, density, and relatively high flow from other places within the urban fabric.

Restaurants contribute to highlighting the attractiveness of cities and expanding their sphere of influence and impact. They are part of the mental image of the city for the general public, especially strangers. They also support cities as preferred tourist destinations through gourmet tourism and accompany and complement all other types of urban activities.

Furthermore, some researchers (Pascal Ory 1992) have gone further in describing the nature of food, stating that food and wine played a significant role in the development of the French nation and the formation of personal aspects such as warmth, sincerity in personal relationships, joy, conversational talent, and refinement of taste among the French<sup>4</sup>.

Restaurants have become a good companion for the economic and social dynamics of cities. Hence, we wonder: Can we imagine a city without restaurants or cafes? Perhaps the elements of the answer to this question became clear in the recent experience imposed by the COVID-19 pandemic on cities. The closure of restaurants and cafes during the spread of this pandemic showed the importance and significance of these establishments in the social, urban, and aesthetic life of cities. During their closure, cities, without exaggeration, appeared as lifeless bodies (ghost cities).

## **1-2: Restaurants an ,Economic Approach:**

The restaurant industry is a fundamental branch in the metropolitan urban economy, as it serves as an intermediary between the sources of agricultural, food, and beverage production, their marketing, supporting the transportation sector, and expanding and providing consumption spaces. Thus, its role is not limited to supporting the urban economy but extends to the regional economy as well. It plays an effective integrative role in the investment process, utilizing capital and supporting the labor market by providing significant employment opportunities, thereby ensuring substantial income for a certain segment of the local population. For example, in Switzerland, approximately 2.9 million people dine at restaurants and hotel restaurants daily, eating outside their homes. In 2019, total consumption was 1.4 billion, with over 1.3 billion local customers and approximately 170 million foreign customer<sup>5</sup>s. According to the National Statistics Office in Algeria, the private sector employs about 63% of the total workforce, i.e., 6.95 million workers, with 7.4% <sup>6</sup>in the restaurant and hotel sector.

The restaurant industry is a fundamental branch in the metropolitan urban economy, as it serves as an intermediary between the sources of agricultural, food, and beverage production, their marketing, supporting the transportation sector, and expanding and providing consumption spaces. Thus, its role is not limited to supporting the urban economy but extends to the regional economy as well. It plays an effective integrative role in the investment process, utilizing capital and supporting the labor market by providing significant employment opportunities, thereby ensuring substantial income for a certain segment of the local population. For example, in Switzerland, approximately 2.9 million people dine at restaurants and hotel restaurants daily, eating outside their homes. In 2019, total consumption was 1.4 billion, with over 1.3 billion local customers and approximately

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<sup>3</sup>Olivier Etcheverria ,Le restaurant, une approche géographique , *De l'invention aux destinations touristiques gourmandes* Octobre 2019 p 21

<sup>4</sup>Balazs Katharina ,2002,la gestion des restaurants gastronomiques :Leadership,créativité,et culture organisationnelle ,p 107

<sup>5</sup> Carsten Nathani (direction du projet), Julia Brandes Beat Burri, Tonio Schwehr, Rüsçhlikon, L'importance de l'hôtellerie-restauration pour l'économie et le marché du travail en Suisse, mai 2021 p7

<sup>6</sup> Statistics of the National Employment Agency 2018

170 million foreign customers. According to the National Statistics Office in Algeria, the private sector employs about 63% of the total workforce, i.e., 6.95 million workers, with 7.4% in the restaurant and hotel sector.

## **2- Oran: A Destination for Investment in the Restaurant Sector:**

Oran is considered the second largest economic capital and a privileged national and regional tourist, commercial, and economic destination. These are precisely the reasons that have contributed to boosting the restaurant sector. Those wandering through this city realize the transformations that have occurred in the restaurant sector in terms of quantity, type, specialization, as well as its widespread presence in all the neighborhoods of both the new and old Oran. Everyone acknowledges its contribution to shaping the modern metropolitan image of Oran by its openness to public spaces, adoption of new designs and decorations, and modern advertisements with different attractive colors and lights, making it a prominent factor in creating intimate urban atmospheres. It represents icons of modernity, seeking ways to generate desire among the public to consume food and beverages through enticing facades, displaying menus on large boards, and employing young energies, etc., all according to the logic of "eating everything at any time", meaning there are no limits to consumption times, whether day or night.

Restaurants in Oran are distributed and concentrated based on geographical location, drawing inspiration from the geographic atmosphere of the location and relying on infrastructure, accessibility, stunning landscapes, historical sites, modern urban expansions, and the city's large public facilities such as the waterfront, parks, reserves, forests, beaches, and various services like hospitals, major structures, corporate and administrative headquarters, hotels, universities, major schools, markets, major intersections, and all types of transportation stations.

## **3- Restaurants and the city of Oran: An old relationship :**

Restaurants in Oran are tied to the city's history, and its location has made it a significant regional and local trading hub since ancient times. Its openness to the north towards Europe (Spain and France), west towards Morocco, and south towards Africa has influenced the dietary habits of its residents.

On a national level, historically, Oran has been one of the most attractive and dynamic cities, serving as a melting pot for various local and national customs and cultures.

Restaurants have a long history in Oran. Before the French occupation, they held significant regional and local importance due to the influx of traders and visitors, especially to its port, which contributed to the development of lodging and dining establishments.

During the early 19th century, there were eight hotels: five on the outskirts of the city and its gates, and three within its urban fabric<sup>7</sup>. Modern commercial restaurants began to spread at the end of World War I, coinciding with the modern urban development of Oran during the first half of the 20th century, giving it a European urban character and making it one of the most sophisticated cities in North Africa and the Mediterranean.

In the early 1960s, Oran, also known as "El-Bahia" by its visitors, boasted elegant and luxurious restaurants along its main streets and waterfront, alongside upscale hotels known for their exquisite dining experiences.

In addition to these upscale and tourist-oriented restaurants, there were numerous second-tier restaurants around the regional bus station near the cathedral, the opera square, the municipal hall, and the railway transport station, as well as those around famous cinemas like Maghreb, Saada, Africa, Marjajo, Mansoura, Haqqar, Marhaba, and Aurès. These restaurants primarily catered to middle and lower-income customers, offering a variety of dishes based on customer demand.

Given that Oran is a coastal city overlooking the Mediterranean Sea, it has a fishing port, and the old neighborhood of Sidi El Houari adjacent to the sea has been known since ancient times for its many restaurants specializing in various seafood dishes.

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<sup>7</sup> Interview with old resident of the Oran city

Popular restaurants have long been prevalent in the working-class and commercial districts of the new city, attracting customers from cities and rural areas in western Algeria with their local delicacies.

Fast food outlets were mostly concentrated in markets, private and high schools, cinemas, and transportation stations. Street vendors in popular neighborhoods and suburbs also specialized in light snacks, offering traditional Oranian cuisine like "Karantita" (a type of savory cake).

During the French occupation of the city, restaurants saw significant development and activity, mainly due to the city's population composition, with up to 80% of its inhabitants being of European origin. Dining out and frequenting restaurants and bars were common habits among the majority European population.

The restaurant and hotel sector continued to thrive until the early 1970s. However, after the end of French colonial rule in 1962, the European population decreased significantly, leading to a gradual decline in restaurant activity.

As a result, the restaurant sector saw a noticeable decline, and after 1962, dining out in Oran was mostly limited to tourists and visitors performing their duties in Oran due to their regional functions, such as businessmen meeting over meals, young people during the weekend, and a small portion of the city's residents interested in and knowledgeable about the art of cuisine and international cuisine.

Eating out as commonly observed today in Oran was not a characteristic of urban life in the early years after independence, particularly during the 1960s and 1970s, due to the social nature of Oranian society and the specificity of Algerian family customs, which predominantly favored home-cooked meals served on a common table among family members, reflecting a strong and cohesive family bond.

#### **4- The restaurants embody the symbolic power of Oran**

Throughout history, cities have always embodied the image that expresses the common life of inhabitants in a space characterized by high densities and great diversity. The city has always been a model of the coexistence of people of all kinds and at all levels, a socio-economic and technical combination that has transformed and developed over time, both geographically and in various other aspects. It has become a strong node characterized by densities and diversity in all areas, a product influenced by many geographic factors.

Functionally, cities are like magnetic poles that have the capacity to attract both people and goods. Among the most important activities that play a pioneering role in marketing the right face of the city are restaurants and cafes, which are at the heart of the general urban atmosphere, serving and contributing to its enrichment.

With this in mind, the restaurants of Oran have always sought the best and most elegant sites in the city to settle down and practice their distinctive service activity. The traveler from Oran is aware of the scale of the transformations that took place in the restaurant sector during the first two decades of the third millennium after the remarkable decline that this sector recorded after the independence of Algeria in 1962. Since then, the sector has undergone positive transformations in terms of number, types, specialties, as well as wide distribution in all districts of Oran, new and old.

Each one records the extent of the contribution of restaurants to the image of the modern Oran metropolis, with their openness to public spaces and their adoption of new modern designs and decors with different and attractive colors and lights in the city center. In Oran and along its main streets (Al-Arabi Bin Mahidi, Mohamed Khemisti, Prince Abdul Qadir, the waterfront), restaurants occupy an important part and position there among other sectors of commercial activity and related services intended for individuals. Perhaps what has helped the spread of these restaurants are the varied and dense transportation lines that flow to the downtown area. This network has been reinforced by the modern "tram" line which connects the peri-urban districts to the city center."

#### **5- Geographical Distribution Of Restaurants In The Urban Area Of Oran:**

The inhabitants of Oran, along with all those who frequent it, agree that it is an open and vibrant city par excellence. Oran Al-Bahia imposes its presence at the national level as a

metropolitan metropolis politically characterized by numerous service, administrative, economic, cultural, recreational, and tourism functions.

Neighborhoods like "Al-Seddikia," "Al-Aqeed Lotfi," and, more recently, "Al-Yasmine" vividly exemplify the urban dynamics and the city's expansion. Oran has achieved significant urban gains that have strengthened its position at both regional and national levels. These achievements are manifested in administrative, cultural, and scientific facilities, business centers, international hotels, high-rise towers, waterfront street rehabilitation, completion of Millennium Street, Mohammed Bin Ahmed International Agreement Center, an Olympic sports village nearing completion, large shopping centers, specialized medical clinics in the private sector, and tourist facilities that have enhanced the region of Crichtel, Ain Al-Turk, and its surroundings along the Al-Tanf Al-Oran road, also known as the Corniche.

Oran is experiencing the impact of numerous economic, social, and spatial transformations through urban expansions and the creation of new residential neighborhoods, resulting in a significant revival and expansion of various types of businesses and industries, including catering.

The restaurant industry is experiencing a booming phenomenon globally and particularly in Oran. It is undeniable that globalization and openness have turned the world into a small global village, facilitating economic and cultural exchange and propagating nearly identical consumption habits globally, which Oran has already embraced due to its openness to the outside world and its affiliation with international exchange and communication networks. "The traveler in the neighborhoods and main streets of Oran notes the remarkable development and wide distribution of restaurants of all kinds, especially fast food restaurants, which meet the demands and needs of all age groups and depend on the socio-economic structure and the financial capacities of its residents and visitors. Oran, as an economic and tourist pole, seeks national (SNAT / SRAT / SDAL) and local development plans such as (PAW / PDAU (POS)) to move from a regional metropolitan region dominated by a local character to the emergence of the Mediterranean metropolis signs, especially after winning the honor of organizing the 19th edition of the games. Also, Oran is still distinguished and enjoys the character of openness and the fusion of many Mediterranean, Maghrebian, and local cultures including Algeria abounds, so that its human capital lies in a creative mix in its demographic composition which makes it a rich metropolis in terms of culture, belonging, income, etc. All of this is reflected positively on the catering industry of all kinds and varieties through all points of the present. The geographical location of the restaurants is subject to great care in its choice, due to its great sensitivity and its importance in ensuring the success and continuity of the catering activity, and being an important element in winning the competition that characterizes the restaurant industry. Gaining a strategic location and a wonderful and comfortable space is considered in catering to guarantee half of the success of its investors on the one hand, in addition to the hygiene factor, good reputation, the search for excellence in cuisine, food quality, and the pursuit of customer satisfaction represents the second half to ensure the success of the second investment."

**Tableau 1:** Répartition géographique des restaurants:

Groups	number	ratio
city center	29	39%
Colonel Lotfi	20	27%
Tridinion	15	20.3%
Saniyah, the intersection of the tramway	10	13.7%
Total	74	100%

Source: field investigation February 2020





**Photo 1:** Cintra restaurant 2020

According to the table and the map, the restaurants can be divided into groups according to the geographical distribution

**Group 1:** Restaurants occupy the core of downtown at 39%, which is a significant percentage due to several factors, including: The downtown is the hub of money, business, administration and services, and it is in constant activity through the daily flow of inhabitants and their constant frequency in the city center 24 hours a day and the role of transport available. With all kinds to ensure this, its strength goes back to the historical dimension represented by the city center of Oran, so that there are restaurants dating from a French historical period, such as the restaurant **le cintra** in rue Soumam as shown in picture 1, which was frequented by a group of intellectuals of that time, such as Albert Camus, full of thinkers and intense discussions on literature, politics and new topics. To some Al Masmakah restaurants adjacent to the port that date back to the Spanish period and are still standing up to the hour, and with these restaurants the food service has overtaken the food and beverage service to be an important part of the memory of the city and its tangible urban heritage.

**The second group:** the **Al-Aqeed Lotfi** neighborhood, which is considered an extension of the Oran grouping in the eastern part, as it is an urban fabric that shows urban development in its socio-economic and spatial dimensions in the urbanization process, restructure, reconfigure links, relieve pressure, meet the needs of the growing population and systematically create new nuclei and nodes to systematically activate links and management relationships. Restructuring and activation of business activities, services and entertainment in the new neighborhoods, percentage of restaurants is 27%, which is a significant percentage in the Al Aqeed neighborhood, which was empty yesterday, and restaurants are lined up on the main street based on the crowding factor, occupying the sidewalk and opening onto the street.

This dynamic of diffusion is due to the role of the Conference and Business Center,

**Muhammad bin Ahmed Meridian Hotel**, which has played a major role through its multiple influences, by increasing the flows attracted by the city and bypassing its area of influence. for the benefit of the city. neighboring urban neighborhoods by its activities and activities at different levels that have contributed to the polarization through events and exhibitions throughout the year.

In addition to the neighboring Mediterranean garden, which has become an outlet and a haven for families, especially in summer, which has greatly contributed to the movement of frequentation of the colonel and meals in restaurants.

**The third group:** the **Al Siddiqia, tridinion and Kartuo** district, at 20.3%, represents a significant percentage of restaurants that are alternately varied and specialized (Italian,



Spanish, French and Indian) and is due to the influence of the Sheraton and the Four Points Hotel. close to them and its influence through the ongoing activity and the type of guests and events that both hotels host.

**The fourth group:** the entrance to Al Saniyah, the axis of the intersection of the tram 13.7% of the restaurants, somewhat new, are catering and rental villas from dealers specializing in the preparation of grills, near the fourth ring road connecting the east-west highway and the Ahmed Bin Bella international airport , which is a tram stop and station, close to Sanya University and Professor Murad Selim Student Complex.

Through the spatial analysis of the geographical distribution of restaurants, we see that restaurants have allowed and contributed to bypassing the city center in the traditional sense of the term to centralize geographically towards a functional centralism that helps to capture, organize and disseminate flow of goods, people and information.

In this city, an archipelago of urban sites linked to the urban fabric with a multipolar center, and this is one of the most important characteristics of metropolitan cities, supporting urban transformation and building productive systems that value urban jobs, by creating a new and complementary subordinate in the heart of the mother city to promote the fluidity of demographic and economic flows.

**7- urban life and the restaurant in Oran (incarnation of the societal hierarchy):**

**1- Categories, styles and genre:**

Today's restaurant is an essential part of eating practices, especially in the environment and urban life, but its centrality is not based solely on eating practices, but rather on social and hierarchical societal relationships. Income volume , , the type of social classes restaurants guarantee freedom of choice and freedom of convergence and separation between societal groups in the city

1-1- According to the stars:

classification	number	Ratio
4 stars	2	6 %
3 stars	24	73%
2 stars	7	21%
total	33	100%

Source: Oran State Tourism Directorate 2020

Investment in catering has seen a remarkable increase in recent years in Oran, by Algerians and foreigners. However, the demand for classification by its owners remains modest, despite the fact that the city of Oran is full of beautiful, high quality restaurants, but it is not classified.

This is due to the administrative procedures overseen by a state committee, in addition to the nature of the clients and their interests, in addition to the classified restaurants, some of which are originally affiliated with hotels in the sense that they are classified. according to the number of stars of the hotel.

1-2- By type:

Type	Number	Ratio
Fast Food Restaurants	29	39%
Popular Restaurants	20	27.5%
Fine local restaurants	15	20%
Fine foreign restaurants	10	13.5%
Total	74	100%

Source: field investigation February 2020

Through the table, it becomes clear that fast food outlets lead by 39% due to their wide distribution in various neighborhoods and the nature of fast food in their preparation, and take out, to a large group of young people in society (high school students , college students

and even families) represented in sandwiches, pizzas, tacos and burgers, which are new foods. The local eating style has spread due to the globalization, social media and the fusion of cultures.

#### 1 --Fast food:

Over the past decades, the number of quick service restaurants fast food has increased dramatically. It is defined as “foods that can be prepared quickly and easily and sold in restaurants and snack bars as a quick meal or take out, depending on the purchasing power of individuals.

Every day in Oran, 1 in 7 members of the Oran community visit a fast food restaurant. Retail sales of fast food restaurants have increased continuously in Oran, so the number of fast food restaurants in Oran has increased from 264 to 640, according to data from the Directorate of Commerce 2020, and the field survey.

We notice that a family member in Oran spends around 200 Algerian dinars to 700 Algerian dinars on fast food every day in a single meal.

About 6000 Algerian dinars to 21000 Algerian dinars per month, and this is according to the field survey

There is also a relationship between the density of fast food restaurants and the economic and social characteristics of Oran. The central question we address is whether the demographic, social and economic characteristics of the city affect the supply of fast food chains. The question goes on to analyze the effects of the establishment of schools, universities and various city services, such as hospitals and social security ... on the distribution and density of fast food restaurants. Therefore, our research includes geographic analysis to combine demographic, economic and geographic data for each neighborhood in the city. Additionally, the study's field surveys indicate that income and age are among the most important factors in the prevalence and density of food restaurants, and one of the advantages of fast food restaurants is that they are inexpensive, which makes the population hesitant about them, especially young people, friends from high school or college get together to work together to eat and exchange conversations and have fun together, as it is very adaptable to the idea of moving from one place to another without any cost other than picking up the equipment of a refrigerator, oven, chairs and tables to open it in another geographical location, and among the characteristics of fast-food restaurants Through an equipped and inexpensive locomotive for the client, its presence on a temporary and daily basis adapts to the time of the customers, serving dishes such as sandwiches, hamburgers, soufflés, fries and other common fast foods.

#### -Popular restaurants:

Popular restaurants: they also occupy a significant percentage of 27.5% and are distributed in different popular areas of Oran, such as mdina jdida district, downtown, Al-Darb district of Sidi Al-hawari, all districts from Oran without exception, and whose most important dishes are carantica, maakouda, Alasban, and various drinks, the most important of which is the lemon drink, In some of them a meal of couscous and yogurt is served, especially in the Labasti district and mdina jdida,

These popular restaurants are considered the home cuisine of all neighborhoods, open most of the day, it attracts all ages with low and middle incomes, and the cost of the meal ranges from 50 Algerian dinars to 200 Algerian dinars.

It is classified in the street food, represented in the activity of street vendors, with vehicles specially prepared for this, and sometimes manual vehicles that are paid by their owners, such as a fast and cheap meal option. Time and considered income. strategy generator for their owners because of the ease of travel from one neighborhood to another depending on the demand that exists and corresponds to crowded places such as markets, work and construction workshops offer snacks such as carnitika, cheese and maacouda, and start their activity around ten o'clock in the morning, and the diffusion of street food is a feature

of rapid urbanization and has become an option available to fill hunger due to constraints time and low cost.

### -3-Luxurious local restaurants :

About 20% are strategically located restaurants, decorations and attractive outdoor views with panoramic sea views, including fresh fish and paella restaurants, which are one of the Mediterranean coastal faces of Oran, and this type of restaurant is linked to the identity and history of Oran, so a tourist can not or a visitor who is not stopped by the experience of eating fish with his smell Gourmet and its method of cooking that characterizes many restaurants in Oran, and some of them are also old as the city, especially al-Massemaka restaurants in the district of Sidi el-Houari - the port, so that the Most of them are in buildings dating back to the Spanish era with their architecture and its greatness, and it proves that the restaurants are part of the urban hardware heritage and the intangible heritage that is the food.

It should also be noted that fish restaurants have experienced great commercial expansion and other new stores opened in the suburbs and urban extanship is, especially new neighborhoods with beautiful decorations and displaying different types of fish and fruits of the sea, especially in the Akid Lotfi district, which has become another new tourist area, and the Boulevard Millennium, which is the other known unusual business mobility it is accompanied by a high rate of participation for the different recreational facilities and commercial regions, whatever the Al-Wahrani cornice, and this type of fish restaurants and food are very active and contracted to respond to requests for events, gatherings and celebrations such as weddings and birthdays, and we see that prices in these restaurants are not fixed mainly according to the law of the AP Market Provisioning for Fish, in total, the Paella dish varies from 2500 Algerian dinars to 4000 Algerian dinars depending on the number of people, such as for grilled fish up, sardines from 800 to 1500 dinars, as for shrimp and Calamar, prices are not fixed according , prices range between 3000 to 4500 dinars

And not only that, the luxurious local restaurants in Oran prepare and offer many local dishes and recipes such as Harra, Tajine with olives, Bergoug, meat and chicken, or the traditional Algerian like the known Shakhshokha and zfiti In the east of Algeria.

-Luxurious Foreign Restaurants: Representative about 13.5%, and it is in the context of Oran's opening, there is a diffusion of medium-oriental restaurants of Syrian and Lebanese cuisine supervised by foreign investors of Syrian and Lebanese nationalities who embody oriental cuisine. , starting with the quality of the dishes of Shawarma, Kebbeh, stabbed, and they are distinguished by spices, utensils even by appointing the shop that expresses the Arab East, like Bab Al-Hara, the Arab East, the restaurant Lebanese ... etc. is one of the names that attract customers because he knows a large rate of stake in foreigners and premises, and not just that, but we find that many young people in Oran learned to prepare brilliant cookware and that they are competing with these stores.

Moroccan restaurants represent a wide distribution due to the overlap of Moroccan cuisine with Orani in the sense that there are similar dishes with slight differences in taste, while a clear distinction of Moroccan cuisine goes through the decoration, the quality utensils and welcome through their common accent.

Opposition, Asian (Indian, Chinese, Japanese) restaurants also offer different dishes such as Japanese sushi and Indian dishes found in shops with distinctive names such as Maharaja Restaurant or Bollywood Restaurant in small proportions and Known spatially that their kitchens embody all meaning. of the word through the flavor of food, decoration and music. Their entry takes you to a virtual geographical area, and this type also attracts local customers to try a new culture and a new travel experience effortlessly, in addition to their community in the city that is classified as permanent customers.

Do not forget the Italian cuisine very present in Oran, which is among this dishes like pasta and its lazania , Pizza of different types, different sizes and flavors, and this is one of the benefits of the Italian restaurant, which does not depend on strong spices, but rather of cheeses that give food an irresistible pleasure that attracts many slices of Customers and his prices are somewhat acceptable from 700 to 4000 dinars, especially with the emergence

of a mega pizza that is made of young friends. They come together around the table and contribute together money to buy the cost is cheaper for each of them.

1-2- By type:

Type	Number	Ratio
Fast Food Restaurants	29	39%
Popular Restaurants	20	27.5%
Fine local restaurants	15	20%
Fine foreign restaurants	10	13.5%
Total	74	100%

Source: field investigation February 2020

Through the table, it becomes clear that fast food outlets lead by 39% due to their wide distribution in various neighborhoods and the nature of fast food in their preparation, and take out, to a large group of young people in society (high school students, college students and even families) represented in sandwiches, pizzas, tacos and burgers, which are new foods. The local eating style has spread due to the globalization, social media and the fusion of cultures.

1 --Fast food:

Over the past decades, the number of quick service restaurants fast food has increased dramatically. It is defined as “foods that can be prepared quickly and easily and sold in restaurants and snack bars as a quick meal or take out, depending on the purchasing power of individuals.

Every day in Oran, 1 in 7 members of the Oran community visit a fast food restaurant. Retail sales of fast food restaurants have increased continuously in Oran, so the number of fast food restaurants in Oran has increased from 264 to 640, according to data from the Directorate of Commerce 2020, and the field survey.

We notice that a family member in Oran spends around 200 Algerian dinars to 700 Algerian dinars on fast food every day in a single meal.

About 6000 Algerian dinars to 21000 Algerian dinars per month, and this is according to the field survey

There is also a relationship between the density of fast food restaurants and the economic and social characteristics of Oran. The central question we address is whether the demographic, social and economic characteristics of the city affect the supply of fast food chains. The question goes on to analyze the effects of the establishment of schools, universities and various city services, such as hospitals and social security ... on the distribution and density of fast food restaurants. Therefore, our research includes geographic analysis to combine demographic, economic and geographic data for each neighborhood in the city. Additionally, the study's field surveys indicate that income and age are among the most important factors in the prevalence and density of food restaurants, and one of the advantages of fast food restaurants is that they are inexpensive, which makes the population hesitant about them, especially young people, friends from high school or college get together to work together to eat and exchange conversations and have fun together, as it is very adaptable to the idea of moving from one place to another without any cost other than picking up the equipment of a refrigerator, oven, chairs and tables to open it in another geographical location, and among the characteristics of fast-food restaurants Through an equipped and inexpensive locomotive for the client, its presence on a temporary and daily basis adapts to the time of the customers, serving dishes such as sandwiches, hamburgers, soufflés, fries and other common fast foods.

-Popular restaurants:

Popular restaurants: they also occupy a significant percentage of 27.5% and are distributed in different popular areas of Oran, such as mdina jdida district, downtown, Al-Darb district of Sidi Al-hawari, all districts from Oran without exception, and whose most important

dishes are carantica, maakouda, Alasban, and various drinks, the most important of which is the lemon drink, In some of them a meal of couscous and yogurt is served , especially in the Labasti district and mdina jdida ,

These popular restaurants are considered the home cuisine of all neighborhoods, open most of the day, it attracts all ages with low and middle incomes, and the cost of the meal ranges from 50 Algerian dinars to 200 Algerian dinars .

It is classified in the street food, represented in the activity of street vendors, with vehicles specially prepared for this, and sometimes manual vehicles that are paid by their owners, such as a fast and cheap meal option. Time and considered income. strategy generator for their owners because of the ease of travel from one neighborhood to another depending on the demand that exists and corresponds to crowded places such as markets, work and construction workshops offer snacks such as carnitika, cheese and maacouda , and start their activity around ten o'clock in the morning, and the diffusion of street food is a feature of rapid urbanization and has become an option available to fill hunger due to constraints time and low cost.

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#### 10- Restaurants and regional influence:

The geographical origin of those who frequent the restaurants:

of visitors and customers	The number	Ratio
from inside the city	65	54.7%
from outside the city	55	45.3%
total	120	100%

Source: field investigation February 2020

Through the table, we find that 54.7% of those who frequent the restaurants are from the interior of the city, and often from the same neighborhood in which the restaurant is located, and this is due to:

Recent changes in society's eating habits, the association with long hours of work and study, and the preference of young friends for eating in restaurants and cafeterias over foods prepared at home due to the multiplicity of varieties on offer, in addition to eating more distinctive food by bringing friends and family together and having fun times with them, as well as decent prices for group meals.

The city's restaurant market has destabilized the hierarchical distributions that previously existed, as restaurants were not with this momentum, diversity and popularity from families, and the frequency of restaurants previously was associated with non- city residents (visitors), whereas currently it is part of the practices of family members and eating no longer obeys Adhere to a specific and specific time, and restaurants occupied a significant percentage of commercial services, the occupation of main streets to moving on sidewalks, preparing and designing them, as well as creating a kind of new centralization and eliminating the excessive concentration of the city center through the new urban neighborhoods, and this has become an important element in the urban planning process, the ground floors are specially designed for commercial activities, including Restaurants.

We find that 45.3% of customers come from outside the city, which shows the influence and rays of Oran and the extent of its impact through a regional space outside the city limits, as it is evident through the clear diversity in the matriculation of the cars. parked in front of the restaurants and through the interviews we had with customers, the world of catering is of course not isolated from commercial and service activities in Oran.

#### 11- Restaurants and behavioral and social influence

A- The age composition of those who frequent restaurants:



the age structure of the undecided	The number	Ratio
from 15 to 18 years old	40	%33
From 18 to 45 years old	50	42 %
From 45 to 60 years old	30	25%
Total	120	100%

Source: field investigation February 2020

According to the field survey, the most frequent age group in restaurants is the youth group (18-45) of 42%, most of them are students, office workers and services on an almost daily basis, due to the speed of preparing the dishes and the short period of the lunch break, they will not be able to go home and come home. To work again, after the distance and the suffocating congestion of the peak traffic period, I find a learned habit that prompts my coworkers to get together as a family to eat and share entertaining conversations with friends.

Next is the category (15-18), with 33% of high school teens and additional students coming in special groups during lunch time as they endure long queues at fast food restaurants. due to the variety of offers delicious dishes, some see it as proof of maturity, attendance and indication However, they are old and can go to restaurants without the company of their families, and some of them see that 'they satisfy hunger and only because of their flavor and delight.

Finally (45 to 60 years old) they represent about 25% for this category to resonate in the form of families and friends, and they refer in particular to fish restaurants, they are attracted by calm, comfort and comfortable service. away from the noise and congestion that fast food outlets experience and they are not priced in front of the happiness and pleasure of eating and meeting friends and relatives

b- The specific composition of clients by sex :

Type	The number	Ratio
women	50	41.7%
male	70	58.3%
Total	120	100%

Source: field survey February 2020

Through the table, there is a convergence in the frequency of restaurants between men and women, we see that women represent 41.7%, which is a significant percentage at a time when parity has become more objective than ever, it appears that women enjoy a degree of freedom and equality alongside men, and some women see this as a necessity. Work that drains her for long hours away from home, and some of them see liberation and a sense of responsibility and learn new tastes, so they see it as a useful factor for the wife and mother to take a break from domestic work and enjoying his time even once a week or a month as an efficiency and living a role outside his usual role in preparing meals at home.

C- Composition selon le statut social:

Social status	The number	Ratio
Individuals	10	9%
Families	40	34%
Binary	20	16%
Friends	50	41%
Total	120	100%

Source: field survey February 2020

The behaviors and habits of eating and frequenting restaurants are important in defining society and monitoring the relationships between people and the interaction between them and their beliefs, as Freud noted that eating, and drinking with someone symbolizes and confirms the reunification of society, as it symbolizes what is supposed to exist in terms of reciprocal social duties, the companion is literally the One with whom a person eats bread. The restaurants are well known individually, collectively and bilaterally, we find that the frequency of restaurants by friends and families is the highest, with 41% and 34% respectively. There are restaurants dedicated to families, so they are the best destination for families offering good hospitality and welcome and offering a family atmosphere from the shape of the table, the number of chairs, the type of music, waiters and their treatment of customers, and places reserved for children, showing the side of coexistence for families and the collective enjoyment of eating.

And the frequency of restaurants by couples, representing 16%, there are restaurants that offer lovers and fiancés a calm and romantic atmosphere to the point that some celebrate birthdays and engagements in these restaurants because they take into account the details for the comfort of the guests. this category and attract them.

Also, restaurants are aimed at people individually, but at a rate of 9%, eating and leaving the restaurant as soon as they have finished as they do not meet up with those who are talking so they leave and do not spend a long time in, but the restaurant represents them an opportunity to meet new friends

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12-Reasons to choose a restaurant:

Motivation	The number	Ratio
Type of dishes(specialty)	30	25%
Price	10	9%
Geolocation	30	25%
Opinions of friends and customers	20	16%

Marketing strategy	10	9%
Experience and familiarity	20	16%
Total	120	100%

Source: Field survey February 2020

Through the table it becomes clear that the highest percentage is 52% for both the location and the type of dishes, with customers choosing the restaurant based on the type of dishes rather than the price. and most of the customers are from the following states like Algiers , Tipasa , Mostghanem ,Ain temouchent ) targets these restaurants because of their experience in serving dishes, their taste and flavor.

Oran is a city famous for foodies with seafood , especially fish dishes. Restaurant owners see the product as the real "star" so everything is organized around it

The geographical location is one of the most important reasons for choosing thanks to the possibility of access and the ease of determining the path to reach it without falling into the spiral of congestion in addition to the possibility of parking the car, of the restaurant's space, its preparation and the availability of comfort in it, and there are restaurants located in the search engines on Google Maps, which facilitates the calculation for customers. Facilitates the calculation of time and distance.

Reviews from friends and customers account for 16%. The experience of other customers, especially friends, is a sure sign of confidence in the restaurant, a certificate of appreciation and praise for the type of dishes. So much in favor of the restaurant that will be chosen by others, so that Professor Jean Tremollier, considered one of the fathers of modern nutrition in France, "We are only friends when we eat together. A calm far from the stress of work and studies.

16% experience and familiarity rate, so we find customers loyal to their dishes and obedience to the point where we hear the customer ask the waiter and say as usual and say, let's go to our restaurant and touch the affectionate relationship and friendship between the owner of the restaurant and the customers, sometimes relationships which are more than ten years old.

Prices are 10% of customers who look directly at the price of the dish to see if it is within their means or not, they want to pay to eat well and be satisfied, that is why they agree to slightly exceed their budget due to the quality of the presentation and the comfort and not the quantity.

Marketing strategy 10% Restaurant owner reviews on platforms such as TheFork and TripAdvisor are increasing further, as these portals specialize in where customers find restaurants and book them, so they can see a variety of opinions, ratings and reviews that help their -making decision, and the internet marketer is one of them. Factors that grab the attention of customers the most these days is a trusted online reference .

The extent of customer satisfaction:

Satisfaction is a relative emotional state that shows how well the consumer can satisfy their needs, tastes, feelings of happiness and comfort, and this feeling differs from person to person, and according to the field study , we attained:

	The number	Ratio
excellent	20	16%
good	50	41%
medium	35	29%
poor	14	15%
Total	120	100%

We find customer reviews to be different and varied, some rate the restaurant service as excellent, some rate it as average, and some rate it as poor. Etc. The frequency of the restaurant also remains a personal freedom. Restaurateurs want to put in place systems of excellence in order to attract as many customers as possible. especially with technological development and activity on social networks Which has contributed greatly to the spread of restaurants recently through their location and ease of access, restaurant pages on social media platforms, Facebook, Instagram... In addition to providing delivery service .

### **12- The economic importance of restaurants:**

Restaurants are an effective regional promoter that encourages the supply of agricultural products, both animal and plant, and participates in local development by creating jobs through the cycle of relationships with farmers, bakeries and all stakeholders involved in the materials raw foods that the restaurant needs. .

Restaurants are a meeting point between regions through production and consumption processes. They constitute a microcosm to renew geographical and economic perceptions by promoting fresh products, their origin and their maintenance.

It shows the interconnection between the agricultural capabilities provided by geographical environments and the mechanism of human adaptation to them by creating a food culture and culinary heritage specific to that geographical area.

By promoting local food products and activating human activity.

The catering industry is of great economic importance due to its financial benefits and its role in the field of development, employment and the reduction of unemployment. It is a major player in regional planning and the dynamism of small communities and neighboring towns.

They also constitute one of the factors of tourist attraction, activating and accelerating urban development processes, and restaurants are also a formidable source of development of agricultural products.

It has the capacity to reassure the tourist by ensuring the provision of food and dishes consistent with their ideological, health and economic mentality.

It also plays a major role in social integration, particularly for young people and people without qualifications. She provides rehabilitation training and undertakes training, providing experience and improving efficiency in performance, language and communication.

According to the field study, this sector offers dozens of positions, both for men and women, starting with cooks, managers, waiters, cleaners, car guards... etc.

For example, in the Colonel Lutfi neighborhood, we find that most workers are university graduates or university students who work during vacation periods or work partial and overtime.

### **13- Les restaurants sont générateurs de profits :**

A travers des enquêtes de terrain et des entretiens menés auprès de restaurateurs et gérants, nous constatons que ce secteur génère d'importants profits dans la mesure où la plupart des restaurants possèdent un à trois restaurants dans différents quartiers et appartiennent à un seul propriétaire. Un secteur qui permet et offre des opportunités d'investissement à son propriétaire . Un secteur volatil qui est affecté par d'autres secteurs tels que : l'agriculture, la fourniture de matières premières alimentaires et les fluctuations des prix pendant les saisons du tourisme et des vacances. Il s'agit d'un secteur flexible et instable qui est affecté par un groupe d'intrants tels que :

1- La question de la saisonnalité : Son activité augmente avec les fins de semaine, pendant la saison estivale, et l'ampleur de l'activité de la ville pour accueillir divers événements et expositions et attirer des visiteurs.

2- Fluctuations des prix des matières agricoles : coûts alimentaires et donc fluctuations des prix des repas et plats, notamment des restaurants de poissons et fruits de mer.

3- Prix et loyers de l'immobilier : un marché instable qui ne cesse de croître d'un quartier à l'autre

4- Poursuivre l'image et la marque grâce à une bonne sélection des travailleurs et une bonne localisation géographique accessible

5- Compétitivité, car il s'agit d'un marché impitoyable qui a toujours besoin d'innovation, de flexibilité et d'intégration aux développements sociaux, économiques et technologiques

#### **14- The restaurants have a product that is transfrontalier without a visa:**

The importance of the presence of new and emerging international cuisines is a form of cultural and multiculturalism in large cities and an aspect of the human openness that accepts the culture and the diversity of others.

For example, in global cities: Berlin, Paris, Londres, New York, which there are a variety of different restaurants. It offers investment opportunities and tourism to all races, with different cultures, religions and affiliations. This has a positive impact on the life of civil society in the creation of incubators of innovation integration and coexistence is irrefutable in the question of racist tendencies in these cities, which is in the face of urban environments that have advances and creations that offer comfort, tranquility and safety for other genders.

On the other hand, this will contribute to creating a feeling from the old immigrants and new arrivals. with belonging, comfort and a feeling of nostalgia for motherland

The restaurants propose an integrated ensemble of cultural practices, how to prepare and present a dishes with its ingredients and flavors and aromas, original décor, the type of music and the style of the decoration

It also represents the largest impact in the areas of frontier penetration and surpassing of cultural barriers. this is what distinguishes global cities,

and recently in the city of Oran there many middle eastern restaurants have spread of restaurants (Syrians, Libanais) due to the influx of many syrian immigrants due to the security crisis in their country, on the other hand there is openness to Asian cuisines such as (indienne, japonaise and chinoise).

These restaurants offer clients a choice of curiosities in their cultures in a new places in the city of Oran, it resemble and imitates what exists in their countries, and also many Oran residents and visitors go to try these restaurants because of nature of people of Oran they love discovery, adventure, openness to others and sense of humor consider the historical character and the succession of many civilizations in Oran that left their mark and the people of Oran taste their new dishes to differnt their culture of algerians this is without the hassle of travel costs this is why restaurant are considered a cross-continental product and the best ambassador

#### **15- The impact and role of technology on the restaurant industry:**

Food delivery applications have flourished and spread in many Algerian cities and major cities, especially coastal cities such as Annaba, Algiers, and Oran.

The scene of young people working in restaurants traveling on motorcycles with a back box to deliver food to places of demand and at the specified time has become scene daily and normal compared to previous years, in order to avoid congestion and that is a characteristic of major cities in third world countries.

Technology has facilitated and simplified urban life and provided employment opportunities for young people

These applications have stormed the restaurant market, such as the YASSIR application in Algeria for ordering ready-made food. Not only that, but they have also contributed to chefs gaining great fame through social media platforms, and have provided women staying at home with opportunities to work remotely without the hassle of going out and looking for work outside.

Technology has also allowed the emergence of blogs, young cooking bloggers, and influencers through social networking sites (Facebook and Instagram) to break into the world of culinary art and reveal their passion for it.

#### **16- A traditional dish that expresses Oran's identity:**



Interest in food and culinary practices is increasing from a social and cultural perspective in relation to the issue of identity, belonging and collective memory. We also recently find that the art of cooking and interest in intangible heritage are at the heart of countries' concerns, especially with the activity of the United Nations Educational, Scientific and Cultural Organization (UNESCO) for intangible cultural heritage, by including Many different customs, traditions, crafts and cultural heritage patterns from all over the Arab world, within the global human heritage.

Algeria is distinguished by a diverse and rich cuisine derived from land, marine, plant and animal production. It is a cuisine that combines Berber, Maghreb, Mediterranean, African, Spanish, Turkish and French recipes and dishes.

The Oran restaurant and kitchen are only a reflection of Algerian cuisine, but they have the imprint of culinary art and some dishes that only distinguish Oran from the rest of the Algerian cities.

Like the karnatika dish, which enjoys unparalleled demand, whether from local residents or visitors, it is closely linked to the history and memory of the city due to its ease of preparation, its deliciousness, and the cheapness of the materials used. Karnatika has become an essential dish for all categories of people, rich or poor, and is often concentrated in most neighborhoods, especially the popular ones. Such as the New City neighborhood, Al-Hamri, Qambitah, Al-Darb, and at bus stops, and sometimes in mobile vehicles throughout the day.

In addition to the couscous dish that unites Algerian families in preparing couscous on Fridays, it is a tradition and a social habit for most of them, including the residents of the city of Oran, and it is similar to the Sunday meal for the British.

Every Algerian home prepares couscous as a lunch meal, from east to west and from north to south of country , with some differences from one region to another.

Some restaurants of the various types mentioned above have now devoted Fridays to preparing couscous meals, fulfilling orders, and sending them to homes via delivery service. Some chefs also travel around to prepare couscous meals at home.

The couscous dish is a heritage shared by the Maghreb countries, and it is a dish of joy and sadness that is strongly present in various social occasions. It was also recently classified by UNESCO as a world intangible human heritage.

### **17-Challenges of the restaurant industry sector in light of globalization:**

Globalization opens up real opportunities and scope for expansion, especially for countries, societies, and cities that are more flexible, responsive to challenges, bear risks, and capable of receiving change by facilitating individual initiatives for transformation gradually and systematically, Away from economic and cultural complications. In return, the spread of globalization of certain consumption patterns can help (Cleveland, Laroche & Papadopoulos (2015: 549) in changing the consumer habits of the population and the spread of different dishes of non-local cuisine. However, diversity based on specific cultures, religions, or other values is still strong and remains a barrier to globalization, such as religious taboos in eating, for example: such as the consumption of beef. In India and pork in Islamic countries.

The franchise contract is nothing but a reflection of one of the aspects of globalization and the product of liberal ideology. The franchise is defined as: a mechanism and tool that allows the transfer of technical knowledge and productive projects in a manner that achieves the objectives of the contractors and benefits both parties. The emergence of the franchise contract, like other modern contracts, is a result of development. The liberal economic that accompanied technological development and the accompanying openness of the world to each other, and the advent of the era of globalization.

It provides the franchisor with a wide spread in the markets, develops an increase in sales, and the second party also benefits from acquiring high and diverse skills that provide him with a global name through which he can reach consumers with complete ease.

As for the city of Oran, we find the absence of all types of franchise restaurants, and this is evidence of the weakness of integration into globalization on the one hand, and the lack of the necessary openness in the presence of controlling laws and legislation that do not encourage foreign investment. Recently, a café carrying the international Starbucks brand

was opened in the city of Oran and caused a wide uproar and a large demand for customers, but it was closed. A few days after it opened, the parent company, Starbucks, objected to using its name and filed a lawsuit against the store owners, because it does not have any branches in Africa in general and Algeria in particular.

2- The weak influx of tourists due to the lack of travel and tourism agencies and the promotion of tourism within Algeria on the one hand and the lack of competitors in the Algerian national airline, which monopolizes air transport.

3- A lack of training schools in cooking, with modest demand, with the opening of a higher school for hotel and catering in the city of Oran, and some private schools to teach cooking and culinary arts .

### **Conclusion :**

The restaurant sector is a promising sector in Oran, closely linked to tourist demand. Restaurants have the greatest role in introducing our diverse Algerian cultural identity, and they also carry a strong personal imprint of the local Oran identity, through the dishes, utensils, music and decor of the restaurants. The Metropole of Oran is also known for its gradual opening with a significant spread of foreign restaurants in the various neighborhoods of Oran within the framework of global economic and cultural integration, from Through Italian, French, Syrian, Lebanese cuisine, in addition to fast food restaurants of American origin.

The restaurant sector is a very sensitive sector affected by many internal and regional factors

It is also based on many important components, starting with: the nature of the easy geographical location, the quality of the dishes and food, the prices, the comfortable service and cleanliness, the good treatment of the chefs, waiters...etc.

The type of general character of the restaurant also contributes greatly to attracting residents and customers, so the target group must be determined by the nature of the restaurant, whether it is romantic, youthful, or family, and the diverse menu of animal, vegetarian, fish, pastries...etc.

Restaurants are spaces that promote an important type of tourism, namely gourmet tourism, which promotes the principle of participation and cultural exchange within the framework of coexistence.

The restaurant sector in Oran is witnessing many problems and shortcomings, the most prominent of which are: seasonality associated with the summer season, especially in the coastal areas of Oran, the city center and the new Al-Ahsa with urban expansions.

The closure of the import field and the weakness of the local agricultural product, especially in the field of cheeses and seasonings, have greatly affected prices and quality. The absence of a broad eating culture among some other Algerian families also greatly affects the flow of customers, and there are widespread cases of addiction to fast food. For adolescents and young adults, it will contribute significantly to their high obesity rate

In addition to the lack of innovation, openness, and amendment of laws in the field of economy and investment, this contributed greatly to the development of the restaurant sector

The absence of flexibility in the training and education of the human element according to what is required by material and technological changes has contributed to lagging behind the requirements of the regional and global market.

Not to mention the great difficulty in Algeria of granting visas to foreigners from other countries within the framework of tourism or research and cooperation in the field of food and gastronomy.

The significant lack of demonstrations related to culinary art competitions locally has contributed to the lag in this sector, and we also find that there is an absence of international franchised specialized restaurants such as: McDonald's and KFC...

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