

*Sustainable Rural Tourism in Blida Province:
Reality and Prospects Based on a SWOT Analysis*

السياحة الريفية المستدامة في ولاية البليدة:
الواقع والآفاق بناءً على تحليل SWOT

Youcef GUEHAM

Teachers Training College of Bouzareah (ENSB), Algiers, Algeria
gueham.youcef@ensb.dz

Date of Receipt: 23/05/2025 Date of Acceptance: 16/12/2025 Date of Publication: 20/12/2025

Corresponding Author: youcef GUEHAM, gueham.youcef@ensb.dz

ملخص:

يتناول هذا المقال دراسة تفصيلية لواقع السياحة الريفية المستدامة بولاية البليدة والتطلعات المستقبلية المخططة والمرجوة لها بهدف التحليل النقدي للسياحة الريفية المستدامة بولاية البليدة كعينة دراسية من خلال تقييم الواقع السياحي وفق تحليل SWOT واستعراض الافاق السياحية للولاية في حدود 2030 ، وقد قمنا بحصر لعوامل القوة وعوامل الضعف وعوامل التهديدات والفرص التي تتميز بها السياحة الريفية بمنطقة الدراسة، وقد توصلنا الى ان للسياحة الريفية مستقبلا زاهرا نتيجة الاقبال المتزايد للسياح على هذا النوع البديل والمريح والعائلي من انواع السياحة تحقيقا لمبدأ الكل رابح، ومساهمة بذلك في التطلع الى تحقيق تنمية ريفية مستدامة.

الكلمات المفتاحية:

السياحة الريفية، التنمية السياحية الريفية المستدامة، التوسع السياحي، تحليل SWOT ، ولاية البليدة.

Abstract:

This research presents a detailed examination of the reality of sustainable rural tourism in the province of Blida, along with its planned and anticipated prospects. This study aims to critically analyze sustainable rural tourism in Blida as a case study by evaluating the current tourism situation via SWOT analysis and reviewing the tourism outlook for the province up to 2030. The analysis identifies the strengths, weaknesses, opportunities, and threats characterizing rural tourism in the study area.

The findings indicate that rural tourism in Blida has a promising future, driven by increasing interest among tourists in this alternative, comfortable, and family-friendly form of tourism. This trend supports the principle of "win-win" tourism and contributes to the broader aspiration of achieving sustainable rural development.

Keywords:

Blida Province ; rural tourism, sustainable rural tourism, tourism development, tourism expansion, SWOT analysis.

1. Introduction

Individuals and communities highly value rural tourism because it is inaccessible to everyone. It represents an alternative form of tourism that offers tranquillity, a family atmosphere, recreation, nature-based enjoyment, and opportunities to learn about the customs and traditions of rural communities. It possesses unique characteristics and features not found in other types of tourism. Moreover, rural tourism aims to achieve sustainable development by preserving and promoting the natural environment while also creating wealth and revitalizing remote areas economically, socially, and culturally (Kichin, Ayob, & Kasuma, 2021).

The province of Blida is characterized by a rich natural environment, including diverse ecosystems and forests, making it an important tourist destination and the country's most important province for rural tourism and mountain protection. This contributes significantly to advancing sustainable rural development and is therefore fertile ground for assessing the importance of paying attention to tourism in general, especially environmental tourism, to boost the national economy beyond hydrocarbons (Ferdj, 2020).

The importance of the study

We limit the scope of our study to the following points:

- The environmental and economic importance of sustainable rural tourism and its role in preserving communities' environmental heritage (Pavlič, Portolan, & Puh, 2021).
- The methods contribute to the development of rural tourism.
- Alternative solutions to the obstacles we encountered when developing a comprehensive tourism strategy to improve performance.

Problematic:

The subject of our study is the exact definition of rural tourism in the current reality. We examine the current state of rural tourism in Blida, its prospects, and its effects on economic, social, cultural, natural, and historical dimensions. We will also address the expectations related to the development of this type of tourism.

- The reality of rural tourism in Blida includes structures, attractions, and marketing.

• What are the prospects for rural tourism in Blida in terms of its impact on the social and developmental dimensions of the population?

-Objectives:

The objectives of this study are as follows:

- Identify the natural, human, and cultural resources available in the study area that contribute significantly to rural tourism.
- Identify the most important obstacles, advantages, and challenges facing the growth and development of rural tourism.

Methodology:

In our case, fieldwork and scientific outputs are the most important sources of information. We conducted a field investigation into the realities of rural tourism in the province of Blida, collecting key information and target data. We then analyzed these data via the SWOT analysis method (Gerami & Hosseini, 2021). This method involves considering the following concepts:

Strength: We refer to the strengths of rural tourism in the study area, which offer new opportunities for growth and development (URBA Blida, 2022).

Weakness: This means that the rural tourism sector is an economic sector facing intense competition at multiple levels, whether from other types of tourism or from the prevailing economic and social conditions in the province, in Algeria, and beyond.

Threats: Indicate the current and potential external threats posed by fierce competition from other types of tourism, as well as the obstacles and challenges we face in promoting rural tourism.

Opportunities: Opportunities refer to opportunities and natural, economic, human, cultural, and historical resources (URBA Blida, 2022) that can be leveraged to enhance rural tourism in Blida.

Finally, we summarize the key findings and propose scientific solutions to promote rural tourism across Algeria.

Study limits: We have limited the scope of our study as follows:

Objective limits: This study focuses on sustainable rural tourism, a modern trend and an alternative to traditional tourism. It is expected to play a significant role in the development of local communities.

Time limits: This study focuses on rural tourism in the present and near future. It is based on statistics provided by official authorities, such as the National Bureau of Statistics, the Ministry of Tourism and Traditional Industries, and the Directorate of Tourism and Traditional Industries of the province of Blida. The study generally covers the years 2010--2022.

Spatial boundaries: In this study, we focus on rural tourism in the province of Blida and limit the intervention areas to the following:

The management of mountain, exploratory, sports, and recreational ecotourism in the Al-Chria and Al-Chefa municipalities.

Mountain tourism and peak exploration in the municipality of Hammam Mellouane.

We also consider several other tourist sites proposed for expansion in municipalities such as Al-Arbaa, Al-Jbabara, Souhane, Ain Rummana, and Oud Jer.



Map (1): Geographical location and administrative division of the province of Blida

Source: www.lawilayadeblida.dz

2- Tourism concepts and visions:

Countries seeking tourism investment aim to create an environment that will attract foreign capital. Algeria is one such country that is seeking to adopt a well-defined tourism strategy to attract tourists and investment. This is evident in the Algerian state's adoption of the Tourism Development Guidelines for 2025, particularly in its exploitation of historical and cultural heritage for tourist attractions.

2-1- The concept of Tourism:

Owing to the popularity of this economic sector, several definitions of tourism have emerged, branching out and differing according to the scientific and academic trends of researchers, specialists, and international bodies such as the World Tourism Organization.

The German Guyer Freuler noted that it is a modern-day phenomenon, stemming from the growing need to rest (Rawashda, 2009), to change location and enjoy the beauty of nature, and to reside in areas with their own natural features (Adrian, 2018).

The World Tourism Organization defines it as 'the activities of persons visiting a place other than their place of residence for a period not exceeding a whole year for recreation, business or other personal purposes' (UNWTO,2025). It considers the distance factor, defining a tourist as 'a person who moves at least 80 km from their home' (H, 2014).

Therefore, tourism is a socioeconomic phenomenon involving the temporary mobility of individuals across space and time for entertainment, recreation, and lifestyle change.

2.2. The concept of sustainable tourism development:

The World Tourism Organization has defined the main principles and objectives of sustainable tourism. These are based on meeting the needs of tourists and their host regions while protecting and enhancing future opportunities. This approach involves managing economic, social, and aesthetic needs rationally while respecting the permanence and integrity of cultural heritage, basic environmental conditions, and biodiversity (UNWTO, 2025).

The European Environment Agency defines it as 'an activity that preserves the environment, achieves economic and social integration, and improves the environment and architecture' (European Parliament, 2015).

Therefore, sustainable tourism development involves the rational exploitation of all available tourist resources and opportunities within a particular territory without harming the environment, tangible and intangible cultural heritage, or the rights of future generations. The main goals are summarized below.

3 - The possibilities of rural tourism in the state:

The province of Blida has mountainous and coastal areas, making it one of the most attractive destinations in Algeria for both domestic and international tourists.

The province of Blida includes several areas for tourist expansion distributed across its territory. However, its tourism directorate prioritized four tourist areas in a 2019 development plan, namely, Chria, Chefa, Hammam Melouane (Tahamolt site), and Bouainane (Sidi Serhane site). These areas are the focus of this study.

The first stage involves identifying the current state of tourism opportunities and determining the targeted areas for tourism expansion. This process is approved by the Council of State, then by the Ministry of Tourism, then by the Government Council, and finally, an implementing decree is promulgated.

The next stage is to develop the tourism development plan, which the State Council approves.

At this stage, the technical file is prepared, and the implementation of the previously proposed tourism projects begins.

Four areas for tourism expansion were identified in the province of Blida: Chria, Chefa, Hammam Melouane, and Bouainane. These were sent to the relevant ministry for approval on 20 December 2018.

In this study, we focus on the first three tourist areas, Chria, Chefa, and Hammam Melouane, because of their unique natural features and mountainous rural character.

3.1. The Chria tourism expansion zone:

The tourist site of Chria is located within Chria National Park, which was established in 1983 by Decree No. 83--461. It is the second most popular tourist destination in the country after the Al-Kala National Park in the province of Tarf. It is situated approximately 11 km south of the state headquarters toward the peaks of the Blidi Atlas and approximately 42 km southwest of the city of Algiers. The park covers 26,587 hectares and is home to 816 plant species, including more than 15 protected species, such as cedars and pines. Animal statistics revealed the presence of more than 394 species, including 49 protected species, such as falcons, Maghreb monkeys, hyenas, and royal eagles. It is a popular destination for lovers in rural areas. Mountain and environmental tourism is popular with

visitors from Algeria and abroad, as well as from further afield. In addition, there is a ski resort and a health resort at an altitude of 1550 m, which is connected to the municipality of Blida by an electric cable car. Established in 2008, the cable car is approximately 8 km long and transports more than 35 thousand passengers per month. Tourists enjoy picturesque views, most notably the cedar trees that characterize the area and the snow in the winter.

However, a tiny financial sum of no more than 20 million Algerian dinars was allocated to her, which is insufficient to complete or create a single tourism project. (URBA Blida, 2022).

There is also a ski club and an ElNassime hotel.

Map (2): Botanical map at the National Herbarium of Chria.



Source: National Chria Administration

3.2 Chefa tourism expansion area:

The renowned mountain fjords of the Chefa commune are located southwest of Blida (approximately 8 km) and Algiers (approximately 46 km), along National Route 1. The commune takes its name from the healing waters of the Chefa Valley, considered a haven of peace for those seeking tranquility, enchanting rural landscapes, and the opportunity to observe magu monkeys and waterfalls up close. It also boasts a historical center known as the "Monkey Spring."

Built more than a century ago, it was used by the People's National Army Foundation after being converted into barracks during Algeria's security crisis in the 1990s. Its restoration is proposed in tourism development plans. A financial contribution of 15 million Algerian dinars has been allocated to the project, which is a minimal amount compared with the region's tourism development needs. The

following tourism projects have been highlighted by the Directorate of Tourism and Traditional Industries (URBA Blida, 2022):

It consists of a hostel, two restaurants, a tourist accommodation, a roadhouse, a sports complex, a rehabilitation center, a campsite, and a center for traditional industries.

Photo (1): Mago monkey at the height of Chefa Straits 2020



Photo (2): one of the main parks along National Road No. 1 at the level of the municipality of Chefa, 2020



Source: researcher 2020.

3.3 Hammam mellouane tourism expansion area:

The municipality of Hammam Mellouane is approximately 23 km from the city of Blida and 32 km south of Algiers. It is known for its hot springs, where the water temperature reaches 39°, and is renowned for its therapeutic properties for various ailments, particularly bone and joint diseases, neurological disorders, intestinal diseases, and liver and pancreatic diseases. It is also recommended for treating kidney disease, among other conditions. In addition, the recently established tourist village, covering an area of 1.07 hectares, boasts 17 traditional shops, a children's play area, a car park, and other amenities, and its dense forests in the Blue Zone are popular with adventure lovers, hikers, and mountaineers (URBA Blida, 2022).

The municipality is active in traditional industries and in the production of agricultural products for tourists, such as cheeses, olive oil, and seasonal fruits.

It was allocated 8 million Algerian dinars to resolve a financial dispute, which is incompatible with the tourism projects planned within the tourism expansion zone. The most important of these projects is as follows:

A tourist accommodation area covering 2.14 hectares, including a car park, a fitness center, a chalet, a sports complex with a hotel and a hostel, and the development of the banks of Oued El Harrach in the municipality of Hammam Mellouane (URBA Blida, 2022).

4. Tourist structures available at the studied tourist sites:

On the basis of our field study, we were able to limit the number of tourists visiting the three sites targeted by the study as follows:

The National Chria hangar receives 2 million tourists annually and they are distributed among the three sites.

Approximately 1 million tourists visit Chria Heights, where the climate station is located.

Approximately 600 thousand tourists visit the Hammam Mellouane thermal station.

Approximately 400,000 tourists visit the Chefa monkey source.

Map (3): Studied tourist sites in the state in 2020.



1-Chria tourist site.	• State headquarters
2-Chefa tourist site.	— State boundaries
3-Hammam Mellouane tourist site.	— municipal boundaries

Source: researcher 2020.

We also noted weaknesses in the tourist infrastructure, particularly hotels, which is considered one of the most important factors in tourist expulsion or weakness recorded in the study area.

Table 3
Available hotels in the study area

Name of the hotel	location	type of hotel	date of start of activity	date of classification	proposed classification	number of rooms and beds
Le Cèdre	Chria	environmental climate health	-04-30 2006	current classification	1 star	40 beds and 20 rooms
The source of the monkeys	Chefa Heights	febrile climatic environment	25-12- 2007	current classification	2 stars	24 beds and 12 rooms
Febrile station Hammam Mellouane	Hammam Mellouane	febrile	01-02- 1980	current classification	4 Stars	120 beds and 60 rooms

Source: Master Plan for Tourist Development of the wilaya of Blida (SDAT) 2022

5. Proposed tourist sites for sustainable rural tourism development:

During our field visits, we realized that several other virgin tourist sites needed investment. We also noted that these sites vary in terms of the types of tourism they offer, ranging from protection to environmental forestry. The most important ones are shown on the map below.

Map (4): proposed tourist sites in the state, 2020.



1 Ben saada	4 tazarine forest	7 White Source	10 Magramane Forest
2 Sohan	5 Dar essaada	8 Lake Al-Dhaya	— State boundaries
3 source Al-muwayleh	6 source bormrum	9 Sidi Ibrahim forest	— municipal boundaries

Source: researcher 2022.

6- Diagnose the reality of rural tourism in the province of Blida according to Swot analysis:

The results of fieldwork, visits, and scientific outputs in the previously identified intervention areas in the state enable us to determine the strengths, weaknesses, threats, and opportunities in the rural tourism sector, as shown in the SWOT analysis below:

5-1-Strength factors:

✓ The region's picturesque, mountainous, and rural landscapes provide a suitable setting for tourism, with the legally protected Chria National Park being a particular attraction.

✓ The region's rich customs and traditions, rooted in ancient times, are embodied in its invaluable material and nonmaterial heritage, including the textile industry, pottery, copperwork, perfumery, and the cultivation of flowers and roses.

✓ The ability of rural populations to adapt to one another stems from their established generosity and hospitality.

✓ The store offers a variety of rural and agricultural products, such as cheeses, honey, and olive oil.

✓ Blida cuisine is renowned for its versatility and sophistication.

✓ There is a good road network, with the east–west highway passing through.

✓ The basic infrastructure of water, electricity, and gas is in place in the tourist areas studied.

✓ The state aims to develop rural areas as part of the national strategy for developing shadow areas.

Photo (3): a commercial activity based on the sale of agricultural products in the state in 2020.



Source: researcher 2022.

✓ The state's strategic location and proximity to the capital.

✓ The Mediterranean climate is suitable for rural and environmental tourism. Visitors can enjoy winter sports in the snow-capped mountains of Chria or summer activities in the tranquil forests of Chria National Park. This allows the province of Blida to attract tourists year-round.

✓ Many exploited and unexploited tourist attractions offer a variety of experiences: rural, mountainous, thermal, therapeutic, sporting, cultural, and historical.

5-2-Weakness factors:

✓ The weakness of basic tourist infrastructure, particularly in rural areas.

✓ The absence of recreational, promotional, or cultural tourism.

✓ Businessmen are afraid to venture into rural tourism and are simply turning to urban tourism.

✓ The state lacks an international airport to attract tourists.

✓ The absence of a well-defined tourism policy that focuses on the marketing and publicity of natural, cultural, and historical heritage.

✓ Poor tourist services, if any.

✓ A lack of urban planning to support tourism, including severe congestion on the only national road at the entrance to the municipality of Hammam Mellouane, caused by chaotic and illegal roadside business practices.

✓ The lack of a technical workforce for the construction of rural tourist resorts.

✓ The lack of real estate for tourist expansion. If it exists, it suffers from repeated chaotic construction.

✓ The poor quality of some roads, tourist sites, such as Tahmolte-Chria Road, exist.

✓ A lack of awareness of tourism and environmental issues.

✓ A shortage of qualified technical labor specializing in the tourism sector.

✓ The fragile ecological environment, with the risk of extinction of animal and plant species.

✓ Limited publicity, the knowledge of the studied tourist sites does not exceed local borders.

✓ The absence of hotel infrastructure hinders the reception of tourists.

- ✓ It is not a tourist destination but rather a place for ordinary citizens.
- ✓ Most tourists are families and young people who spend the day there and then leave, all from neighboring provinces.

5-3-Threat factors:

- ✓ The lack of clarity regarding the national strategy for developing shadow areas, as well as the inherent role of political rhetoric.
- ✓ The lack of state support for small investment projects within institutional and entrepreneurial projects interested in developing rural tourism.
- ✓ Weak competitiveness in advertising, pricing, and services.
- ✓ The marginalization of university research laboratories when developing a strategy for rural tourism development.
- ✓ The province of Blida is located within a seismically active zone in northern Algeria.
- ✓ One of the fires affected the forests of Blida, especially in summer.
- ✓ Potential environmental degradation as a result of neglect and indiscriminate waste disposal.

5-4 Opportunity factors:

- ✓ Rural residents' interest in agricultural products and traditional industries should be increased by promoting their good reputation and tourist appeal.
- ✓ The leading role of rural women in traditional industries such as agriculture and pottery.
- ✓ The state is interested in developing the rural housing sector, and this opportunity can be exploited by building rural resorts for tourism purposes in the form of simple rural hotels.
- ✓ The observed change in tourism trends among citizens, who are increasingly interested in mountain and rural tourism, as well as adventure and sports tourism, particularly among Algerian families and young people.
- ✓ Several state and national associations are interested in developing rural tourism.
- ✓ Coordinating tourism between state tourism associations helps promote tourism.

✓ To implement several tourism projects in Blida, such as the Hammam Mellouane tourist village, the rehabilitation of tourist sites in Chria municipality, and tourist rides in Chefa municipality.

✓ The task of developing projects within the framework of contracting and small, environmentally friendly enterprises, such as solar panels.

Photo (4): Lake Al-Dhaya (Ain El Rummana municipality), the highest lake in Algeria and Africa, 2020.



Source: researcher 2022.

6 - Analysis of the results:

By identifying the SWOT analysis elements, we have diagnosed the current state of rural tourism in Blida. We can exploit the strengths and opportunities available to us to overcome the weaknesses and threats faced by rural tourism. This can only be achieved with a short- and long-term development strategy whose ultimate goal is sustainable rural development based on sustainable rural tourism.

On the basis of our SWOT analysis, we identified areas for intervention in rural tourism development.

✓ The role of state tourism institutions is carried out by the guardian ministry, the Directorate of Tourism and Traditional Industries of Blida, the local tourism bureau, and private tourism agencies and tourist associations, who are responsible for promoting, organizing, and managing tourism.

✓ The role of the Ministry of National Education is performed by the custodian ministry, which is responsible for guiding and rationalizing environmental and school tourism, as well as instilling a sense of tourism culture in young people.

✓ The Ministry of Culture and Communication is responsible for promoting tourism broadly and effectively.

✓ The Ministry of Housing and Urban Development and the Ministry of Agriculture and Rural Development are responsible for reviving projects for single- and combined-rural housing to establish rural tourist resorts.

✓ The role of rural residents is to demonstrate tourist culture productively and behaviorally, serving their region and contributing to its development.

✓ The role of the Ministry of Higher Education and Scientific Research and Laboratories is to activate and support scientific research in the field of tourism.

7. Proposals:

Promoting the rural tourism sector requires significant effort, which cannot be undertaken by a single ministry, government body, tourism agency, or individual; instead, it is necessary to combine the efforts of various local and national actors, including the relevant ministry and its directorates and departments, tourism agencies and associations, all ministries related to sustainable rural development, and the rural population.

The following proposals were reached:

✓ To exploit the region's natural, human, cultural, and historical potential in developing a steady-paced tourism strategy.

✓ To benefit from the experience of friendly and allied countries.

✓ To involve the local population in developing the rural tourism sector.

✓ To support partnerships, tourism contracting, and small and medium-sized enterprises in tourist attractions.

✓ To provide interest-free loans to rural residents to develop their agricultural and traditional products.

✓ To involve the university and research laboratories in developing the desired strategy to achieve sustainable tourism development.

✓ To establish a national fund for the tourist exploitation of national parks.

✓ Providing advertising for recreational tourist trips to rural areas throughout the year.

✓ To legalize tourism work among rural families, creating a rural tourist contributor membership card, similar to a peasant or professional card, provides holders with several advantages.

✓ To exploit modern communication technologies for the promotion and publicity of tourism.

✓ There is a proposal for solidarity tourism in rural areas as a strategic solution for rural tourism development on the basis of a mutually beneficial relationship between tourists and rural residents.

8-Conclusion and recommendations:

Tourism is a sensitive and highly volatile sector, affected by fluctuations in the global economy.

In Algeria, developing the tourism sector requires economic integration among all sectors to support it, especially if we want to increase demand and achieve sustainable tourism development.

In general, the following conclusions can be drawn from the above:

✓ The lack of infrastructure and poor tourist facilities have contributed to the decline of Algeria's tourism sector.

✓ Algeria possesses natural and cultural tourism potential.

✓ The tourism development guideline failed to achieve its goals, and all projects were frozen in 2011. We are currently in the second phase, yet there is no concrete progress, so reviving the guidelines is essential.

✓ Minimize the negative environmental impact of the proposed projects, given that the intervening medium is sensitive, fragile, and rare.

✓ The task of adopting renewable energies in the design and operation of tourist facilities.

✓ Protecting tourist property from illegal attacks.

✓ To involve rural residents in the national sustainable tourism development strategy.

Improve the quality of agricultural products and traditional, tourist-oriented industries in the local rural community to attract tourists and thereby contribute to sustainable rural development.

Bibliography list

Adrian, S. C. (2018). *Theoretical appraisals on the standardization of tourism terminology*. *Ovidius University Annals, Economic Sciences Series*, 18(2), 354–358.

European Parliament. (2015). *Tourism and the European Union: Recent trends and policy developments* (EPRS IDA(2015)568343).

[[https://www.europarl.europa.eu/RegData/etudes/IDAN/2015/568343/EPRS_IDA\(2015\)568343_EN.pdf](https://www.europarl.europa.eu/RegData/etudes/IDAN/2015/568343/EPRS_IDA(2015)568343_EN.pdf)](https://www.europarl.europa.eu/RegData/etudes/IDAN/2015/568343/EPRS_IDA%282015%29568343_EN.pdf)

Ferdj, Y. (2020). *Le processus du développement local en Algérie, étude*. *Journal of Economics and Human Development*, 374.

Gerami, F., & Hosseini, S. Z. (2021). *Planning for sustainable tourism development using SWOT analysis – Case study: Pasargad Region, Fars, Iran*. *Athens Journal of Tourism*, 8(1), 43–54.

Kichin, S., Ayob, N., & Kasuma, J. (2021). *The initial development of rural tourism destination image from residents' perceptions*. *Journal of Sustainability Science and Management*, 16(5), 288–306.

Pavlič, I., Portolan, A., & Puh, B. (2021). *Image formation in a rural tourism destination*. *Tourism in Southern and Eastern Europe*, 6, 559–572.

Rawashda, A. A. (2009). *Ecotourism: Foundations and principles*. Dar Al-Raya Publishing and Distribution.

UNWTO. (2025, January). *Tourism definitions*.

<https://www.e-unwto.org/doi/book/10.18111/9789284420858>

URBA Blida. (2022). *Schéma directeur d'aménagement touristique de la wilaya de Blida*. URBA Blida.