



The creation of innovative tourism products via local actor analysis and their organization in the territory

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Abstract

Aim: This study's overarching goal is to establish a theoretical foundation for reflection on Geo-tourism and its approach by assigning monetary values to territorial resources.

Method: We took a qualitative approach by reading up on related works, fads in the field, and prevailing tenets in the academic canon.

Findings: Tourism is one of the world's fastest-growing economic sectors, thanks to decades of consistent growth and a greater diversity of offerings. Indeed, in recent years, geological tourism has emerged as an alternative that can be associated with classical tourism. This type of tourism involves the presentation of a territory's geological and geomorphological heritage and draws attention to the region's enormous geological and cultural diversity.

Implications/Novel Contribution: Our research contributes to an ongoing territorial project to organize these areas (what can be done? To what effect? Sales, functions). The transboundary and interregional nature of geological tourism is made possible through the exploitation, mobilization, and combination of these resources.

Keywords: Tourism, Resources, Territory, Actor, Innovation

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INTRODUCTION

As the world becomes more interconnected, it becomes harder for a centralized government to maintain control over the resources of a localized population. Consequently, the Regions will need to employ various tactics to unearth our endeavor's problems. The key to success in a new territory is not simply replicating previous efforts at a lower cost but rather proposing novel solutions.

As part of its plan for long-term prosperity, Morocco is focusing on the tourism industry to create jobs and stimulate the country's economy in all areas, including education, culture, and communication. Among the many types of tourism, geo-tourism stands out as a promising field of development for the rural world and the territory we're focusing on specifically.

As an example, Geo-Tourism is an idea that was pushed forward by the government and tourism managers but has not been fully realized.

In fact, geological and morphological tourism in Morocco holds a lot of promise. The M'goun geopark project in 2004 is one of the most important attempts to create an international tourism product, capitalizing on the region's remarkable wealth of geological sites. The geopark features ecological, archeological, and cultural sites, geo-sites, and geo-routes. Located in the heart of the Atlas Mountains between the cities of Beni Mellal and Azilal, this protected territory spans a whopping 12,000 square kilometers.

We ask, "Can we valorize known and unknown resources and locations in our study area, using an existing variety of resources, heritage, and local actors to add to the already existing geo-tourism locations?"

Furthermore, we hope to learn how to organize initiatives and processes of resources to better mobilize and appreciate the region's shared cultural heritage. This method is integrated with the trends of territorial development by mobilizing local actors to assist in the socio-economic diversification of the area. This is accomplished by

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restoring the group's social identity and creating a local action plan to repair the territory (Campagne & Pecqueur, 2014; Weng & Yang, 2016).

We have been given the unique opportunity to delve into the heart of this issue by investigating the mechanisms underlying the constitution of existing, locally-relevant action systems. A Project of Territorial Construction can also refer to the structures of a dynamic organization between an individual or/and collective actors mobilized around a common project name.

Therefore, we acknowledge that the local community's history, culture, and expertise comprise a set or collection that significantly alters the area's physical infrastructure. However, a "local externality" that can improve production conditions in a territory is off-limits for discussion. Utilizing the land's resources necessitates a comprehensive social production and construction program across the territory. This presents an opportunity for other regions to reveal their own untapped resources.

To what extent do these building and resource-gathering processes give local territories the independence they need to be moved to a model of independent territory project?

Indeed, territorial resources today are at the heart of research and experimentation of rural territory development. This resource valorization and optimization attract the attention of experts, the elite, and researchers so far that it articulates between the two economic motors:

Residential economy: what the territory captures

Productive economy: territory production

LITERATURE REVIEW

The interest of this research is at the same time theoretical, methodological and empirical. We propose to build a framework for theoretical reflection around Geo-tourism, and the approach by valuing territorial resources. We will develop our reflection by exploring existing works, disciplinary trends, doctrines and scientific research and by participating in current debates on the relationships and interactions between tourism and particularly Geo-tourism through an approach by valuing territorial resources and local development of spaces: rural and mountain. In other words, approach tourism from a territorial and multidimensional perspective, integrating, at the same time, at the level of the territory, each of the dimensions of development: economic, social, human, and environmental.

This brings us to a central question, what makes a resource in rural areas? How can they be identified and valued, in the context of tourism, to ensure the expected local and sustainable development? The scientific literature is very diverse around this notion, by declining it as a "productive" resource (Riordan & Williamson, 1985), "amenity" (Organisation for Economic Co-operation and Development, 1999), "externality" (Stiglitz, 2000) "territorial" (Bellaoui, 2005), associated with the notion of heritage (Barrere, 2005; Yi-Hsien, 2019), natural (Rotillon, 2010).

Despite all these debates, promotion by tourism remains the most attractive way for rural people. More and more tourists are seduced by its authenticity, its culture, its amenities, and its way of life. Its territorial resources are its main wealth and have not said their last word. They can always give and contribute to its development, not singularly, but rather by subscribing to the common and shared processes of value construction.

Indeed, the enhancement of territorial resources is at the top of the strategic priorities of rural and mountain areas, considering their specificities, but also their fragility and vulnerability. These difficult qualified areas are assumed to be well placed to develop local and specific resources. Some authors justify it by the fact that the need is the engine of innovation and mobilization. These zones are even better placed than the favorable zone for inventing and mobilizing. [...] Difficult areas are better able to practice territorial development because they are obliged to mobilize and therefore to develop social capital and territorial governance (Campagne & Pecqueur, 2014; Tatiyanantakul, 2017). Very often, the novelty of objects matters less than how to approach them and organize their mobilization in common with the actors, thus pushing for innovation (Perron & Janin, 2014). Therefore, two elements are essential to this territorial logic of development and enhancement: Governance and the dynamics of specification of resources (Mollard & Bernard, 2007).

METHODOLOGY

Our studies highlight the importance of the actor as a local criteria and decision-maker in local development through the tourism project. The choice of subject and study area is explained by the dynamics of the actors upstream and downstream of the valley. As already mentioned on the map (map 1), the study area is very rich in terms of landmarks and important natural resources (mountain, landscape), we chose the 324 tourists/respondents, to find out the interest tourists and the attractiveness of the valley compared to this new form of Geo-tourism.

RESULTS AND DISCUSSION

On the actor/governance side and relations between the actors and the actors and the territory. The case where relations and links are conflicting and problematic, and the role of regulating public support and support are absent or stalled, thus sabotaging any perspective or initiative for the implementation of a territorial project. This is what we saw in the ZAT valley.

The territory of research is far from the interest of public power and the actors responsible for tourism. Also, conflicts, tensions and problems of concentration, competition and non-homogeneity and complementarity of offers, thus are preventing economic and social benefits throughout the valley.

Resource Development: A Vector of Territorial Development

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Indeed, this concept of valorization of local territorial resources must support a development model based on exploitation of durable environmental resources, optimizing human resources also provide an answer for meeting the requirements of the inhabitants by transferring production and consumption of locals. Namely that a tourism based on specific characteristics of a territory (physical elements) would not exist if the actors had not taken consciousness of the potentialities of the resource and had not valued it in order to construct a tourism product (Bernoux, 1990; Crang, Dwyer, & Jackson, 2004; Gooroochurn & Sugiyarto, 2005; Mangion, Durberry, & Sinclair, 2005; Mazanec, Wöber, & Zins, 2007; Espino-Rodríguez & Rodríguez-Díaz, 2008).

Our research project will be based around the territory of Marrakech and its rural hinterland precisely the valley of the ZAT, located less than an hour from the red city of Marrakech. The territory is authentic and preserved places with geological richness (engravings, traces of dinosaurs). This strong resource potential is linked to geological tourism however its not well exploited by Tourism-related agencies. the valley of the ZAT is a good area take advantage of in order to implement this type of tourism, therefore contributing strongly to diversification of tourism products.

In fact, our area of study (ZAT valley) has a significant number of engravings and dinosaurs traces as a result it makes it an attractive tourist destination. The Yagour area is considered as one of the many sites of rock engravings in the High Atlas of Marrakech. Perched nearly 2700 meters above the valleys of Ourika in the west and the ZAT in the east, the plateau of the Yagour seems to have fixed there in almost 4000 years ago, sub-Saharan pastors, hunted by the progression of the desert (Bellaoui, 2005).

As testimonies, these pastors have engraved on the sandstone slabs of the tray their whole daily life scenes, as rock art was being the only means of expression at a time, writing was not yet invented. Consequently the importance of these engraved images on sandstones, therefore reading and interpretation are likely to give a better knowledge of the distant past of the valley of the ZAT in particular and Morocco in general (Bellaoui, 2005).

The Mobilization of Stakeholders In the Face of a Ruined Heritage Wealth

Today, these engravings, is considered as a rich heritage, they are seriously threatened because of the local population practices as they are not aware of the important of this heritage. Hence the presence of tourist actors is necessary to protect and preserve this heritage by a geological park that can lead to socio-economic development of the region. It will stimulate the development of geo-tourism and the creation of local businesses,

thus generating new income for the population. Once local actors are mobilized and educated, they will be able to carry out themselves the development of projects from which they can take full advantage and profits Archibald and La-Corboniere (2008), Craigwell (2007); Jebrati (2004) Marcos, Terashima, DuPont, and Gotuzzo (2008).

Indeed, the apprehension of the actor through several theories, one of them is the theory of actor in which we inscribe our research. Actor theory is summarized as a proposition of a strategic actor. It is inspired by the expression of its reactions and its reflections. This theory has as a starting point, which is the experience of the actors while structuring the space of action in terms of rules, strategy, and constraints, etc. It also reveals the complexity of human behavior (Bernoux, 1990; Crozier & Fredberg, 1992). That said, the description of the terrain starts from itself, its components, including its actors in their logics and relationships.

Resource Actor Interaction: Towards Collective Action

In this Disparity between theory and reality, individuals use their marge of freedom, as Sen (1979) mentioned, and construct a network of relationships in their territory. Similarly, in all organizations interdependence and interaction is needed for well-functioning. Therefore, the way people organize their relationships according to their objectives is called actions system concret (Bernoux, 1990) (system of concrete actions), it includes two systems : system of relation monitoring and system of alliance between actors .

On the contrary of the known usage that collective actions are inborn in the human in his social aspect, collective action is an arrangement of actors in the process of cooperation and partnership. Used for the purpose of accomplishment of common goals (Crozier & Fredberg, 1992). If the theory of actors, emphasizes the capacity of actors to create the system and modifies his intentions in the group, Latour (2010) in his actor network theory attaches a huge importance to the functioning of actor in his network, he highlights how actors should obtain a space of expression and communication being well communicated and connected to his network he should succeed achieving his goals (Jebrati, 2004).

In fact, tourism development is closely related to Attractiveness and competitiveness of destinations. Therefore, the topic of competitiveness of destination had gained a lot of attention and interest worldwide. Several researches were done on the topic of touristic competitiveness broaching two principal themes: The determinant and evaluation of competitiveness of destinations (Crang et al., 2004; Mangion et al., 2005; Mazanec et al., 2007).

But we must not forget to succeed there are two key elements: competitiveness but also sustainability. These two characteristics are closely related to each other. To summaries Touristic competitiveness of a region is the capacity of a destination to handle competition in the most efficient and cost-effective way through preservation of her own physical, social, environmental, and cultural resources. So, the territory is a place where a partnership models are created between Local authorities through local institutions that must satisfies the needs of local actors in the territory.

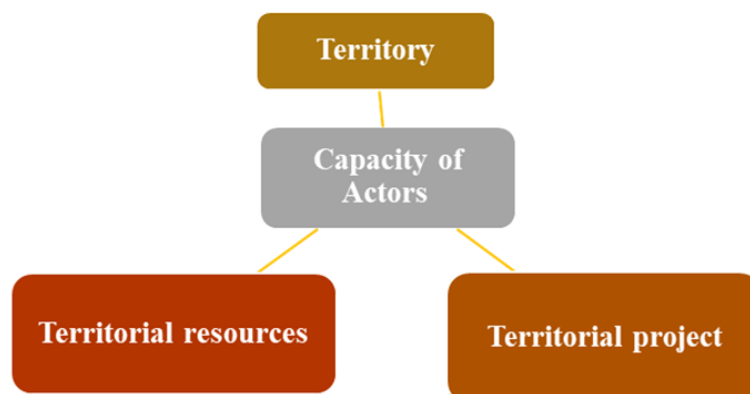


Figure 1. Intersection between different basics of resources mobilization in our research

CONCLUSION, RECOMMENDATIONS AND IMPLICATIONS

Local resources are identified with a development project and it is introduced as an essential project initiated by local actors. Local resources do not exist until its discovered by local individuals. Campagne and Pecqueur

(2012), suggest that the process of development reveal to resources dynamic and innovation of new touristic products and optimize older ones.

The problematic of local actors and the close link with local development require research and innovation. In theoretical position this topic will be discussed through the theory of organization. On the other hand the actor is the core of system due to its construction of the system and building a network in his environment and territory. Therefore, The system is dependent in its success and integration to the role of local actors in his evolution and continuation by drawing plans and models to local development.

In conclusion several questions were asked: Does our territory have geological resources? How to spot, identify and evaluate them? Can the tourism innovation constitute a development lever for territories seeking to differentiate their economy? Is it possible to build a Geo Park around the High Atlas Occidental? Under which form and conditions? Which actors and strategic goals? Which approach and method to adopt and which is the most appropriate?

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APPENDIX

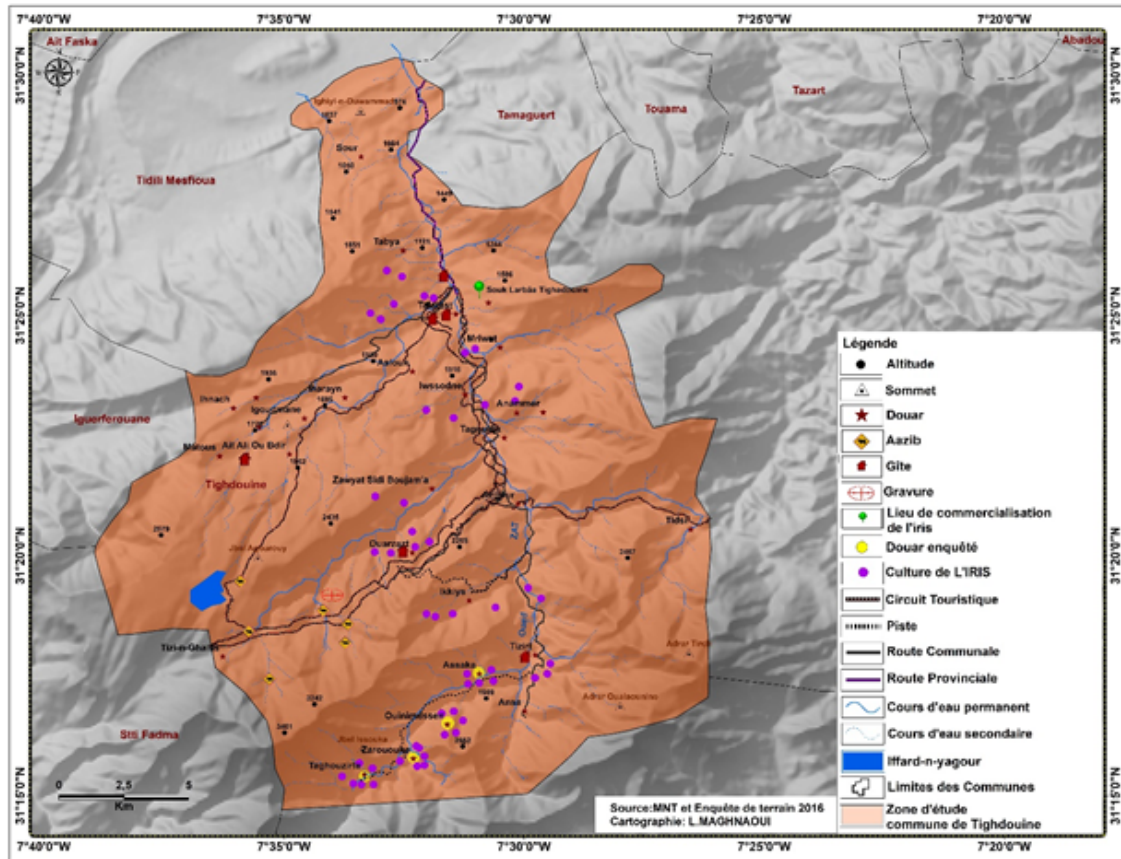


Figure 2. The richness of the ZAT valley



Figure 3. The famous graving of the ZAT valley

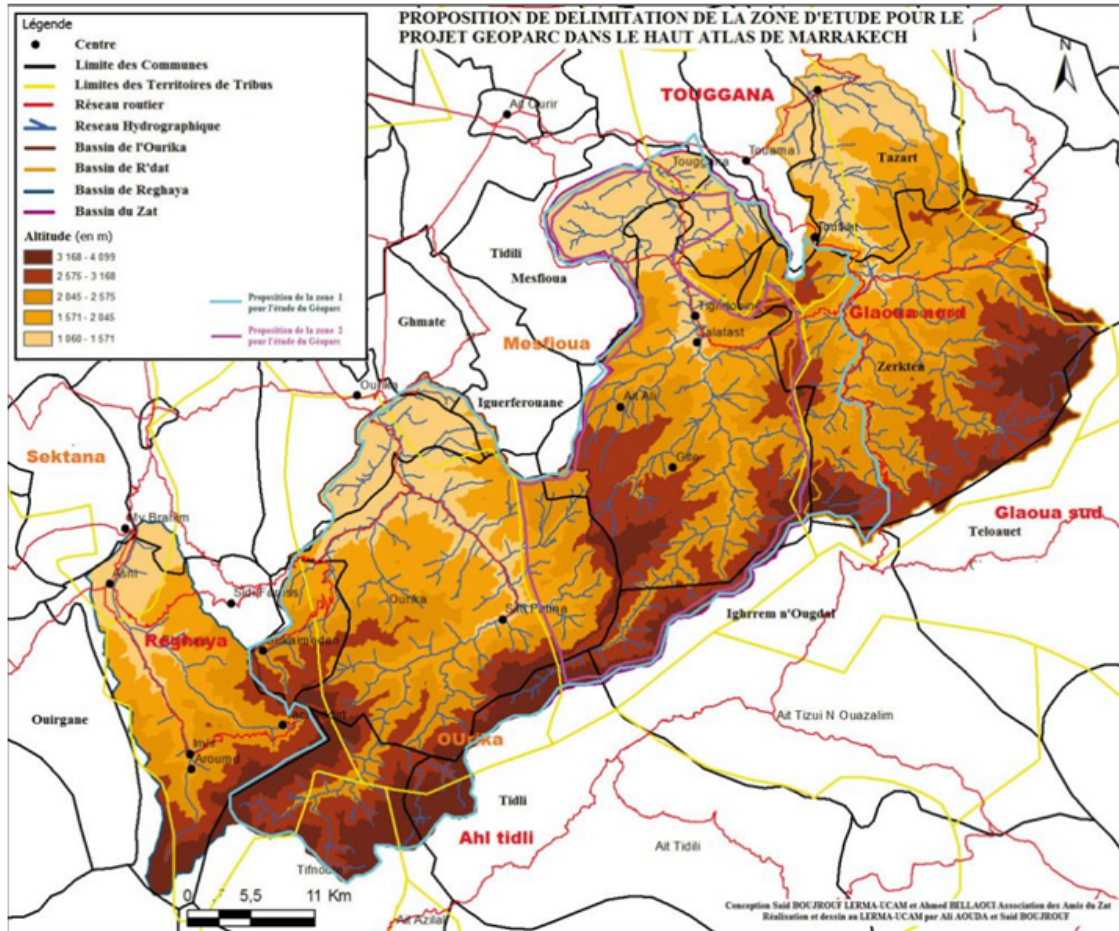


Figure 4. The limits of the ZAT Valley Geopark