

Terroir Products at the Service Territorial Marketing: Case of the Promotion of Souss Massa Region Using Argan Oil

Authors : Mekkaoui Soumiya, Sadki Assia, Ait Heda Abdellatif

Abstract : Territorial marketing is a crucial element in the improvement of the attractiveness and competitiveness of a region, city or country. It is important to identify the different tools that distinguish the area from the other places and use them in order to achieve territorial marketing objectives. This paper tries to present the assets of Argan oil, the endemic terroir product, in the development of the tourism sector in Souss Massa. Starting from the Argan tree forests to the final use of the oil, every stage of the process can be developed as a tourism product in order to make the region more appealing to tourists.

Keywords : territorial marketing, terroir product, rural tourism, ecotourism, Argan oil

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