

## **Rural Tourism in Essaouira in Morocco: From the Appropriation of Space to the Sustainability of Exploitation**

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**Abstract :** In Essaouira, tourism is the main economic activity, and the destination has a place in the segment of rural and sustainable tourism. The hinterland of the destination has natural and tourist potential of great attractiveness, but the natives still appropriate the territory and are faced with the dilemma of appropriation and tourist exploitation. This article analyzes the determinants of the appropriation of a rural tourist space in light of the massive touristification and the need to set up income-generating activities for the inhabitants. After a review of the literature, a survey was carried out among the main actors of tourism in the destination to evaluate the question of the appropriation of the tourist space and the sustainability of a destination.

**Keywords :** rural tourism, sustainability, appropriation, tourism destination

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