The effect of “terroir” products on territorial attractiveness and development. Case of the Souss Massa region

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Abstract
Terroir products are becoming a real economic booster because consumers attach more importance to their characteristics, their cultural identity and appearance. These products can contribute to the protection of cultural heritage, socio-cultural development and poverty-reduction in rural areas (FAO 2009). The question we raise through this article regards the effects of these terroir products on attractiveness and development of their territories. To explore these effects, we offer a critical study of secondary data (literature, reports, statistics ...) about the relationship between terroir products and the attractiveness and development of their territories. We chose the region of Souss Massa to study two Moroccan terroir products as application the Souss Massa region and study two Moroccan terroir products: Argan oil and Saffron spice. We decided to compare these two chosen products with another French terroir product which is the Laguiole cheese so that we can draw conclusions about their effects on the attractiveness and the development of their territories. As a result, the study reveals that, indeed, the terroir products have positive effects on both the development and the attractiveness of their territories that is why they should be more and more valued.

Key words: Territorial attractiveness; terroir products; Souss-Massa Region; Development.

Introduction
The objective for development in a context of increased globalization forces territories to move towards development strategies of competitive advantages. These advantages constitute pillars of the territorial attractiveness which, if effectively managed, will lead to development. However, there are several levels of development (economic, sustainable... at local, regional level.) (Ingallina, 2007) that do not converge on all levels because they have different priorities and pursue heterogeneous objectives: lucrative, sometimes relating to the quality of life sometimes to the protection of the environment ...
It is thus necessary to clearly define the priorities of the territory according to its concerns and experiences (Pike, Rodrigues-Pose, & Tomaney, 2007): the development of a given territory can mean growth, modernity, openness, quality of infrastructure, quality of life, wealth of citizens and attraction to investment ...(Mccall, 2010). These priorities must be subject to the competence / resources of the territory (Amajid, Souaf, & Elwazani, 2012), that is to say, it must start with the revaluation of territorial resources in its favor (Gollain, 2008) and then move to the construction of an attractive offer around these achievements. The terroir products represent one of the flagship resources that contribute to the differentiation of a territory. They are, in fact, attributes and qualities inseparable from the places where they come from, which can respond to a specific and remunerative demand (Vandecandelaere, Arfini, Belletti, & Maescotti, 2009). According to the literature, terroir products should contribute to the spread of their territories of international origin and increase their attractiveness for tourism, investment and trade (Lajarge, Pecqueur, Landel, & Lardon, 2012) In order to test the validity of this postulate, we will draw conclusions , through the analysis of several cases, to come out with the actual effects that these terroir products have on the attractiveness of the territories and their development. Before going on to analyze the cases, we will briefly review some elements related to the notions of attractiveness and terroir products.

1. Attractiveness and “terroir” products

Let us start by territory itself. The territory "corresponds to a historical, socio-economic, institutional and geographical reality" (Meyronin, 2009). A territory as defined by Larousse is a geographical space that belongs to any authority. It is composed of a set of resources (material, symbolic ...), in addition to its human component (individuals, community, the interaction of individuals) that form its identity (Amajid, Souaf, & Elwazani, 2016). In addition, there are components linked to management mechanisms, in particular urban planning, transport, the environment and spatial planning (Ingallina, 2007).

The word terroir is defined as the aggregate of agricultural land in a region that provides one or more characteristic products (from an agronomic point of view) or a countryside considered as the refuge of typical habits and tastes (from a geographical point of view) " (Prévost et al., 2014). The terroir products have the potential to constitute an important attraction to the territory if they are integrated in the dynamics of the territorial development. Thus, a strong territory is a territory whose components are assumed and manipulated efficiently in favor of its influence and attractiveness. In order to broaden this postulate we propose to explore more closely the concept of territorial attractiveness.

1.1. The territorial attractiveness

Territorial attractiveness or attractiveness of a territory lies in its ability to offer favorable conditions for the consumption of this space by its various targets (Ingallina, 2007), to ensure a quality of daily life in order to attract businesses, inhabitants and tourists with the aim of upgrading the territory and making it better than competing territories (Hatem, 2007 ; Ingallina, 2007). A territory must be competitive, and to be so, it must have a clear strategic vision to develop and "market" its offer (Hatem, 2006).

According to the following authors, attractiveness is reflected in several aspects. Hatem, (2007) splits attractiveness into two levels. First, the ability of the territory to attract and retain different targets. Then, there is the realization of an important market. Park (2007) considers that a strong local identity is what makes it possible to distinguish, to promote the uniqueness of the territory and its products (Park, 2007). In the case of Morocco, several examples of rather unique or at
least distinguished terroir products make it famous outside its local borders: the first one concerns the notoriety of the Moroccan Clementine in Russia or the "Majhoul" dates which come from the Moroccan city Errachidia and which are very recognized by Americans. Attractiveness must be built on the basis of a solid strategic vision, enabling the long-term coherence of procedures and actions to be undertaken. This should play an important role in building a strong and sustainable positive image. At this level, Park (2007) emphasizes a paradox relative to the play of the attractiveness of the terroir products as to the specificities of these. According to the author, on the one hand, these products are the fruit of a distinct local identity and their promotion must be through differentiation. On the other hand, for a product to be "salable" at the international level, it must comply with the requirements of homogeneous global standards and the risk of, therefore, falling into the trap of banality.

1.2. Context of the emergence of terroir products

In order to meet the needs of consumers in terms of quantity, globalization has led to a standardization of production. It is true that production has become abundant, but it has lost (in terms of) quality. That is why consumers are looking for terroir products, especially after food crises such as mad cow, H1N1…etc. If the terroir products know today a real success, it is because the ceaselessly growing demand for these products. Indeed, consumers are increasingly looking for typical, original and quality products (Hamimaz, 2009) that are environmentally friendly, that reduce health related risks and contribute to sustainable development (Turgeon, 2010). Therefore, these conditions offer important opportunities for developing the attractiveness of countries which wish to be part of the development of their territories and make them a source of economic, social and environmental development. Deshaies (2003) says that the state perceives the craze for the local products as a means to reconstruct the regions and the whole country. Moreover, political actors consider the establishment of small and medium companies to manufacture these products as a lever for regional development. It is a means of energizing regional economies, retaining young people and creating a sense of belonging to the territory.

Quebec represents an impressive example of the valorization of terroir products. In fact, since 2006, the Canadian Tourism Ministry has added agro touristic sites and local product manufacturing sites as tourism destinations because of the potential of their growth (Péloquin, 2008). Another example is that of the United States, the country of food homogenization, where terroir products known as "home grown food products" are highly successful (Turgeon, 2010). France is also a model as its local products have become the object of unprecedented solicitation, both by urban consumers and by traders.

Morocco is a platform with multiple facets and varieties of historical, cultural, human, economic and artistic components, rich of its agriculture and its varied “terroir” products. These historical products constitute a real wealth for the country, which explains the very particular interest of the Ministry of Agriculture and Maritime Fisheries in the development of terroir products that constitute one of the privileged objectives of the ministry’s plans (MAPM, 2012). These products represent a very promising alternative for local and sustainable development, particularly in marginalized areas (MAPM, 2012).

The question of terroir products and their valuation in Morocco is relevant for at least three reasons (Hamimaz, 2009): first, the need to look for alternative ways due to the increasing competition on both national and international markets for standard products. Second, the desire to value and promote products derived from an original and specific know-how and, third, the
country’s will to enhance activities in disadvantaged rural areas in order to ensure their social development. Morocco has a long list of terroir products. The table below presents the estimated size of each terroir product in 2011 (MAPM, 2012).

<table>
<thead>
<tr>
<th>products</th>
<th>Chain size (million dh)</th>
<th>products</th>
<th>Chain size (million dh)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clementine of Berkane</td>
<td>550</td>
<td>Brass lamb</td>
<td>85</td>
</tr>
<tr>
<td>Carob tree</td>
<td>540</td>
<td>Saffron</td>
<td>75</td>
</tr>
<tr>
<td>Argan Oil</td>
<td>480</td>
<td>Truffles of the desert</td>
<td>60</td>
</tr>
<tr>
<td>Almonds</td>
<td>400</td>
<td>Azilal Euphorb Honey</td>
<td>60</td>
</tr>
<tr>
<td>Sheepmeat Beni Guil</td>
<td>300</td>
<td>Camel meat</td>
<td>30</td>
</tr>
<tr>
<td>Grenade</td>
<td>180</td>
<td>Henné de Tata</td>
<td>16</td>
</tr>
<tr>
<td>Caps</td>
<td>260</td>
<td>Roses</td>
<td>15</td>
</tr>
<tr>
<td>Medicinal plants</td>
<td>200</td>
<td>The</td>
<td>14</td>
</tr>
<tr>
<td>Dates Mehjoul</td>
<td>185</td>
<td>Orange tree Flower water</td>
<td>3.6</td>
</tr>
<tr>
<td>Figs of Taounate</td>
<td>180</td>
<td>Hot pepper</td>
<td>3</td>
</tr>
<tr>
<td>Cactus</td>
<td>140</td>
<td>Goat cheese</td>
<td>1</td>
</tr>
<tr>
<td>Azilal Nut Oil</td>
<td>120</td>
<td>Olive oil from Tyout</td>
<td>0.21</td>
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<td></td>
<td></td>
<td>Chiadma</td>
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</tr>
</tbody>
</table>

Source: Situation of MOROCCAN Agriculture - No 10 - December 2012

2. The notion of terroir and local products

A Terroir is "a delimited geographical space. It is defined from a human community that constructs in the course of its history a set of distinctive cultural traits, knowledge, and practices based on a system of interactions between the natural environment and human factors. The know-how involved reveals originality, confer typicality and allow recognition for products or services originating in this space and therefore for the men who live there. Terroirs are living and innovative spaces that cannot be assimilated to tradition alone "(Ait Kadi et Brulhet, 2010). In the Anglo-Saxon countries, the term “terroir” has no translation and makes no sense (Barham, 2003). It is often confused with the word territory (Cartier, 2004; Prévost et al., 2014). There is a distinction between the two terms since the notion of terroir differs from that of territory by the link to one or two products. Indeed, the territory can exist in the absence of product, whereas the “terroir” is considered as the territory of one or more products, be it goods or services (Prévost et al., 2014). According to Aurier et Fort (2007) the terroir is characterized by three (vous avez cite quatresource factors in this case, the reference to geography, time, culture, and know-how. For others, this word remains unclear and they give it qualifiers like, natural, traditional, authentic or even a better quality product (Dumas et al., 2006). After defining the word « terroir » we are going to present the characteristics of terroir products, it is important to note that we can have a local product without being a terroir product. In that sense, two dimensions are strongly omnipresent in the definition of terroir products: the territorial dimension linked to a geographical origin, and a cultural and historical dimension (Fort & Fort, 2006). Allaire (2013) traces the
relationship between the product and its territory according to two approaches: a "positive" approach and a "normative" approach.

3. In the positive approach, the emphasis is placed on the relationships between soil characteristics and those of the climate or those of the tooling in the production of the particular characteristics of the local products, and the demonstration of capacities Non-reproducible elsewhere.

4. The normative approach relates to the specificity or typicality of the product and makes it possible to ensure the reproduction of this quality over time. The normative approach institutes criteria for defining territories as it considers it through the reputation of a place or products that bear the name of the place and that of political decision-makers who associate issues (or interests) to what might be called a land law or policy.

Turgeon (2010) emphasizes the deep anchoring of products in their territory. The territory recreates the link between the producer and the consumer, between the place of production and the place of consumption. In this sense, local product are a conception of quality expressed in technical or legal terms, but also in the economic practices of producers (Tekelioglu et al., 2013). Indeed, Vandecandelaere et al. (2009) suggest a pattern of interaction between the territorial elements which highlights the role of the territory as a place of interaction between the local actors and the local products.

Figure 1. Interaction between local actors, product and territory

Source: Vandecandelaere, Arfini, Belletti, et Marescotti (2009)

After defining the main concepts and the relationships between them, we will present the used methodology that to study the effects of terroir products on territorial attractiveness and development.

2. Methodology

It is evident that terroir products influence their territory of provenance as well as its components (economy, Men, ...) hence the interest to explore their effect on the development and attractiveness of the territories. It is for this reason that we are going to mobilize secondary data to analyze two cases of Moroccan terroir products, and to deduce the effect on development and
territorial attractiveness. In a second step, we will compare these detected effects with those observed in the case of a French terroir product.

The terroirs of Morocco extend to 6,320,000 Ha, divided between the mountainous regions (26%), the arid plains (58.7%), the oasis areas (3.7%) and the rainfed agriculture zones (11.23%). A wide variety of agricultural and forest products come from these terroirs, some of which are endowed with a radiance both in Morocco and abroad as is the case for Argan oil, Taliouine saffron, Desert truffles and Majhoul dates (see Figure 2, page 7).

The cartographic summary below is the result of the work of the Ministry of Agriculture and Maritime Fisheries Production Development Directorate (MAPM, 2012). It allows, on the basis of a deep analysis in terms of the intrinsic characteristics of the products (quality and uniqueness, potential for transformation and development) and in terms of production potential (whose criteria are modernity and structuring, the social impact and the potential for increasing volumes), to classify Moroccan soil products into four main categories:

1. Low-differentiated products with low production potential: These products are not very remarkable, nor generating income. It would be advisable to consider their replacement by productions more advantageous to the local populations;
2. Undifferentiated products with high production potential: These products represent an important potential to be capitalized through marketing efforts;
3. Products of recognized quality but with low production potential: These products require an upgrading of their sector in order to boost the production potential and move them towards the 4th category;
4. Differentiated products with high production potential: These products are star products whose performance must be optimized. In the case of Morocco, these are seven products that are ready to be exploited in favor of territorial attractiveness: Argan oil; Dates Mejhoul; Roses of Kelaâ of Megouna; Cactus -Figory of Barbary; Saffron; Aromatic and Medicinal plants; Honey of Euphorbia.

Thus, for our part, we chose to work on products of the fourth category from the Souss-Massa region, our territory of application. These are Argan oil and Saffron. From now on, our interest will concern the observed and expected effects of these two products on the region at different levels. The effects will be compared with the effects of another benchmark product, through which we will judge/evaluate the effects observed in our region in terms of sufficiency, efficiency and to identify potential avenues for improvement. Thus we chose the Cheese Laguiole of the French territory which aroused our curiosity because it was able to reappear after its disappearance during the 20th century because of a deep crisis marked by the rural exodus and the aging of the population. This reappearance, which began in the 1960s, enabled the Laguiole cheese to be the source of strong local dynamics and to establish the territory of the region as an economic center and a confirmed tourist destination.

3. Results of exploration: effects of local products on territorial development

Before going on to the analysis itself, we propose below a small introductory technical sheet on the three selected products:

3.1. Data sheet of the selected products

Argan oil
The oil of Argane or Argan comes from the fruits of the argan tree, emblematic tree of Morocco present especially in the Souss and the neighboring regions. From its scientific name, the Argania spinosa has existed since the tertiary era. It covers 830,000 ha in the provinces of Inezgane, Aït Melloul, Chouka Aït Baha, Agadir-Ida Outanane, Tiznit, Taroudant, Essaouira, Safi, Chichaoua and Guelmim. The Argan national production area recognized by UNESCO comprises 250 municipalities spread over 9 provinces (MAPM, 2013). It is also found in some parts of Mexico, but only those (do you mean Argan trees?) from Morocco produce the fruits that enable the production of Argan oil. The latter is extracted from the fruit of the argan tree, more precisely from the fines contained in the nuclei (Evrard, 2010). Argan oil has become one of the most expensive edible oils in the world and is even more expensive as a cosmetic product. It has been the subject of several cosmetic patents in the USA and Europe. In addition, it has important culinary, cosmetic and medicinal virtues. It attracted the attention of scientists, researchers, tourists and entrepreneurs of large international firms (Aboudrare, Lybbert, & Magnan, 2009). It benefits from the first protected geographical indication (IGP Argane) of Morocco and the African continent (Senil et al., 2014).

The saffron
Taliouine saffron known also as red gold is 10 times more expensive than truffle or caviar (MAPM, 2013). It is the most expensive spice in the world (Birouk et al., 2011). It is grown at Morocco for centuries in the mountainous areas of the Taliouine-Taznakht region, known for its unrivaled quality of saffron on a national and international scale. Saffron is used from antiquity in spices, traditional medicine, textiles and cosmetics (Aboudrare, Aw-Hassan, & Lybbert, 2014). According to the Regional Office for Agricultural Development of Ouarzazate (MAPM, 2013), the region's production is estimated at 3000 kg per year, 95% of which is destined for export. In Taliouine 600 ha are distributed in 5700 plots devoted to the cultivation of saffron on which work about 12000 people.

Laguiole Cheese
The laguiole goes back to the 12th century. It is the center of a vast area of dairy, cheese and beef production. Its soil is spread over 60 communes of the Aubrac where the vegetation is very varied, which contributes to the richness of milk and the flavor of Laguiole. The Laguiole cheese
is made from raw and whole cow's milk. It is a firm, pressed and uncooked cheese. Its natural crust is dried and brushed regularly. The Laguiole is still handcrafted. It is a solid and massive cheese with a clear flavor, of a smooth and melting consistency with a slight lactic odor. Its fat content is 45% (Chazoule et al., 2006).

3.2. Exploration results: effects of terroir products on territorial development

Currently, local products, especially those with a Protected Geographical Indication, are at the center of very strong social and economic expectations, they represent a relevant tool for the differentiation of terroir product, if and only if they are placed in a favorable context (application, control, communication…) (El Bakkouri, Souaf, & Elwazani, 2016). Moreover, they constitute a tool for local development, since they are at the origin of a rent of territorial quality. The effects induced by these products take several forms and affect several aspects of the territory (Birouk et al., 2011; Garcin & Carral, 2007). Thus, we explored (what did you explore?) in order to identify the effects of the three local products retained on their territories at several levels including economic, social, environment and tourism. We then organized the results in the following table:

<table>
<thead>
<tr>
<th>Effect on</th>
<th>Saffron of Taliouine</th>
<th>Argan oil</th>
<th>Laguiole cheese France</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>The country, the territory and the product itself</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Encouraging market prospects and significant capital gains (up to 2 euros/g)</td>
<td>The argan market has seen a spectacular evolution between 1998 and 2007;</td>
<td>The sale of Aligot (traditional dish containing Laguiole cheese) increased from 648 to 770 tons in 2005;</td>
<td></td>
</tr>
<tr>
<td>- Trade agreements in preparation can be concluded.</td>
<td>- Production tripled;</td>
<td>- In order to avoid the disappearance of the product a second time, its production is now protected by an official sign of quality.</td>
<td></td>
</tr>
<tr>
<td>- The creation and equipment of the premises of the Cooperatives facilitate the direct sale of saffron in connection with the development of eco-tourism and solidarity tourism.</td>
<td>- The price of oil rose from 3 € to 17 € per liter;</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>- The price of Argan's fines in the weekly souks nearly doubled.</td>
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<td></td>
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<tr>
<td></td>
<td>- Conquest of the export market, where the price is much higher than that of the local / national market;</td>
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</tr>
<tr>
<td><strong>Social</strong></td>
<td>At the social level</td>
<td>Grouping of women in cooperatives: the number of women members reached 4,000 women in 2010, compared with barely a hundred in 1999 and thus with stable job</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Significant source of employment, especially female</td>
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<tr>
<td></td>
<td>- Reduction of poverty with an average family income of producers: 1000 euros (11 000 DH/month)</td>
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<tr>
<td></td>
<td>Culture</td>
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<tr>
<td></td>
<td></td>
<td>Grouping of women in cooperatives: the number of women members reached 4,000 women in 2010, compared with barely a hundred in 1999 and thus with stable job</td>
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<tr>
<td></td>
<td></td>
<td>- Creates temporary jobs (the holiday season)</td>
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<tr>
<td></td>
<td></td>
<td>- The maintenance of a part of the population in the region.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Avoid rural exodus thanks to the</td>
<td></td>
</tr>
</tbody>
</table>

25
<table>
<thead>
<tr>
<th><strong>Tourism</strong></th>
<th>Centralization of tourist offerings in the region through the creation of the &quot;saffron house&quot;, which serves as a selling point for saffron and as a showcase for the local identity towards saffron.</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Valorization of the patrimonial objects symbolizing the territory lived.</td>
</tr>
<tr>
<td></td>
<td>Creation of the project of network of inns of Migrations and development in around Taliouine.</td>
</tr>
<tr>
<td><strong>Environment</strong></td>
<td>The progressive awareness by the various actors of the sector of the biological richness of the saffroneraie.</td>
</tr>
<tr>
<td><strong>Environment</strong></td>
<td>The progressive awareness by the various actors of the sector of the biological richness of the saffroneraie.</td>
</tr>
<tr>
<td><strong>Socio-economic integration of women providing a regular and fair income to women.</strong></td>
<td>- Creation of new tourist projects, enhancing the singularities of local communities and the environment.</td>
</tr>
<tr>
<td><strong>Environment</strong></td>
<td>Sensitization of cooperative members on the importance of preserving the land in the production areas in relation to the land of the same relief.</td>
</tr>
</tbody>
</table>
The participation of young producers in the quality and organic certification approach.

- The good level of participation of women in the management of drinking water and irrigation water resources.

- The pressure on the argan forest: the damage caused by the practices of excessive collection and by goat herds.

- Risks linked to the firing of forests especially during the summer period.

- Responsible production of natural resources.

- Protection of the environment as natural wealth.

<table>
<thead>
<tr>
<th>Image and notoriety</th>
<th>Image problem</th>
<th>High international reputation: Argan oil becomes a cosmetic product very southerned after internationally. (this is unclear/incomplete)</th>
<th>Contribution to the creation of notoriety outside the (product which arouses the curiosity).</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Need animation to give more visibility to the Saffron of Taliouine compared to the competition.</td>
<td></td>
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<tr>
<td>- Need to support the definition of a commercial valuation strategy for saffron, in order to effectively link local supply to the demand of potential users.</td>
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</tbody>
</table>

The comparison between these three products gives rise to the following findings:

- Argan oil is the best placed terroir product in terms of image, economic and social development. The cause may simply be because the fact that the product represents a "real" territorial exclusivity. Unlike the other two examples, Argan oil is bound exclusively to the Souss-Massa region, where there are the only fine-growing trees.

- The sector of Saffron requires work on the notoriety and the image of the Moroccan product to affirm its quality in relation to the products coming from other territories due to the existence of several alternatives to the product of Moroccan origin.

- Laguiole cheese benefits from the abundance of production, unlike Saffron whose yield per hectare is very limited given the specificities of the product and its level of productivity. The same is true for Argan oil, whose geographical area of production is very limited.

- From the point of view of competitiveness:

The Laguiole cheese faces an infinity of competitors. Milk which is the cheese production base, is an abundant commodity. The specificity of the product therefore depends entirely on the quality of the process of breeding, extraction and preparation of the cheese. And the notoriety depends mainly on the quality of the finished product as well as the efforts undertaken to highlight its authenticity and its link to the territory of origin;
The number of territories sharing the Saffron market is limited because saffron cultivation requires specific climatic conditions but remains fairly important. The competitiveness of Taliouine’s Safran must be based on an image that highlights the quality and authenticity of the product. However, for this terroir product, there is a substitute product called "saffron must" which is a strong competitor whose productivity is much higher (the harvesting of false saffron does not require the extraction of the flower, this one reproduces over a period of several months in contrast to the flower of Saffron which produces once a year);

Moroccan Argan oil does not compete directly; it knows the indirect competition of other edible oils and cosmetics. This gives it an indisputable strength as regards the international influence, especially as a cosmetic oil requested and appreciated by all brands of beauty products. It is appropriate to say that, in general, products participate in the evolution of their territories of origin. The local products do a little more, because the evolution that they induce has a rather human character. It thus contributes to the improvement of the human condition of the territory. The terroir product also has its weight in terms of the preservation of authentic products, sustainable production methods, and thus contributes to the protection of the environment and the respect of the natural and cultural characteristics of the territory. All of these elements contribute to the attractiveness and influence of territories. This is why the next point will make it possible to link the effects of terroir products to development and territorial attractiveness by explaining how each of these impacts on development has implications in terms of territorial attractiveness.

4. Discussion of results: effects of terroir products on territorial attractiveness

4.1. The local products, motive of social and cultural territorial-development

Importance of the role of cooperatives: Organization of production in the form of cooperatives and unions, associations of cooperatives or in groups of economic interests has made it possible to develop human resources through training, literacy for women and schooling of children. It has also participated in the dissemination of the values of mutual aid, equity and solidarity. Cooperatives work towards social and economic well-being by integrating marginalized people in order to reduce unemployment, poverty and discrimination (Aboudrare et al., 2014). The environmental contribution of cooperatives lies in the responsible production of natural resources as well as the training and awareness of its members on the importance of preserving the environment (Elkandoussi, Omari, & Zali, (2011); Evrard, (2010)).

Rural tourism integrates in its offer territorial wealth as a territorial resource used to enhance the attractiveness of these territories. Argan oil, for example, highlights the Amazigh heritage and cultural characteristics through the Berber house, the "Berber mill" (Said Boujrouf, 2014). Local, associations, guides, foreigners, create new projects valuing the uniqueness of the local communities and the environment they have shaped (Oiry-varacca, 2012). Through these heritage and militant tourism projects, Amazigh identities are built with reference to territories (Oiry-varacca, 2012).

4.2. Economic development: a better quality of life

The organization of artisanal production and the increase of its quality have allowed the products of Moroccan soil to access the export markets, more remunerative than the national market. We are also seeing the development of a production, processing and marketing network around its sectors. In addition to job creation, these networks have positive impacts on the territory among which which we cite, for example:
- The development of small rural economies that are becoming a tool for human and social development. This makes it possible to: reduce the poverty rate in the region which affects on average 30 to 40% of the communal populations (Said Boujrouf, 2014).
- Development of a network of road infrastructures subsequently facilitating accessibility to the territory in question. Such an advantage facilitates the installation of new investments (production and packaging units) which favor the modernization of the processes for managing the sectors in question.
- It also allows the development of ecotouristic systems beneficial both for the sector and for the development of sustainable forms of tourism: tourist projects or even the form of accommodation in the inhabitant are built around local products. Thus, the turnover achieved by these products is increased thanks to the influx of tourists (Aboudra re et al., 2009) which in turn boost the consumption of these tourist projects.

More importantly, local products are among the elements that make it possible to limit the rural exodus and act positively on migratory flows. To the extent that rural populations, especially young people, have job and investment opportunities that meet their aspirations. They can thus afford to live in their territories of origin because they can do so and realize their ambitions;
- At the economic level they can be enriched and not only subsist because of the business opportunities presented by local products;
- At the social level they can now live with dignity in the presence of all the basic needs (roads, schools, hospital, drinking water, ...) and even flourish thanks to animation infrastructures (cafes, parks ...).

4.3. Marketing processes, a tool for radiation

The creation of the "saffron house" is currently used as a sales outlet for saffron, but is intended to centralize tourist offerings in the region while constituting the showcase of a local identity turned towards saffron.

In terms of identity, the image of the territory is still under construction. On the one hand, a new, more readable and more specific image emerges. It refers to a "country", the area of saffron cultivation, and to the qualities of this product, attributed to the territory. On the other hand, this image struggles to recompose itself around other “terroir” products and patrimonial objects, complementary to saffron, which could enrich the identity of the territory. Ultimately, Taliouine is a tourist destination still under construction.

Through this article, we have been able to compare the concepts of terroir products, territorial development and territorial attractiveness. In conclusion, we can recall the outcomes of our exploration:

4.4. Terroir products & attractiveness

Due to their qualities both in terms of the products intrinsic attributes and their cultural and patrimonial background, terroir products affect the attractiveness of the territory on two levels: on-site attractiveness and the attractiveness by image of the terroir products intended for export.

On-site attractiveness: the production of terroirs products has enabled the development and promotion of thematic tourist attractions, thus creating a differentiated offer for tourists interested in rural and cultural tourism. Souss Massa for example is souther after more for its "SOUTHED AFTER MORE"? Hinterland and its patrimonial wealth, the city of Agadir in the south of Morocco has now become a dormitory station for the tourists attracted by its surroundings rather than by its main offer (seaside). It is in this perspective that Souss Massa is actively engaged in the development of its hinterland, notably through the development of
professional networks and expertise which are mainly concerned with the development of rural tourism and which are concerned, inter alia, with Development of sustainable agriculture, agrotourism circuits and the promotion of territories of terroir products, an example is the Association of Rural Tourist Development - RDTR.

Attractiveness of exported products: At this level, attractiveness does not directly affect the territory, however, it indirectly influences the image of the territory of origin. Argan oil takes advantage of it in strength: Argan is known worldwide for its cosmetic virtues, it is also known for its taste but it is the cosmetics that make its strength. Thus, in the American continents as in the Middle East, Morocco is considered to be the country of beauty at the origin of the magic potion which is the oil of Argan with its qualities for the hair and the skin. There are thousands of products marketed on the Internet labeled Argan Oil of Morocco, which vary in terms of price, provenance because these are produced around the world based on oil exported from Morocco. Argan's oil-based cosmetics are not limited to craft products or locally developed brands, they also include entire ranges of international product brands such as Elseve Liss-Intense from L'Oréal Paris..

For its part, the Argan Oil food is known enough for its authentic taste and its dietary benefits. Although it is not as well known as cosmetics, it enjoys a special notoriety among renowned chefs and is used as a sophisticated product in the great restaurants of the world. Indeed, the Edible Argan Oil can be assimilated to the truffles in the kitchens of the world with one difference: it is always associated with Morocco as country of origin, it is always called "Morrocan Oil" especially in television programs.

4.5. Terroir products & Development

The effects of the terroir products on development are easier to identify, indeed it is the main element that we noted during the exploration because they are quantifiable elements and whose effects are observable in nature. These include economic development, creation and development of a stable income that allows a better quality of life for the population, development of road infrastructure, on-site marketing, and distribution ... This economic development acts on other aspects of life, such as:

Social development: in fact the development of agricultural, commercial and processing activities of terroir products makes it possible to favor the Man, which is a critical component in the value chain of terroir products. There is thus an improvement in services such as education through literacy efforts, construction of schools, boarding schools and school transport to facilitate access to schools and, consequently, the schooling of children and girls (Who are the first victim of school dropout in rural Morocco). In addition to education, the development of income-generating activities makes it possible to reduce migratory flows to cities and to develop a service offer in these territories in order to ensure the animation, the well-being of the local population in Service of a better quality of life and consequently increases the sensitivity of the population to the problems related to the sustainability of these channels of terroir products, the rationalization of their management and the protection of the environment.

Conclusion

All in all, terroir products are indeed a strategic means for territorial development and for the development of territories insofar as these products represent the quality of their regions of origin and their success influences the development of their territories. Hence the importance of valuing them through the establishment of productive systems that respect the specificities of the territory on the one hand and on the other hand ensure the attractiveness of these activities and their
compatibility with the requirements of the markets Applicants. This valorization is backed up in Morocco and in the region by support programs dedicated to the management and valorization of terroir products including: at the national level, a network of Agencies that finances and steers development of oasis zones and the Argan tree baptized ANDZOA. At the regional level, the units of valorization of the terroir products through the organization of the production chains and the labeling of the products are foreseen by the regional councils.

This objective is adopted by Morocco within the framework of the Green Morocco Plan adopted in 2008 to improve the competitiveness of the agricultural sector. This plan is likely to develop an axis bringing opportunities to the territories and producers of agricultural products in general and to terroir products more precisely. Moreover, through the valorization of the production of terroirs, attractiveness is thus important for the development of territories. It promotes the emergence of clusters that give regions a competitive advantage. An important point that remains under-exploited in Green Morocco Plan is the development of terroir products and their use as territorial ambassadors in international markets.

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