

Terroir products and culture at the heart of the tourism industry: a qualitative study

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Abstract: Despite health, social and economic crises, the tourism industry continues to expand and evolve, especially here in Morocco, the country that had fascinated tourists from all over the globe with its terroir products and original cultural diversity, combining amazigh, arab and african culture, in a Judeo-Muslim religious mix.

The objective of this study is to explore and understand the relationship between cultural tourism and terroir products and what impact the latter could have on internal cultural tourism. Thus, we will focus on internal cultural tourism relating to terroir products, which in our case is olive oil from the Beni-Mellal region, and more specifically from the town of Fkih Ben Saleh, known for its olive oil mills and the distinct quality of its olive oil.

We will structure our article as follows: First, we will examine the theoretical framework relating to the terroir and its products, then the conceptual framework of cultural tourism and heritage. Secondly, we will explain the research methodology and the approach followed to carry out our qualitative study and finally discuss the results obtained.

Keywords: terroir products, cultural tourism, heritage, olive oil, terroir.

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1. Introduction

Despite health, social and economic crises, the tourism industry continues to expand and evolve. Tourism contributes to the creation of employment and constitutes a real economic lever and actively contributes to the increase in the GDP of countries (Tobelem, 2023), in particular that of Third World countries. In addition to the economic aspect, tourism has an important social and cultural dimension. Indeed, several countries now ensure that culture and national heritage are at the heart of their respective tourism strategies (Paquin, 2021).

Cultural tourism is a form of tourism whose main motivation is the discovery of the cultural heritage of the country visited and its territory (Du Cluzeau, 1998 ; Heni, 2019 ; Faye, 2020). Cultural heritage can take a tangible form, as in the case of historical monuments, museums and archaeological sites. It can also take an intangible aspect through cultural manifestations, know-how, traditions, etc. (Heni, 2019 ; Zazoua Fellah and Ghomari, 2022).

Morocco, a country in North Africa whose existence dates back several centuries, is known for its original cultural and geographical diversity. Combining Amazigh, Arab and African culture, in a Judeo-Muslim religious mix, Morocco has fascinated tourists with this eccentric mix. It has also been able to benefit from both its Sahara and its strategic position on two maritime destinations (the Atlantic Ocean and the Mediterranean Sea), thus combining seaside, Saharan, religious tourism, and many other forms of tourism, all inspired by the ancestral culture that characterizes the country, and the tangible and intangible heritage that constitutes its identity.

Moreover, terroir products form an integral part of the moroccan heritage and territorial identity as they reflect ancestral know-how (Omari, 2016 ; Batat, 2021), and Morocco has no shortage of them. Thus, in an effort to protect and promote moroccan terroir products, a list of more than 200 products has been established, many labels have been given, and olive oil is one of these moroccan terroir products.

The objective of this study is to explore and understand the relationship between cultural tourism and terroir products. We will focus on internal cultural tourism relating to terroir products, which in our case is olive oil from the Beni-Mellal region, and more specifically from the town of Fkih Ben Saleh, known for its olive oil mills and the distinct quality of its olive oil.

Thus, we aim to answer the following problematic and central question: To what extent do local products, olive oil in our case, contribute to internal cultural tourism in the city of Fkih Ben Saleh?

We will structure our article as follows: First, we will examine the theoretical framework relating to the terroir and its products, then the conceptual framework of cultural tourism and heritage. Secondly, we will explain the research methodology and the approach followed to carry out our qualitative study and finally discuss the results obtained.

2. Theoretical framework

1.1 The terroir and its products: an authentic cultural heritage

1.1.1. The terroir: Origins and features

In the scientific literature, there are several definitions for the word terroir, and it can be interpreted in several ways (Bérard, 2011). According to Genest (2001), the word “terroir” refers to the country, to an area of land. Terroir therefore means the land and its agricultural and viticultural characteristics. As for Cluzel (2009), the term “terroir” comes from the two Latin words “terra” and “territorium”.

“Terra” designates the geography characterizing a homogeneous physical place, hence one of the current definitions of terroir: a limited expanse of land and its agricultural characteristics. “Territorium” refers to a broader definition where the term “terroir” finds its origins in the social dimension, designating a geographical space where a human community lives and shares a culture and a know-how differentiating it from others and giving it its originality. (Prevost, 2011).

Furthermore, the concept of "terroir" is characterized by a multi-dimensionality regarding the terroir associated with it (Bérard, 2011), which we can be summarize in two main factors: human factors linked to history and know-how, and natural factors linked to the geography of the land (Batat, 2021). Thus, the terroir refers to several essential elements: experiences, time and place, which gives a certain legitimacy and builds trust among stakeholders and consumers regarding the terroir and its products (Beylier, 2016).

As a result, the terroir is a geographical space where a human community has lived for a long time, and during this time has built links, a history, accumulated experiences and established its own culture as well as a know-how, which attributes to it an original and unique feature that differentiate it from other communities (Batat, 2021). It should be noted that the word “terroir” is specific to the French language, and has no equivalent in other languages (Genest, 2001 ; Prévost and Lallemand, 2010), hence its confusion with the word territory (Cartier, 2004 ; Berard, 2011). It is a complex notion that combines nature and culture with the same degree of importance (Pilleboue, 1999 ; Bérard & al., 2004 ; Rouvellac, 2005).

In addition, the terroir reinforces the feeling of belonging to the geographical environment in question and influences the local food culture (Rouvellac & al., 2011), given that the latter is of great importance in terms of the characteristics of civilizations (Fischler and Masson , 2008). Thus, the concept of terroir participates in the construction and education of food culture (Brodhag, 1999).

1.1.2. Terroir products: a territorial and cultural identity

Terroir products are products made locally and resulting from a strong and continuous interaction over time between consumption and production (Batat, 2021). A local product is differentiated according to its typicity or its local identity (Vandecandelaere & al., 2009 ; Omari, 2016). Turgeon (2010) stipulates that these are products made in an artisanal way, they are less industrial, more authentic, of a better quality, and more natural, which explains the enthusiasm of consumers for these products in recent years (Chazoule and Lambert, 2011).

Indeed, two very important characteristics define local products: the shared know-how and history of the local community in the first place and their relationship with the space in the second place (Bérard and Marchenay, 2007 ; Debabi and Daouas, 2015). The typicity for local products takes on a very important aspect, since the latter represents the geographical, historical and cultural origins shared in a given territory and which positively influences the quality of the product and gives it its authenticity (Vandecandelaere & al., 2009 ; Omari, 2016).

The typicality of local products implies a strong link with the land and continues over time with all its historical and cultural dimension. Terroir products are not limited to local production, but also benefit from marketing and distribution processes on several levels (Omari, 2016).

In an effort to protect and promote Moroccan terroir products, and through regional studies to identify terroir products, a list of more than 200 products has been established, and many labels have been given, including agricultural labels, geographical indication labels, and protected designations of origin, and olive oil is one of these Moroccan terroir products.

To summarize, we have seen that terroir products benefit from a history and continuous know-how over time, giving them a fairly authentic heritage and cultural identity as well as a strong link with the land (Omari, 2016 ; Batat , 2021).

1.2. Cultural tourism and tourist attractiveness

1.2.1. Cultural tourism

Cultural tourism is the oldest form of tourism (Du Cluzeau, 1998 ; Batazzi and Pillet-Anderlini, 2020). Indeed, pilgrimage to shrines and religious places has formed the core of cultural tourism for centuries. Then, in the 19th century, tourist motivation was oriented towards cultural activities, through a 'grand tour' (from which the word tourism is taken) (Laplante, 2019), initiated by young British people from high society to discover the European continent (Laplante, 1996 ; Du Cluzeau, 1998). It was at the beginning of the 20th century that the tourist formula experienced a remarkable diversification and new themes emerged: seaside tourism, sports tourism, linguistics tourism, etc. The evolution of the means of transport has also played an important role in the expansion of the tourist culture and has made it possible to expand the customer portfolio, making travel from one country to another extremely easy.

Thus, curiosity is considered to be the foundation of cultural tourism and that's why it is called 'curiosity tourism' (Faye, 2020). In addition, international institutions praise the merits of cultural tourism and consider it an essential asset for the economy of countries, particularly those in the process of development and which in this case benefit from foreign currency (Cousin and Martineau, 2009 ; Laplante , 2019).

They also emphasize the contribution of the latter to the enhancement and preservation of the heritage and identity of the territory (Heni, 2019). In this perspective, cultural tourism is closely linked to culture and describes trips whose purpose is to discover the culture of other countries, the local population and their way of life, the ancestral know-how transmitted from generation to generation, the local and artisanal products, traditions, nature, etc. (Henri, 2019).

Moreover, cultural tourism is conditioned by several elements: travel to the territory in question, cultural motivation, that is to say the desire to know more about and understand the elements that constitute the identity of the territory (the local citizens, their know-how, traditions, cultural objects specific to the territory visited, etc.) and the consumption of a product or service with cultural

significance (attending shows, visiting historical monuments, consuming handicrafts , etc.) (Faye, 2020).

Table 1 : Cultural tourism, its themes and formulas (simplified table)

Themes	Tourist formulas	Illustrations
Religious	Pilgrimage, retreat, charismatic encounter	Lourdes, abbaye de Hautecombe, Taizé
Cultural discovery of regions, cites, countries	Circuit, stay with excursions, short stay, cruise	Tour of Europe, tour of the Mediterranean
Historical	Circuit	Circuit Napoléon in Corse, Charlemagne Road
Souvenir	Circuit on battlefields, places of memory, cemeteries	Normandy D-Day Circuit, Vaucluse Jewish Heritage Road, Somme Battlefields
Ethnic / genealogical	Circuit, stay	Visit of Canadians to their Acadian cousins in Poitou, return to the country of any "diaspora"
Artistic	Circuit Courses	Circuit of the Romanesque churches of Saintonge, the castles of the Loire Vocal music course
Handcrafted	Courses	pottery course
Technical / Industrial	Circuit, study trip	Visits to nuclear power plants, industrial companies
Parks et gardens	Circuit and stay	Garden festivals, parks and gardens circuit
Festivals, events	Short stay	Festivals, exhibitions, carnivals

Gastronomy	Stay and circuit, courses	Tasting circuit
Shopping	City break	Auctions of works of art, purchase of crafts, flea markets, tax-free shopping, luxury...
Linguistics	Stay in schools, immersion in families	Great Britain, Spain, young Germans in France
Cultural pedagogy	Transplanted class	European heritage classes, study trip

Source : Du Cluzeau, C. O. (1998). Cultural tourism. French university press

On that note, we retain from the above that cultural tourism is based on curiosity and considered an essential asset for the economy of countries. It also contributes to the preservation and enhancement of local heritage and the identity of the territory (Laplante, 2019 ; Heni, 2019 ; Henri, 2019 ; Faye, 2020).

1.2.2. Cultural heritage

In the scientific literature, several definitions are given to heritage. Nevertheless, specific themes are often associated with the latter, namely culture, art, architecture, and nature. The intangible aspect has just been added to the themes characterizing heritage (Zazoua Fellah and Ghomari, 2022 ; Zenati and Aknine Souidi, 2023). In general, heritage is what's been taken from the past and enjoyed by a given community in the present (Boudriche and Côme, 2022). This heritage can take several forms and several aspects, tangible or intangible, for example: works, historic buildings, local and artisanal products, art and all the know-how of the local community. According to Zazoua Fellah and Ghomari (2022), heritage is a whole mentality and an apartful institution.

In short, heritage is the set of objects and know-how specific to a given territory, preserved and transmitted from generation to generation (Lipovetsky & Serroy, 2008). UNESCO (2014) emphasizes the need for continuity over time, in order to consider a given aspect, knowledge or object as part of heritage. It must therefore come from the past, be maintained in the present, preserved and passed on to future generations.

The notion of heritage is also closely linked to cultural tourism. Indeed, Lazzarotti (2000) explains that heritage becomes the object of cultural tourism when it is conceived and integrated into tourism strategies and used for purely touristic purposes. Thus, to integrate heritage into the tourism framework, it is of the utmost importance to think about its protection and, if necessary, the restoration of its constituent elements (Santos de Almeida, 2020).

To achieve this, regulations and management methods for this heritage need to be put in place (Patin, 2005). It is also important to ensure that these assets and knowledge are showcased and promoted, both to the local population and to tourists (Patin, 2005; Santos de Almeida, 2020).

Table 2 : Heritage categories according to UNESCO

Categories	Description
Tangible	<ul style="list-style-type: none"> • Movable cultural heritage: paintings, sculptures, coins, musical instruments, weapons, manuscripts; • Immovable cultural heritage: monuments, archaeological sites; • Underwater cultural heritage: includes shipwrecks, ruins and cities buried beneath the sea.
Intangible	<ul style="list-style-type: none"> • oral traditions, performing arts, rituals.
Natural	<ul style="list-style-type: none"> • natural sites with cultural aspects such as cultural landscapes, physical, biological or geological formations

Source : Santos de Almeida, L. (2020). Analysis of the cultural potential of a tourist site: how to develop the Niouc Suspension Bridge site (Doctoral dissertation, Haute Ecole de Gestion & Tourisme)

1.2.3. Terroir products and cultural tourism attractiveness

In the 1970s, World Bank policies played a key role in encouraging developing countries to give greater importance to the tourism sector. Investing in the tourism industry is a way of benefiting from its economic spin-offs and attracting foreign visitors and therefore foreign currency (Christ & al. 2003). In the 1980s and 1990s, there was a remarkable increase in the number of new, renovated and extended tourist facilities (Du Cluzeau, 2005).

Governments realized that tourism could be a real lever for economic development, as well as a tool for redistributing wealth between Northern and Southern countries (Jafari, 1973), and for enhancing and promoting heritage (Santos de Almeida, 2020). However, Camus & al (2010) take a different view, asserting that while the tourism industry brings economic benefits, it is the developed countries that benefit more than those in the South.

In addition, the logic of cultural tourism is based on the presentation of heritage as a tourist product, which is also linked to the territory and its identity, and to terroir products (Zenati and Aknine Souidi, 2023). It's a branch of tourism that revolves around heritage products, which helps to diversify the tourism offering while highlighting heritage, and also helps to strengthen territorial appeal. In addition to the heritage product, the components of the cultural tourism offer include the territory in which the offer takes place, accommodation, transport, catering and communication (Du Cluzeau, 1998).

As a result, Morocco's tourism sector is experiencing steady growth, thanks to its diversified tourism offering, particularly through the consumption of terroir products that form an integral part of the country's heritage. Tourists are now eager to learn more about Moroccan culture and to discover the moroccan terroir products so highly praised by the national and international press, such as argan oil

and its cosmetic derivatives, saffron and its culinary, health and cosmetic qualities, and virgin olive oil from Morocco's four regions.

2. Analysis model

In this section, we set out the context in which our research was carried out and the approach we took to data analysis. Given the exploratory nature of our research, we saw fit to follow a qualitative approach. Thus, this is a study based on a qualitative and inductive approach, and the method of investigation chosen is that of individual semi-directive interviews. Data analysis is based on thematic content analysis.

2.1. Research framework

The aim of our research is to explore and understand the relationship between domestic cultural tourism and terroir products, and how the latter can impact the tourist flow in a given region. Thus, we chose to work on olive oil as a terroir product and chose the region of Béni Mellal, and more precisely the town of Fkih Ben Saleh widely known for its olive oil mills and the distinct quality of its olive oil, to conduct our investigation and answer the following question: "To what extent do terroir products, olive oil in our case, contribute to internal tourism in the town of Fkih Ben Saleh?"

This being said, our study is based on an exploratory qualitative study, conducted through individual semi-directive interviews, and whose data analysis will be carried out according to the thematic content analysis method.

2.2. Study approach

The qualitative approach makes it possible to gather and study people's opinions and perceptions on a given subject within a flexible, interactive research framework (El Balbal and Omari, 2022). Furthermore, it is essential to specify that it is the quality and richness of the interviews that are important in a qualitative study, not the size of the sample (Evrard et al, 2009; El Balbal and Omari, 2022).

So, once the principle of saturation has been validated (Evrard et al, 2009), we are content to settle for a minimum sample size that inspires confidence. Following this principle, we continued interviewing up to the point of data saturation (Glaser and Strauss, 1967), ending up with a sample of 17 interviewees.

2.3. Semi-structured individual interviews

To carry out our study, we chose to follow a qualitative approach, given the exploratory nature of our research. That said, we opted for individual semi-structured interviews as our method of investigation. Semi-structured interviews are distinguished by the fact that they enable us to respond to the need to obtain specific information on a given subject, without compromising the interviewee's freedom of expression (Quivy and Van Campenhout, 2006). They offer the possibility of direct interaction between interviewees and the researcher, following their consent to contribute to the study (Garreau and Romelaer, 2019).

The individual semi-structured interviews were carried out according to the rules of the art on a sample of 17 interviewees following the principle of data saturation. The sample size was not defined in advance, as it depends on data saturation. The latter is reached when the interview guide reaches theoretical saturation, i.e., after a certain number of interviews, the researcher conducting the survey no longer learns anything new about the research subject (Bertaux, 1980).

We took care first to put the interviewees into the context of the study and to explain its objectives. During the interviews, we refrained from interrupting interviewees in order to respect the principle of freedom of expression and to avoid directing, influencing or biasing interviewees' opinions and words in any way. We prepared a clear and concise interview guide. Interviews lasted an average of 20 minutes per person. We transcribed what the interviewees had to say, and then carried out a thematic analysis of the data (Paille & Mucchielli, 2021).

2.4. The interview guide

The interview guide we designed includes the following thematic headings:

- Presentation of the interviewee's profile
- Terroir products and heritage
- Tourism and cultural heritage
- Consumption of terroir products and internal cultural tourism

Table 3: Qualitative study sample

Interviewee	Sex	Age	Education level	Occupation	City of residence
1	Male	29	Baccalaureate	Employee	Beni Mellal
2	Male	30	Bachelor	Liberal profession	Berrchid
3	Female	22	Bac+2	Employee (public sector)	Berrchid
4	Female	28	Master	Employee	Settat
5	Female	34	Bachelor	Employee (public sector)	Beni Mellal
6	Male	37	Bachelor	Employee	Casablanca
7	Male	32	Master	Employee	Casablanca
8	Male	25	Master	Employee	Casablanca
9	Female	21	Bac+2	Stay at home mom	Beni Mellal
10	Female	26	Bachelor	Employee	El Jadida
11	Male	43	Brevet	Liberal profession	Khouribga
12	Male	39	Bac+2	Liberal profession	Sidi Rehal
13	Female	20	Baccalaureate	Stay at home mom	Khouribga
14	Male	27	Bachelor	Employee	Khouribga
15	Male	41	Bac+2	Liberal profession	Bouskoura
16	Male	51	Master	Liberal profession	Casablanca
17	Female	46	Baccalaureate	Employee (public sector)	Casablanca

Source: Authors

We would like to point out that one of the subjects interviewed is a man who works as a security guard in a summer resort in Beni Mellal and lives in Beni Mellal. We have entered "employee" in the box for

his occupation. 7 of the remaining 9 interviewees were met in Beni Mellal and the rest in Fkih Ben Saleh. The inclusion factor for the subjects of moroccan nationality selected was a visit to the town of Fkih Ben Salah to buy olive oil from its mills.

3. Results and discussion

3.1. Data analysis method

We listened carefully and transcribed the words of each interviewee as they were spoken, and analyzed each interviewee's words in relation to the themes of the interview guide through an intra-case analysis, i.e. an analysis of each verbatim. We then organized and formatted the data collected, and finally put forward our final proposals. This enabled us to verify the conclusions we had drawn earlier, and to draw new ones.

In this way, we began with a content analysis of the verbatims. We can summarize the stages of the content analysis as follows:

- Data collection
- Transcription and coding
- Identification of themes
- Interpretation of results
- Presentation of conclusions

In fact, content analysis is a qualitative information processing technique that makes it possible to accurately determine themes and behavioral norms from the verbal elements produced by interviewed subjects (Berelson, 1952), and thus to systematically and objectively describe the content of the interviews conducted (Schreier, 2014). Naturally, this analysis helps us to identify and determine the interviewees' perceptions of the concepts mobilized in our study.

In addition, there are two methods for carrying out a content analysis: the first is a lexical analysis - also known as a syntactic analysis - and the second is a thematic analysis. Lexical analysis is linguistic in nature and is based on a detailed lexical inventory of the corpus, which will enable us to calculate word occurrence frequencies and draw up a graphical network of different notions, classes and presence/absence matrices of lexical words per text unit.

Thematic analysis, on the other hand, relates to the semantic register and makes the theme the object of analysis (Bardin, 2001; Miles and Huberman, 2003). This qualitative analysis technique makes it possible to identify recurring themes in the discourse of interviewees. According to Bardin (2001), this is the most widely used content analysis technique in management science, and it is the method we have chosen to analyze the content of the interviews we conducted as part of our survey.

We began by defining the unit of analysis - in our case, the theme - so that we could then divide up the text. In addition, we drew up a theme analysis grid based on the theoretical foundation and the themes identified in the vertical analysis of the verbatims, and then grouped similar themes into categories. We have taken care to ensure that these categories are exhaustive, relevant and homogeneous, while respecting the principle of objectivity and at the same time leaving a minimum of interpretation to the reader.

As for the choice of how to process these qualitative data, we preferred to do so manually, given the limited number of verbatims (Bell and Bryman, 2007), rather than using a computerized solution (qualitative data processing software such as Nvivo, Maxqda, Alceste, etc.).

3.2. Analysis results

As a reminder, our interview guide is made up of four thematic headings:

- Presentation of the interviewee's profile
- Terroir products and heritage
- Tourism and cultural heritage
- Consumption of terroir products and internal cultural tourism

3.2.1. Presentation of the interviewee's profile

A total of 17 subjects were interviewed, following the principle of data saturation. 58.8% of the subjects interviewed were men and 41.2% were women. The age range of our respondents varied from 20 to 51. The study population's level of education varied according to the diploma obtained. The lowest level of study is represented by a brevet diploma. The highest diploma obtained is a Master's degree.

Most of our respondents were salaried employees (41.2%). The 17 interviewees came from 8 different towns, all within easy reach of our research town (Fkih ben Saleh). The most ubiquitous city was Casablanca.

3.2.2. Terroir products and heritage

With regard to the concept of terroir products, all our interviewees were unaware of the difference between "terroir" and "territory", and confused "terroir products" with "local products", which are in fact a category of "terroir products". After explaining the nuances between these concepts, our interviewees understood what a "terroir" product is, and we asked them to give us a few examples of a "terroir" product.

They all thought of the same example: argan oil. After asking them to think of other examples, the answers were limited to natural honey, amlou, dates - specifically Mejhoul from Tafilalt, and roses and rosewater from Kalaat Magouna.

As for the notion of heritage, 89% of our interviewees equated it with cultural heritage giving rise to historic monuments and buildings. Half of those interviewed mentioned folk music as an element of heritage, and two-thirds thought of traditional crafts and architecture as themes illustrating heritage. 95% of those interviewed described traditional cuisine as an aspect of a country's heritage.

Thus, all of our interviewees believe that there is a close relationship between the notion of terroir products and heritage, in the sense that the latter form part of the heritage of a given territory and contribute to forging the authentic and cultural identity of said territory.

3.2.3. Tourism and cultural heritage

The majority of those interviewed (83%) think that cultural tourism is tourism aimed at travelling to another country or territory in general, to discover the local culture of that country or territory, and to see at close quarters what gives it its characteristic authenticity and the historical and cultural heritage to which that territory is linked.

The rest of the interviewees think it's tourism pure and simple, and don't really see the difference that motivates the addition of the "cultural" attribute, since for them the very essence of tourism is culture, and tourism has always defined itself in this way, integrating the notion of culture into its definition without having to cite it separately and explicitly. Thus, we note that cultural motivation is present in the definitions given by our interviewees, and their perception of tourism, whether or not we add the attribute "culture" to our question, is linked to the cultural, heritage and authentic aspect of the territory visited.

All our interviewees agreed on the main motivation for cultural tourism: culture. Indeed, discovering the cultural dimension that characterizes the territory visited and learning more about its history is the main factor that drives tourists to go on such a trip. Moreover, four of our interviewees believe that this type of tourism has become trendy at the moment, mainly to show off on social networks through posts where the tourists in question pose about the cultural places they've visited, and to boast about their financial power, which enables them to visit several territories on different continents around the globe.

60% of our interviewees believe that the humanitarian aspect is also one of the motivations for cultural tourism. Indeed, they are convinced that, in addition to the desire to discover local culture, helping local citizens in disadvantaged situations, particularly in developing countries, is also a motivating factor for tourism.

This could be through enrolment in NGO programs that aim to enable enrollees to participate in village building in Third World countries, or participation in teaching programs, particularly English language teaching, in these countries (as in the case of the AIESEC association). Or the purchase of local handicrafts, or the purchase of local cooperatives to support the economy of the villages and the women from these villages working in these cooperatives. In this way, humanitarian interest is one of the motivations for embarking on a cultural tourism trip.

All of our interviewees agreed that cultural tourism actively contributes to the economic development of the territory visited. 89% of interviewees believe that cultural tourism also contributes to the enhancement and promotion of local heritage. In their opinion, these tourist activities "give life" to local heritage, and play an important role in enabling it to continue to "live", given the attention it receives and the fact that people continue to visit it and talk about it, so that it is not forgotten and persists over time.

What's more, 71% of our interviewees are convinced that this culturally-oriented tourist flow helps preserve the cultural value of the place visited, and contributes to forging a certain pride of belonging in the local community.

3.2.4. Consumption of terroir products and internal cultural tourism

In this section, we asked the subjects of our survey about their main reasons for buying olive oil from the Fkih Ben Saleh mills. All interviewees cited the oil's high quality, light green color and distinctive taste as their primary reasons.

58% of our interviewees stated that they prefer to buy oil from the mills in this town, either because they are originally from there or because they have family there. Only 3 of those interviewed said they had discovered olive oil from these mills through a friend or acquaintance and continued to buy it themselves because of its high quality and taste. 4 of our respondents buy it simply because they live near the town.

All those interviewed confirmed that buying olive oil from the Fkih Ben Saleh mills also gives them a chance to visit the town. For the majority, it's an opportunity to change the landscape and catch their breath. For those who are natives or have family there, it's an opportunity to reconnect with family and acquaintances in the town. 14 of the 17 interviewees claim that visiting the city has become a habit, and that they spend at least one day there.

For all respondents, the combination of buying olive oil and visiting the town promises to be a pleasant experience. 8 of those interviewed think it gives them a sense of satisfaction to know they've made a good purchase that they won't regret, which puts them in a good mood to visit the town. 9 of those interviewed praise the town's calm and absence of pollution, which gives the buying experience a dimension of relaxation and serenity through visiting the town.

All our respondents believe that consuming local products automatically contributes to domestic tourism. According to their answers, consuming one of these products requires moving to the territory in question, or making a tourist trip within the same country. This implies an act of purchasing or consuming the local product, and a domestic tourist action carried out by the citizen within the same country.

4. Conclusion and perspectives

Through its role in job creation and the socio-economic development of countries, the tourism industry is booming and constantly evolving. Cultural tourism, the oldest form of tourism, is based on cultural curiosity and is making a strong comeback, forging a close relationship with cultural heritage and terroir products.

The theoretical framework has highlighted the most important features of these products, principally typicity, authenticity and the fact that they emanate from ancestral know-how that is inherited from generation to generation in local communities. Cultural tourism also contributes to the preservation and enhancement of local heritage and identity.

Through our exploratory qualitative study, we explored the relationship between internal cultural tourism and terroir products and identified the main motivations for buying olive oil from the mills in the town of Fkih Ben Saleh, and how consumption of this olive oil, considered by the Moroccan government to be a terroir product, contributes to the town's internal tourism.

However, we found that all the subjects we interviewed were unable to distinguish between terroir and territory, and confused terroir products with local products. The subjects of our survey especially emphasized the high quality of olive oil from the Fkih Ben Saleh mills and its exceptional taste, which gives them a sense of satisfaction with their purchase and makes the experience of visiting the town more enjoyable.

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