



# Étude sur l'image de la gastronomie marocaine son rôle sur le développement de l'activité touristique au Maroc [

2017

text (article)

Analítica

Morocco is a country which provides several tourist potentialities allowing to ensure the sustainability of its tourist activity. Nowadays, the level competitiveness with the other tourist destinations becomes more and more hard, the exploitation of the natural resources, human resources, the cultural potentialities ... etc., turns out of a big importance to strengthen the attractiveness of the destination MOROCCO. Morocco, since the dawn of the time was a crossroad of several civilizations which governed its territory. Presence of some dynasties, such as the Berbers, the Vandals, the Phoenician, the Romain, the Arabs ... etc., and also the presence of some ethnic groups such as the Jewish community, had a great impact upon the Moroccan kitchen, Which is now a cuisine of contrast. So for the tourism, which is an industry based on four pillars namely: The travel, the accommodation, the catering and the main objective of travel. The gastronomy as an integral part in the catering, could play an important role to confirm the choice of the destination Morocco in the eyes of the tourist who is the decision-maker of. Thus the main questions of this search are: What perceptions made the tourists about the Moroccan gastronomy? What perceptions made the professionals on the utility to integrate the Moroccan gastronomy into the Moroccan tourism design? What are the strengths points and the weakness points of the Moroccan gastronomy? What are the constraints which prevent the optimization of the Moroccan culinary? This paper studies of the image of the Moroccan gastronomy in order to suggest some solutions to deal with the constraints which block the development of this huge potential.

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