



## Visual and olfactory itineraries in some travel guides on Morocco (1954 to 2018)

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Abstract: This article attempts to analyze diachronically how Morocco is represented using chromonyms and through the description of scents in various Guides Bleus. By comparing older guides to the Guide du Routard (2018), it shows that many commonplaces, figures of speech, and topoi are repeated from one guide to another, with all these guides participating in the construction of the picturesque that is so dear to the Western tourist /traveler.

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