



Local development and territorial marketing: the case of Chefchaouen, Morocco

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Abstract: In this article, the many operations that are underway to develop natural resources in Chefchaouen in the north of Morocco are studied with the goal of exploring the potential to implement collective local marketing of that sector to promote more efficient local development. The results of a study based on 21 interviews with different key actors involved in local development reveal many internal and external obstacles in the way of local development.

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