

The Emergence of "Terroir" Cosmetics: Catalysts for Territorial Marketing and Regional Identity

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ABSTRACT: The marketing of products based on local resources and traditional know-how, commonly referred to as "terroir" cosmetics, plays an essential role in regional marketing. These products serve to reinforce regional identity and boost the local economy. Such products, situated within the context of their place of provenance, serve to accentuate the distinctive cultural and natural attributes of a region, thereby facilitating the formation of a robust brand image. Such products respond to the growing consumer demand for authentic, natural and environmentally-friendly products, while supporting the local economy by creating jobs and developing regional businesses. Furthermore, these products attract tourists by offering an immersive and distinctive experience, linked to the discovery of local traditions and artisanal manufacturing processes. However, their success depends on a well-planned strategy to overcome the challenges of distribution, regulation and competition. In conclusion, "terroir" cosmetics are a powerful tool for promoting a region, but their implementation requires careful attention to ensure their long-term positive impact.

KEYWORDS: Cosmetic "terroir" products, territorial marketing, regional identity, regional appeal, local economy, authenticity, brand image, tourism, cultural heritage, regional reputation, traditional know-how.

INTRODUCTION

Cosmetic "terroir" products play a central role in territorial marketing by reinforcing the identity and appeal of a region. Used as a territorial marketing tool, they highlight the cultural and natural specificities of a region while boosting the local economy. To reinforce regional identity, these products help to create a strong brand image by being associated with a specific region. They embody local values, history and know-how, strengthening the sense of belonging among local residents and attracting the attention of external consumers. Highlighting local resources and traditional know-how, using local natural ingredients and traditional production methods, underlines the authenticity and cultural richness of the region. This can be used in communication and promotion campaigns to differentiate the region in the marketplace.

The growing importance of "terroir" cosmetics in local and regional economies is undeniable. By promoting local resources and traditional know-how, these products help to enhance the cultural and natural heritage of the region. They also support the local economy by creating jobs and encouraging the development of small businesses and cooperatives. What's more, they respond to growing consumer demand for authentic, natural and environmentally friendly products. This trend makes regions more competitive on national and international markets, while preserving and enhancing their unique identity.

In terms of promoting tourism and local economies, these products can attract tourists by offering them a tangible experience of the region. Visits to farms, cooperatives and production laboratories can be integrated into tourist itineraries, thereby increasing the number of tourists. By promoting these products, local authorities encourage sales at regional markets and specialist shops, supporting local producers, creating jobs and stimulating the regional economy.

The benefits of this strategy include making the most of local resources, using ingredients specific to the region to reduce the environmental footprint, and strengthening regional identity, creating a positive image that attracts investors, tourists and new residents. Stimulating the local economy encourages the production and sale of local products, supports small-scale producers and creates jobs. This strategy also helps to differentiate the region in a competitive market by offering unique and authentic products, and to promote tourism by attracting visitors interested in local traditions and natural products.

However, there are challenges associated with this approach. Distribution and marketing issues can make it difficult to access wider distribution channels and to market nationally or internationally. Strict health and safety regulations can be a challenge for local producers. Maintaining the authenticity and quality of products is also crucial to maintaining consumer confidence, as any deviation could damage the region's brand image. Competition and saturation in the cosmetics market add to these challenges, requiring

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cosmetic 'terroir' products to stand out for their quality and authenticity. Finally, the initial investment required to develop and promote cosmetic terroir products can be a barrier for some regions.

The key question is: how can cosmetic "terroir" products be used effectively to promote territorial marketing, while overcoming the challenges associated with this strategy? In conclusion, cosmetic terroir products can be a powerful tool for territorial marketing, bringing many economic and cultural benefits. However, to be successful, this strategy needs to be well planned and implemented, taking into account the potential challenges and providing solutions to overcome them.

I. LOCAL COSMETICS: BETWEEN LOCAL HERITAGE AND REGIONAL DEVELOPMENT STRATEGIES

The Terroir cosmetics brand represents an intriguing convergence between traditional agricultural practices and contemporary cosmetic innovation. These products, rooted in a specific region, derive their distinctive character from the utilisation of local natural ingredients and artisanal techniques that have been transmitted from one generation to the next. This fusion enables the capture of the essence of a terroir, reflecting both the cultural heritage and natural riches of a region, while meeting the contemporary demands of the cosmetics industry.

In order to comprehend the influence of these products, it is imperative to situate them within the broader framework of territorial marketing. This strategy is devised with the objective of reinvigorating and enhancing regions through the promotion of their distinctive assets. Territorial marketing serves to reinforce regional identity, bolster the local economy and stimulate tourism by drawing attention to emblematic products such as 'terroir' cosmetics. Such products subsequently serve as ambassadors for their respective regions, assisting in the formation of a robust brand image and enhancing the region's economic and tourist appeal.

1. "Terroir" cosmetics: Combining agricultural tradition and cosmetic innovation

Cosmetic "terroir" products are characterised by their specific geographical origin and their close link to local traditions. The term "terroir" refers to the idea that the quality of a product is influenced by the place where it is produced, in particular the climate, soil and traditional production methods (Casabianca et al, 2006). In cosmetics, this means products made from local natural ingredients, often using traditional processes that have been handed down from generation to generation.

"Terroir" cosmetic products illustrate a unique alliance between traditional agriculture and the contemporary cosmetics industry. Their originality lies in their recourse to agricultural raw materials, sometimes used in their entirety and often without the addition of chemicals, although sometimes with their intervention (El Gozmir et al., n.d.). These products are characterised by their ability to reflect the cultural and natural heritage of a region. For example, cosmetics based on argan oil from Morocco or those enriched with lavender from Provence use ingredients that are inextricably linked to these regions. Argan oil, obtained from the fruit of the argan tree, is grown exclusively in certain areas of Morocco, while lavender from Provence benefits from a specific climate that gives it unique properties.

In addition to their geographical origin, cosmetic "terroirs" are often associated with traditional production methods. This can include harvesting, processing and transformation methods that have been preserved over time. This artisanal approach adds value to the product, making it not only unique in terms of quality, but also steeped in the history and know-how of the region.

Finally, "terroir" cosmetic products represent a special category of products that are distinguished by their local roots and authenticity. These products, made from natural resources specific to a region and often using artisanal and/or traditional methods, play an important role in territorial marketing and, to understand their impact, it is essential to define what they are and to explore the concept of territorial marketing in which they fit.

2. Territorial marketing: a strategy for promoting and strengthening regions

Territorial marketing is a strategy that aims to promote a region by highlighting its distinctive features, resources and know-how in order to attract visitors, investors and consumers (Chamard, 2014). The concept is based on the idea that each region has unique assets that can be exploited to enhance its attractiveness and stimulate its economic development.

Territorial marketing has several dimensions, including promoting regional identity, supporting the local economy and stimulating tourism. By highlighting local specificities, regional authorities and businesses seek to create a strong brand image that distinguishes their territory from those of other regions. This image is built through various channels, including advertising campaigns, promotional events and collaboration with local stakeholders (Vuignier, 2016).

One of the aims of territorial marketing is to strengthen regional identity by highlighting the unique characteristics of the region, such as its cosmetic 'terroir' products. By associating these products with the region of origin, territorial marketing creates a brand image that reflects the authenticity and quality of the region (Ferrand & Chanavat, 2006). Cosmetic terroir products are a perfect example of this approach as they embody the local traditions and natural resources specific to a region.

Another important dimension of territorial marketing is the promotion of the local economy. By encouraging the consumption of local products, territorial marketing promotes short distribution channels and direct sales, enabling local producers and artisans to benefit from higher incomes. This approach helps to create and maintain local jobs and supports the development of regional entrepreneurial initiatives. Cosmetic 'terroir' products play a key role in this dynamic by attracting consumers interested in authentic, quality products.

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However, territorial marketing also aims to promote tourism by highlighting local attractions, including regional products (Heilbrunn, 2009). Cosmetic 'terroir' products, as symbols of the region, can attract visitors who want to discover how they are made, take part in workshops and buy authentic souvenirs. Festivals, visits to cooperatives and workshops are all initiatives that enrich the tourist experience and strengthen the link between visitors and the region.

In short, terroir cosmetic products are products that are distinguished by their specific geographical origin and their link to local traditions. They play an important role in territorial marketing, helping to create a strong regional brand image, supporting the local economy and stimulating tourism. Territorial marketing uses these products to highlight the special features of a region, increase its attractiveness and promote economic development. By promoting natural resources and traditional know-how, 'terroir' cosmetic products become ambassadors for their region, adding value that benefits both local producers and visitors.

II. TERRITORIAL MARKETING AND COSMETIC TERROIR PRODUCTS: DEVELOPING LOCAL ASSETS FOR REGIONAL ATTRACTIVENESS

In a global context where the search for authenticity and natural products is intensifying, "terroir" cosmetics are emerging as key players in the economic and cultural development of regions. These products, based on local resources and traditional know-how, not only meet the growing demand for beauty products that respect the environment and health. They also play a key role in territorial marketing, helping to enhance and promote the areas from which they originate.

Territorial marketing aims to promote a region by highlighting its specific assets, whether cultural, natural or economic, in order to attract tourists, investors and new residents (Duffaud-Prévost, 2016). In this context, cosmetic 'terroir' products appear to be ideal tools for strengthening regional identity and boosting the local economy. They help to create a strong, distinctive brand image for the region, while highlighting its natural riches and cultural heritage.

This analysis proposes to explore the impact of cosmetic 'terroir' products on territorial marketing, focusing on two main axes: strengthening regional identity and promoting tourism and the local economy (Omari, 2016). Through this exploration, we will highlight how these products contribute to the creation of a unique regional brand image and attract visitors, while supporting local producers and boosting local sales.

1. Creating regional awareness with 'terroir' cosmetics: between tradition, authenticity and naturalness

Cosmetic 'terroir' products play an essential role in creating a unique brand image for a region, contributing to its reputation and recognition. This not only enhances the value of the products themselves, but also strengthens the identity and attractiveness of the region of origin (Michelet & Giraut, 2014).

Firstly, the association of products specific to a particular region creates a strong link between the product and the territory. When consumers buy 'terroir' cosmetics, they are not just buying a simple beauty product, but a part of the history, culture and heritage of the region (Autissier, 2018). This geographical and cultural association strengthens the region's reputation and differentiates it from others. For example, Moroccan argan products are widely recognised and appreciated for their quality and origin, contributing to the international reputation of the producing region.

The qualities associated with cosmetic 'terroir' products, such as authenticity, tradition and naturalness, are key elements that attract consumers. In a market where transparency and product provenance are increasingly important to consumers, these qualities are becoming major assets. Terroir cosmetics convey an image of authenticity thanks to their often artisanal and environmentally friendly production methods. They are perceived as quality products made with care and passion, giving them significant added value.

Tradition also plays a key role in the perception of terroir cosmetics. These products are often the result of ancestral know-how passed down from generation to generation. By highlighting these traditions, producers can create a strong and distinctive brand image that is rooted in local history and culture (Amselle, 2008). For example, the traditional production of lavender-based soaps and creams in Provence is an excellent example of promoting traditional know-how. This strengthens the region's appeal as an authentic destination rich in tradition.

The concept of naturalness is also a significant quality associated with the term 'terroir' in the context of cosmetics. In response to an increasing demand for natural, environmentally-friendly products, 'terroir' cosmetics are perceived in a positive light (Génot et al., 2011). The use of local ingredients, frequently organically cultivated or harvested in protected environments, is perceived as a safer and more beneficial option for the skin. This perception of naturalness constitutes a significant asset in the creation of a regional brand image, as it aligns with the contemporary consumer's expectations in terms of health and well-being.

The association of these qualities of authenticity, tradition and naturalness with a particular region serves to create a strong and attractive brand image for cosmetic 'terroir' products. The brand image is not limited to the products themselves; it extends to the region as a whole, thereby reinforcing its appeal to tourists and the economy. By associating these positive qualities with a region, consumers are more inclined to visit that region, discover its other products and participate in its local economy.

In conclusion, it can be stated that cosmetic products with a focus on the concept of 'terroir' are effective tools for the creation of a regional brand image. Such products assist in the promotion of the region of origin by combining qualities such as authenticity,

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tradition and naturalness, thereby meeting the expectations of modern consumers. This combination serves to enhance the profile and recognition of the region, distinguishing it from others and attracting a broader audience, both in terms of tourism and business.

2. The concept of 'terroir' in cosmetics: This section will examine the manner in which local resources and traditional knowledge contribute to the formation of regional identity

The utilisation of local resources and traditional expertise in the manufacture of 'terroir' cosmetics represents a pivotal aspect of the enhancement of a region's natural and cultural heritage. This process not only serves to preserve local traditions but also to disseminate them to a wider public, thereby reinforcing regional identity and creating an emotional link between consumers and the region (Pinton & Grenand, 2007).

Firstly, local resources are of central importance in the production of 'terroir' cosmetics. The natural ingredients utilized in the production of these cosmetics, including plants, essential oils, and minerals, are frequently endemic to a particular region. The utilisation of these ingredients enables the optimal exploitation of local biodiversity, thereby underscoring the region's rich natural endowment. To illustrate, argan oil produced in south-west Morocco is a frequently utilized ingredient in "terroir" cosmetics. The utilisation of this local resource enables producers to offer distinctive and genuine products that are intrinsically linked to their region of origin. Furthermore, the utilisation of local resources facilitates the preservation of the natural environment, as it encourages the implementation of sustainable agricultural practices that are respectful of the natural ecosystem.

Concurrently, traditional expertise represents a further crucial element in the manufacture of 'terroir' cosmetics. This know-how, frequently transmitted from one generation to the next, reflects the history and culture of the region (Bérard et al., 2005). The traditional techniques employed in the production of these products are the consequence of centuries of accumulated experience and knowledge. By showcasing this know-how, producers of 'terroir' cosmetics are promoting the intangible heritage of their region. To illustrate, the traditional production of olive oil-based soaps in Provence represents an ancient practice that continues to resonate with consumers due to its perceived authenticity and quality.

The promotion of these distinctive characteristics serves to reinforce the regional identity. The promotion of local resources and traditional know-how serves to position cosmetic "terroir" products as ambassadors for their respective regions. Such products convey narratives, disseminate traditions, and exemplify the region's natural endowments. Such an emphasis on local characteristics serves to foster a robust emotional bond between consumers and the region. The utilisation of these products engenders a sense of contribution towards the preservation of a priceless heritage and the advancement of a local economy. This emotional bond is of great consequence in the formation of consumer loyalty and the stimulation of greater interest in the region of origin of the products (Chartier & Sellato, 2003).

The promotion of local resources and traditional expertise also serves to engage a broader audience. The authentic and distinctive nature of cosmetic terroir products is a key factor in attracting the interest of consumers seeking natural and high-quality products. Marketing initiatives, such as the use of quality labels, protected geographical indications (PGIs) and organic certifications, can serve to reinforce the promotion of such products and guarantee their authenticity. To illustrate, the 'Nature et Progrès' label in France certifies cosmetics that respect the environment and utilise local resources, thereby offering consumers an additional guarantee.

In conclusion, the promotion of local resources and traditional know-how in the production of 'terroir' cosmetics represents a powerful lever for the promotion of a region's natural and cultural heritage. Such initiatives assist in the preservation of local traditions and facilitate their dissemination to a broader audience. This, in turn, serves to reinforce regional identity and forge an emotional connection between consumers and the region.

III. THE PROMOTION OF LOCAL COSMETICS HAS THE POTENTIAL TO ENHANCE THE APPEAL OF A DESTINATION FOR TOURISTS, WHILE ALSO STIMULATING ECONOMIC GROWTH AND VITALITY WITHIN THE LOCAL COMMUNITY

The promotion of regional tourism and the stimulation of local economic growth are two key benefits derived from the use of terroir-derived cosmetics. These products, which are created using the natural resources and traditional techniques characteristic of a particular region, have become an important element in the globalisation of the cosmetics industry. Such products not only satisfy an increasing consumer demand for natural and genuine cosmetics; they also serve as ambassadors for their region of origin. By emphasising the distinctive characteristics and traditional techniques of a region's craftsmanship, terroir cosmetics attract visitors with an interest in exploring the local manufacturing processes and resources. This tourist interest results in an increase in visitor numbers, which generates income and stimulates local sales. Furthermore, the success of these products encourages the development of other economic and entrepreneurial initiatives, thereby creating a network of interconnected local businesses and strengthening the region's economic fabric. This positive dynamic not only promotes economic prosperity but also helps to preserve and enhance the local cultural and natural heritage.

1. Local cosmetics represent an opportunity for tourists to immerse themselves in the authentic regional culture

The Terroir cosmetic products play an instrumental role in attracting tourists by showcasing the region's natural riches and artisanal expertise. These authentic products respond to a growing demand for natural and local cosmetics, attracting particular interest from visitors (Cacomo & Solonandrasana, 2002).

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It is possible that the local cooperatives where these products are manufactured could become significant tourist attractions. Such initiatives permit visitors to gain insight into the artisanal manufacturing processes and local ingredients, thereby offering a distinctive immersion experience. To illustrate, a cooperative engaged in the production of essential oils may arrange for visitors to participate in guided tours of its fields and distillation facilities. Such tours facilitate comprehension of the production process and enable direct purchase of the products, thereby stimulating local sales.

Another potentially fruitful initiative would be the establishment of workshops focused on the production of cosmetics. By participating in these workshops, visitors have the opportunity to engage in the creation of their own cosmetics, utilising local ingredients. Such interactive and educational experiences enable tourists to take personal souvenirs, thereby reinforcing their connection with the region. For instance, workshops on the production of soap and cream provide an opportunity for participants to gain insight into artisanal techniques and the advantages of utilising local ingredients.

Festivals that showcase local cosmetic products are an effective means of attracting tourists. Such festivals may comprise a variety of activities, including the presence of producers, demonstrations, tastings and conferences dedicated to the discussion of products (Doquet, 2008). To illustrate, the annual lavender festival in Provence attracts a considerable number of visitors, providing an opportunity to showcase not only lavender products but also the local culture through entertainment and family activities. Such events provide an opportunity for the promotion and direct sale of products, while simultaneously celebrating the regional culture. Furthermore, local cosmetics can be considered an attractive souvenir for tourists. The act of purchasing these products allows visitors to take a tangible memento of the region with them, thereby extending their experience and strengthening their emotional connection with the area. The careful packaging of the products, coupled with the narratives associated with them, serves to enhance their perceived value, thereby encouraging purchases.

In conclusion, it can be stated that cosmetic products with a connection to a specific region, or 'terroir', are an effective means of attracting tourists. Visits to cooperatives, production workshops and festivals serve to enhance the tourist experience, whilst simultaneously facilitating the promotion of the region's natural and cultural riches. Such initiatives not only facilitate local sales but also bolster regional economic development, thereby rendering cosmetic 'terroir' products effective ambassadors for their region of origin.

2. The local production of cosmetic products serves as a catalyst for local economic growth and innovation

The marketing of cosmetic products with an emphasis on the regional or local terroir plays a pivotal role in stimulating the local economy by generating income for local producers and craftspeople. Such products, frequently crafted from natural resources endemic to a given region and employing traditional techniques, present substantial economic prospects, encompassing job creation and the advancement of local entrepreneurial endeavors (Leo & Py, 1985).

Firstly, the marketing of cosmetic 'terroir' products encourages short circuits and direct sales, which have a direct impact on local economies. The sale of products directly to consumers allows local producers and artisans to benefit from higher profit margins than those offered by intermediaries. This approach has the additional benefit of increasing the income of producers while maintaining competitive pricing, which in turn attracts a loyal customer base. To illustrate, an artisan cosmetics cooperative may elect to sell its products in both local shops and at regional markets, thereby reducing distribution costs and enhancing profitability.

The promotion of shorter distribution channels facilitates the creation and maintenance of local employment opportunities, which is a further benefit of 'terroir' cosmetics. The production, processing and sale of these products necessitate the input of a skilled workforce, encompassing agricultural producers, craftsmen and retailers. Such roles may encompass positions in the cultivation of raw materials, the manufacture of products, the packaging of goods, the marketing of products and the sale of these items. The growing demand for these products has the potential to encourage the expansion of local cooperatives and businesses, as well as the creation of new employment opportunities, thereby stimulating the regional economy (Potter & Miranda, 2010).

Furthermore, the success of cosmetic 'terroir' products has the potential to stimulate the creation of new businesses and entrepreneurial initiatives within the region. In light of the success of their products, producers and artisans may choose to diversify their offerings or launch new product lines (Nadeau & Guilbert, 2014). To illustrate, a company specialising in cosmetics produced from local plants could extend its activities by providing training workshops on cosmetics manufacturing or by developing by-products such as scented candles or body care products. Such diversification creates further opportunities for local entrepreneurs and reinforces the regional economic fabric.

Furthermore, the commercial success of cosmetic products with a focus on regional characteristics can attract the attention of investors and external partners interested in the opportunities offered by the region. The provision of subsidies, private investment and the formation of partnerships can facilitate the expansion of local cooperatives and businesses, the development of infrastructure and the further promotion of regional products. For instance, a support programme for cooperatives and businesses could facilitate modernisation of production facilities or the development of marketing campaigns to reach new markets.

In addition, cosmetic "terroir" products serve as ambassadors for the region, promoting tourism and thereby indirectly contributing to economic growth. Those drawn to the quality and authenticity of these products are more likely to explore the region, discover other local businesses and engage in activities that support the regional economy (Davezies, 2009).

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In conclusion, the marketing of cosmetic 'terroir' products has a positive impact on the local economy, generating income for producers and artisans and creating employment opportunities in the region. The promotion of short distribution channels and direct sales provides an opportunity for cooperatives and local businesses to enhance their profitability, while also facilitating the emergence of new entrepreneurial initiatives. The success of these products thus contributes to the economic prosperity of the region and the maintenance of a dynamic and diversified economic fabric.

CONCLUSION

the impact of cosmetic products with a focus on the regional origin of their ingredients on territorial marketing is profound and multidimensional. Such products, which emphasise a region's natural resources and traditional expertise, serve a pivotal function in reinforcing regional identity, promoting tourism and stimulating the local economy.

It can be argued that cosmetic 'terroir' products are instrumental in reinforcing regional identity by associating distinctive characteristics with a particular region. The utilisation of local ingredients and distinctive artisanal methods serves to create a regional brand image that is both distinctive and recognisable. Furthermore, the geographical association serves to reinforce the region's reputation, thereby differentiating it from other competitors in the highly saturated cosmetics market.

Furthermore, the promotion of particular cultural traditions serves to reinforce the regional identity. In this manner, traditional manufacturing techniques and historical recipes become pivotal components of the regional identity. Concurrently, the accentuation of artisanal traditions serves to cultivate a favourable and alluring image for the region, thereby distinguishing it from others.

Furthermore, local cosmetic products serve to play an important role in the promotion of tourism. By showcasing the local ingredients and distinctive manufacturing processes, these products attract visitors seeking authentic, immersive experiences. Visits to cooperatives, where tourists can gain insight into the local manufacturing methods and ingredients used, offer a valuable opportunity to observe the production process. Such tours facilitate interaction between visitors and local artisans, thereby reinforcing their connection with the region.

Furthermore, the provision of workshops on the production of cosmetics represents an additional attractive experience for tourists. Such workshops afford visitors the opportunity to engage in the production of their own products utilising local ingredients, thereby facilitating an immersive experience of the region's artisan traditions. Festivals dedicated to local cosmetics represent a particularly exciting event for tourists.

Consequently, the marketing of cosmetic 'terroir' products exerts a considerable influence on the local economy, facilitating the establishment of short distribution channels and direct sales, and engendering the creation of employment opportunities. Furthermore, the success of these products has the potential to attract the interest of external investors and partners who are keen to exploit the region's growth potential.

In conclusion, it can be stated that cosmetic 'terroir' products play a pivotal role in the field of territorial marketing, serving to consolidate regional identity, stimulate tourism and revitalise the local economy. The promotion of natural resources and traditional knowledge through these products serves to construct a robust regional brand image, attract visitors and support local producers, while simultaneously contributing to the region's economic prosperity.

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