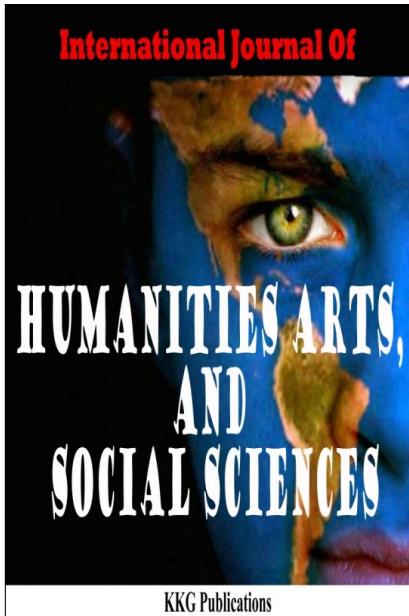


This article was downloaded by:
Publisher: KKG Publications



Key Knowledge Generation

Publication details, including instructions for author and subscription information:

<http://kkgpublications.com/social-sciences/>

The Application of Local Productive System (Industrial District) in the Tourism Activities

MALIKA AIT NASSER

Laboratory of Atlas Mountains Studies (LERMA),
University Cadi Ayyad, Marrakesh, Morocco

Published online: 22 February 2017

To cite this article: Nasser, M. A. (2017). The application of local productive system (industrial district) in the tourism activities. *International Journal of Humanities, Arts and Social Sciences*, 3(1), 27-30.

DOI: <https://dx.doi.org/10.20469/ijhss.3.20005-1>

To link to this article: <http://kkgpublications.com/wp-content/uploads/2017/03/IJHSS-20005-1.pdf>

PLEASE SCROLL DOWN FOR ARTICLE

KKG Publications makes every effort to ascertain the precision of all the information (the “Content”) contained in the publications on our platform. However, KKG Publications, our agents, and our licensors make no representations or warranties whatsoever as to the accuracy, completeness, or suitability for any purpose of the content. All opinions and views stated in this publication are not endorsed by KKG Publications. These are purely the opinions and views of authors. The accuracy of the content should not be relied upon and primary sources of information should be considered for any verification. KKG Publications shall not be liable for any costs, expenses, proceedings, loss, actions, demands, damages, expenses and other liabilities directly or indirectly caused in connection with given content.

This article may be utilized for research, edifying, and private study purposes. Any substantial or systematic reproduction, redistribution, reselling, loan, sub-licensing, systematic supply, or distribution in any form to anyone is expressly verboten.

THE APPLICATION OF LOCAL PRODUCTIVE SYSTEM (INDUSTRIAL DISTRICT) IN THE TOURISM ACTIVITIES

MALIKA AIT NASSER *

Laboratory of Atlas Mountains Studies (LERMA), University Cadi Ayyad, Marrakech, Morocco

Keywords:

Local Productive System
Tourism
Local-Scale
Economic Dynamics

Received: 9 October 2016

Accepted: 16 December 2016

Published: 22 February 2017

Abstract. The Local Productive System (LPS) is a tool for the development of tourism through the integration of the regional government in its system and the mobilization of other economic activities in the local level. Thinking about the introduction of the Local Productive System in the tourism sector is crucial given the objectives of local actors and socio-economic impacts, while remaining subject to the control in reference to some measurable indicators. This reflection is significant when it comes from the regional government and the professionals of the tourism sector in order to link these activities to the territory and the other economic activities. What is the application of this concept? How it is organized in tourism activity in the field of this study? Asrir village in the province of Guelmim (southern city in Morocco) gives some example of Local Productive System in tourism. The case study is a modest experience implementing the concept in a rural touristic area. Such an experience involves many economic activities for the collective sharing of socio-economic interests at the very local level.

INTRODUCTION

The Local Productive System (LPS) is a commercial transaction that may take place both on a global scale or on the very local level. According to Hazebroucq (1999), the LPS is at the origin of the industrial economy with the analysis of industrial districts, which in the language of economics is relative to the reflection on the link between industrial mobility and territorial mobility. Also, it is defined as a unit characterized by reconciling production units (industrial, handicrafts, tourism...) that maintain market relations, formal, informal, etc., resulting from the nature of the operation of the production system.

However, "the LPS is not a mathematical formula, but an organic process difficult to reproduce. It takes time and it also takes the meeting of conditions and a favorable environment for the emergence of this type of organization. We can say that efficiency is relational; it is expressed particularly through learning and experience sharing" (Courlet, 2006: p. 150). This highlights the importance of local skills in their mobilization in the establishment of an LPS for socioeconomic purposes especially in rural areas that feature various economic activities (agriculture, crafts, tourism, etc.) but not exploited in an organized way. So how this system can be applied in tourism in rural areas? We analyzed the case of the rural commune of Asrir in the province of Guelmim (south of Morocco) where we found some willingness for LPS application (Bunchutrakun, Lieungnapar, Wangsomchok & Aeka, 2016).

ECONOMIC DYNAMICS THROUGH THE CONCEPT OF LOCAL PRODUCTIVE SYSTEM

LPS as a New Development Tool

The concept of LPS can enable us to observe all of the local development processes in which the territory plays an active role and local production system has a strong unique identity that allows the local community to defend and reproduce its identity. A LPS is based largely on the existence of an economic zone and a strong interaction between the socio-cultural values (Sharpley & Telfer, 2014). The territorial proximity relationships give rise to the emergence of socio-economic organizations understood in a broad sense, as coordination process between local actors for economic purposes (Petrom, 2006).

Having said that the LPS led to a new development approach in which the central actor is the company and not the State and where the territory remains a public target. In Morocco, for example, two results are required:

- The LPS approach is territorial and horizontal to the extent that it crystallizes the local relationship between sectors. Such a desire for coherence between the various sartorial policies in their coordination optimizes services and investment, while emphasizing the company's environment.
- A reflection is asked to determine the best initiative in the macro-economic perspective, particularly in the intervention of the state through local communities, mu-

*Corresponding author: Malika Ait Nasser

†Email: malikanacer@hotmail.com

nicipalities and regions, company's research, training, security . . .

The Construction of the LPS Project

In general, the economic policy to support productive units targets the industrial company (assistance, training, innovation...). However, it is desirable to identify tools that take into account the new structure of modern economy around networks of expertise and innovations. We therefore attend a scope of economic competitiveness while assuming mobilizing public action by the institutions directly linked to land, training centers, universities, local authorities, etc. Therefore, with this action of proximity and location, the territory remains targeted by public action (Sharma, 2004).

In this regard, the construction of an LPS project must follow a set of criteria including:

- Sufficient number of production units;
- Sustainable cooperation between them;
- Socioeconomic benefits;
- Ability to mobilize resources and to carry out the project;
- Common commercial actions;
- Training-related actions (partnership with vocational training institutions on common needs in terms of training);
- Innovation actions: sharing information, knowledge and experience.

RELATIONSHIP BETWEEN LPS AND LOCAL ACTORS

According to Serrate (1991), the concept of Local Productive System provides a systemic vision of space experienced by local actors. It takes into account individual dynamism of the economic actors, businesses, entrepreneurs and relational dynamics between them. That is to say, there is a new look at the relationship with space, a justified juxtaposition of the actors of development, procedures and conditions of their dynamism around the promotion of their territory. The LPS, in its confirmation of a given space allows the analyses of the space from three levels of study:

The Dynamics of the Actors

Structured by formal and informal relationships, actors' dynamics are evaluated by their ability to transmit information and to be able to accept changes. The innovation brought to LPS depends on the attitude of the actors in their interaction for the exchange of information about the selected strategies.

In other words, territorial proximity has a key role in the relationship between economic development actors. So, firstly, the LPS is a delimited territory with proximity and reciprocal

links between businesses, and second this area has a particularization determined in its economic activities intended for local development.

The Game of Relations between Actors

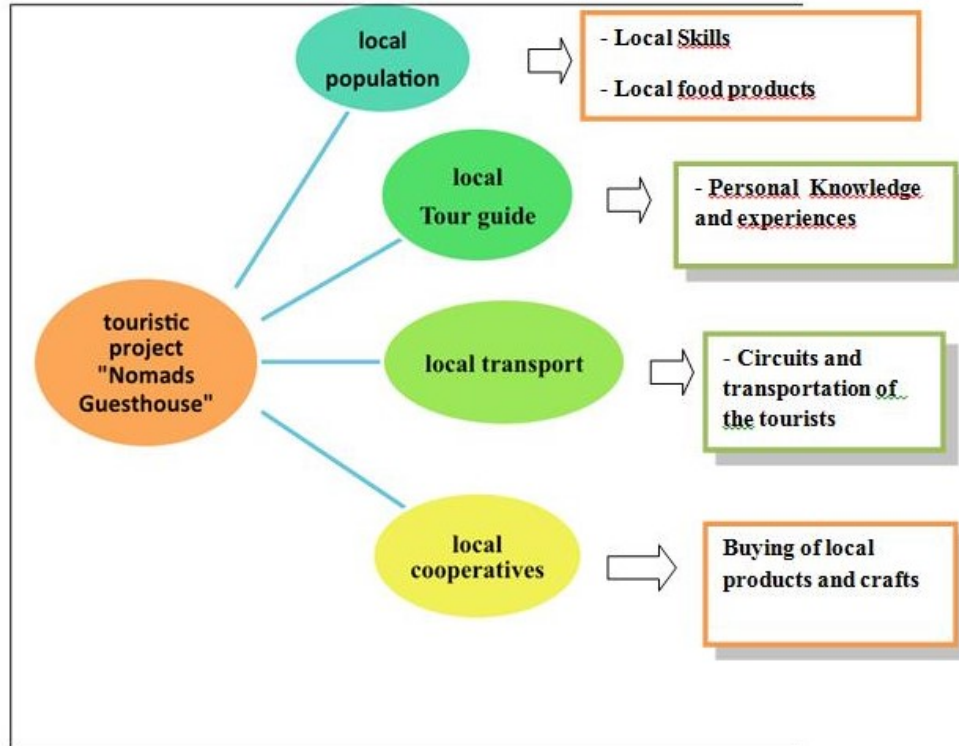
The relation is related to the nature of the environment in terms of change. The LPS acquires both productive and social dimensions (Touzri, 2007). The study of the game of relationships is used to view new external ideas that impact in one way or another on environment. "It is in this ability of relationships of heteronymous pressures that expresses territorial solidarity" (Serrate 1991: p. 73). These relationship skills are developing a synergy between several actors: those that exist in the sector (farmers, cooperatives, industrial producers...) and those who are directly or indirectly involved in the industry and participate in the evolution.

APPLYING LPS TO TOURISM SECTOR

In tourism, several aspects can be considered in the analysis of the LPS as a new conception of the organization of tourism activity in its territory. This is, in general, quantitative, and qualitative relational data. First, quantitative data are measured from the tangible impacts of the activity on its surroundings (income-generating activities, securing the local population, number of tourism projects, the number of tourist centers, the number and types of tourism activities, participation in tourism fairs and international events, etc.). Then the qualitative aspect affects the general framework of the project profile for the history of tourism units and their evolution in time, the nature of investors, management, manager training, mobility, marketing, promotion, classification, quality of services and benefits, etc. Finally, relational information affects the human aspect of the project in its interaction with its surroundings. In general, the competition exists between the units, the relationship with the state and local institutions and local associations in close cooperation. The implementation of innovation, coordination between actors to face external competition, roles of intermediation, institutions and associations (roles of animation institutions, development of a tourism system adapted to the local context (local capital), tax base, cultural heritage, know-how...), relationship between institution and action units, objectives, policies, operations, logistics, initiatives and connection with the outside are guidelines for studying the organization of projects organized in LPS.

In our field of study, we have an example of LPS. Despite its modest organization, the added value of such a state of mind can be developed in order that the activity marks its importance in the economic fabric in rural areas (Perray, 2011). The example in the rural commune of Asrir is organi:

FIGURE 1
Organization of the touristic project “Nomads Guesthouse” in a LPS



Under the shared interest between the project and its environment, the Local Productive System (LPS) or Rural Productive System (RPS) expresses the positive economic externalities that a tourism project can generate. The project of Nomads Guesthouse incorporates the philosophy of sharing interests with its mobilization of many local activities. It makes using the local skills in the cooking, the transport and the fulfillment of services of the lodging. The knowledge of the sights and their intangible value encourages the manager/owner of the house to use local tour guide in case of custom tours need. To meet the demands of tourists at their local food demand, cooperatives of local products (couscous, Megli (roasted flour organ), honey, argan oil, dates,...), fruit and vegetables grown by local food source are the restoration of the cottage. Craft items like tents, carpets and utensils are founded in cooperatives and local artisans. In short, the interdependencies between the tourism project and other secondary actors reinforce the values and forth between the economic exchanges, where the win-win concept is most requested.

CONCLUSION

Sharma (2004) confirms that not any rural touristic project is “rural”; it must, however, be part of the rural fabric by using local resources and local expertise also. In other words, the project is invited to introduce the other projects present in the

territory by organizing them into trade relations. So it mobilizes both activity related sectors (transport, local products, food...) and needs of the tourism project in local products sought by customers of rural tourism. This spirit finds its fulfillment in the concept of the LPS in its juxtaposition between local actors and trade relationship.

Tourism branches eventually constitute an element in the LPS. They develop a synergy between several actors that we can allocate as well: those working in the various sectors (farmers, cooperatives, industrial producers...) in cooperation with local professionals in tourism and those who are directly or indirectly involved in the sector and contribute to its evolution (Smouts, 2008). Those from the private or public sector or even associations support the implementation of the LPS

by accompanying the orientation and the availability of other services that can expand commercial relationship between the components of the LPS.

For a general observation, we can say that the LPS in tourism is defined by the following elements:

- Geographic concentration of tourism businesses;
- Local Initiatives boosted by the government or by individuals (investors, project developers, associations, NGOs ...);
- Absence or presence of genuine cooperation between

enterprises (formal or informal).
The case of the rural commune is an experience based primarily on the willingness of local skills to animate economic activities considered as important in its qualities and weak in the

marketing of its products (Vitte, 1998). Tourism activity has to overcome the marketing issues of local products as requested by rural tourism or ecotourism customers (tourists and tour operators).

REFERENCES

- Bunchutrakun, C., Lieungnapar, A., Wangsomchok, C., & Aeka, A. (2016). A corpus-based approach to learning a tour guide talk. *International Journal of Humanities, Arts and Social Sciences*, 2(2), 58-63.
- Courlet, C. (2006). *Territory and economic development in Morocco*. Paris, France: L'Harmattan.
- Hazebroucq, J. M. (1999). *Management of tourism and leisure projects*. Paris, France: G. Morin.
- Perray, C. (2011). *Today's Saharan Morocco*. Paris, France: Jaguar Editions.
- Petrom, A. (2006). *Action research and local development: Contributions to the renewal of ecological and social links in rural territories*. Paris, France: L'Harmattan.
- Serrate, B. (1991). Industrialization, development and territory: The example of Annecy. The analysis of local economic development: A review of spatial hierarchies. *Review of Alpine Geography*, 79(2), 69-84.
- Sharma, K. (2004). *Tourism and economic development*. Delhi, India: Sarup & Sons.
- Sharpley, R., & Telfer, D. J. (2014). *Tourism and development: Concepts and issues*. Bristol, UK: Channel View Publications.
- Smouts, M. C. (2008). *Sustainable development: The terms of the debate* (2nd Ed.), Paris, France: Armand Colin.
- Touzri, A. (2007). *Local development, actors and collective action*. Leuven, Belgium: Presses University Leuven.
- Vitte, P. (1998). Tourism in rural areas: The territory to the test. *Revue de Geographie Alpine*, 86(3), 69-85.

– This article does not have any appendix. –