

RECONSTRUCTING ESSAOUIRA'S IDENTITY: AN INTERDISCIPLINARY STUDY OF DISCURSIVE PRACTICES AND THEIR SYNERGISTIC EFFECTS ON TOURISM PROMOTION AND CITY IMAGE FORMATION

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ABSTRACT

This study thoroughly examines the dynamics of managing the image of Essaouira. It takes an approach considering socioeconomic, spatial and emotional factors that shape the city like a mosaic. By analysing types of media including curated and user-generated images as well as festival promotions, the research uncovers how they contribute to crafting the evolving image of the city.

The study emphasises how cultural events have an impact, on Essaouira's fabric and spatial organisation. It demonstrates that these events can reshape norms, influence memory and change public spaces significance. However, it also warns about the risks of commodifying heritage as this could undermine the city's authentic identity. A significant aspect of this research is its exploration of tourism in Essaouira throughout eras. It highlights the importance of tourism strategies that consider both dynamics and tourist demands. The study identifies gaps in practices that often overlook the synergy between tourism and urban planning.

Another critical focus is stakeholder diversity, within Essaouira, including NGOs, activists, city administrators and investors. The research reveals a consensus regarding the projected image of the city while cautioning that this fragility could hinder urban development.

The research promotes the idea of moving beyond PR and advertising methods in order to adopt a sophisticated and comprehensive approach.

KEYWORDS: *Urban Image Management Stakeholder Diversity Event-Driven Transformation Tourism*