

# The Impact of Major Industrial Projects on the Brand Image of a Tourist Destination: The Case of Agadir and The Haliopolis Industrial Park

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## Abstract

This article aims to provide a comprehensive analysis of the potential impact that large-scale industrial projects can exert on the brand image of a tourist destination.

The study is structured into two main sections. Firstly, it delves into the fundamental concepts of both tourist destinations and brand image. Secondly, the article presents the findings of a qualitative research study employing semi-structured interviews with diverse stakeholders in the city of Agadir. This study is very useful since it clarifies the viewpoints of important decision-makers regarding the important industrial project Haliopolis in Agadir. The research examines their perceptions concerning the industrial development's effects on the city and on its tourist brand image, their expectations as well as the barriers impeding the development of tourism in Agadir.

Thanks to this approach, a comprehensive understanding of the complex dynamics between industrial and tourism projects emerges, thereby enriching the existing knowledge in the field, it also enriches our understanding of how industrial initiatives can influence the tourism landscape of a destination.

**Keywords:** Brand image, Brand image of a tourist destination, Industrial projects, Major project, Tourist destination