

Abstract

The dissertation project is based on a long-term fieldwork among the Berber community in the Moroccan High Atlas Mountains. It looks at the transformation of the local environment since new discursive practices are emerging as a result of an interference of the global economy, environmentalism and developmental policies. Following Appadurai, the thesis raises a question of locality in contemporary world and neighborhoods, which are imagined, produced, and maintained against some sort of ground while the context-generative dimension of neighborhoods provides a theoretical angle on the relationship of global and local realities with the idea of culturally hybridized world. Together with Appadurai, the thesis deals with “what locality might mean in a situation where the nation-state faces particular sorts of transnational destabilization.” The thesis has thus two main aims. (1) After describing the structural conditions in which the tourism industry in the mountains operates, (2) it will discuss the limitations of the locals’ responses to the global market, or more broadly the impacts of globalization. It is necessary to establish a framework, which would connect the large-scale and small-scale processes and identify the concept of their dialectical relationships. Through such a reading, the thesis attempts to theorize a nuanced understanding of the nature of the global streams through a synthesis of the above-mentioned aims.

KEYWORDS: tourism; Morocco; neoliberal policies; environmental policies, development