

Conclusion

In Morocco cities, historical texture of Medina is one of the best fields that makes the visitors face the native culture and life that is still current in this texture. As the visitors' most memories and images of texture happen in these alleys, alley is one of proper fields for implementing branding policy of city managers, and presents a large capacity for the managing and planning landscapes with tourism goal. By observing colorful alleys in Morocco, and studying African natives' art and culture, it can be found that color is the demonstrator of deep concept in their beliefs and thought and is also a culturally valuable element. In other words the element of color in the literature of branding has a specific place and plays the significant role in transferring the concepts to the viewer. As a result, it can be seen the significance of selecting color as the successful element in raising potentials of tourism in Moroccan

cities; Moreover, adaption resulted from the comparison between color of Moroccan alleys with what comes from African's native culture make the assumption of deliberate choosing this local element as a beautification element stronger. The historical and natural ground are also considered for selecting these colors. In alleys that, besides tourism importance, are historically significant, the noticeable colors are natural color of construction material. Local colors such as ochre yellow and ochre red have important place in local art and tradition, and also have required innovation and attraction to reach the goal of beautification and branding. For this reason, in this stand, the policy of civil management has been toward preserving the originality of these colors. In the alleys where historical ground is not important, civil management selected blue as the main color of branding.

Endnote

*The article is based on a field trip entitled "The Tourism of Moroccan, native Landscape" which was held in September of 2016 and was funded by "NAZAR research center".

1. In African natives' beliefs Baraka is a holy and sacred power that can be found in physical objects, places and people that have been selected by God.

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with Roman art. These five colors, because of the importance and symbolic concept among native Africans and being indicator of life cycle and living can play an important role in traditional art as dominant colors. Although apart from these five main colors, other colors are also seen in carpet and fabric coloring. In these five colors dark and light colors are in balance so that Amazighi artists use dark colors beside light colors to infuse the sense of balance and order to the combination.

Although indigo (blue) doesn't play a main role in Berbers' art and craft, its use in men's clothes and cover (veil) of some barbarians (settled in northwest of Africa) as monochrome raise attention to this color. Because of using this color and the remained stain on their skin, they are known as Africa's blue people (Fig.11). These men's clothes and veils originate of their belief that this color by its hidden Baraka's power can exorcist evil forces.



Fig. 10. main colors in the art of weaving in Amazigh, Amazighi mat. Source: Becker, 2006.



Fig. 9. dominance of color on space causes to register the experience of space with its coloring feature. Source : bohemianvoyageur.com



Fig. 11. blue color is the cover of some groups of Barbarian's based on their belief in hidden Baraka inside this color that keeps evil force away. Source: Africanimagelibrary.com



Fig. 7. creation of unique image by applying colors.
Source : www.lonelyplanet.com



Fig. 8. attraction in diversity resulted from highlights of blue.
Source : www.frankie.com.au

chrome, the viewers are attracted as it is a unique experience for them and it remains in their mind as the main feature (Fig. 9). This feeling of surrounding in space of color for a viewer has innovation that inspires beauty in their minds. It can be called it a policy to introduce colorful landscape in Moroccan alleys.

- The place of color in African traditional art and culture:

The most obvious feature of barbarians' traditional art and craft is being colorful and the remarkable presence of color in products. Applying color in Amazighi art is not merely for aesthetic motivation but colors for them are carriers of symbolic messages and concepts that rooted in their belief and opinions about universe and creation. Shovalieh in the book "the culture of symbols" writes about concept of color between barbarians: "White keeps the death away and attributed to healing power. Red is the symbol of femininity and fertility, the color of life and young mothers, young followers and wise men in seasonal celebrations adorn with red color. Green reminds paradise and also used by Amazighi women to benefit from the power of its hidden Baraka. Yellow keeps them from evil powers. Black is the color of night, color of suffers and black animals are bad omen. Black dogs cause mortality and black hens are used for sorcery. Although black carries negative power, it's used a lot for exorcism of evil eye(Shovalieh, Gurbrown, 2003).

Amazighi artists consider colors of red, green, yellow, black and white as the main colors of Berbers' art in relation to the life cycle in natural environment nearby. (Becker, 2008). As Amazighians believe wool has Baraka power and can be transferred to the weaver, the dominant art of native people of Morocco is the art of weaving cloth and carpet with the main colors of these products such as red, green, yellow, black and white(Baker,2006);(Fig. 10). As Helen Gardner in her book "art through the ages" called these colors as the main colors of decoration and wall painting of Roman (Gardner, 2005) and since these are main colors in Roman textile industries, can be considered as a product of combination of Amazighi art

Table 1. dominant color in Moroccan alleys in each city based on field observation in Moroccan cities. Source: author.

city	Color
Rabat	White with blue dado
Asilah	White with blue dado
Tange	White, yellow; dado: gray, blue
Chefchaouen	Blue
Tetouan	White ,yellow; dado: gray or black, blue, yellow, green
Marrakech	Ocher yellow and red

Table2: adaption of color in Moroccan alleys with main color in Barbarian art and culture. Source: author.

The color of Moroccan alleys	The original color in local art and culture
Blue	Blue
White	White
Ochre yellow	Yellow
Green	Green
Ochre red	Red
Gray	Black

see themselves in the text of alleys’ color. This surrounding feeling with atmosphere of color for the viewer has innovation. Sometimes the only color of environment makes a ground for the presentation of other elements, that this non-repeated combination increases the attraction and innovation and remains in visitors’ mind, such as an alley in Chefchaouen where the only color of blue on the walls provides a ground for the presence of colorful vases (Fig. 7). In alley adaptations, high light formed on the body creates a range of dark and light colors on the walls that makes diversity (Fig. 8).

Color branding in Moroccan alleys

In this part we consider the point why civil management in Morocco has selected color as branding element for developing tourism. Since color and coloring feature are the features of traditional art of African natives, choosing color as the brand of tourism in big cities is not unexpected. Besides color increases visual attraction of space

and provides visitors with a different and unique experience.

- Visual attraction and innovation of space

The presence of color as one of main tools in organizing and designing space from small- scale to large-scale is evident and undeniable. While extension of applying color is increased in space, so that it can be perceived in a special mono-



Fig. 6. Medina of Tetouan city. Photo : Reyhaneh Hojjati, 2016.



Fig. 5. blue, the brand of Chefchaouen alleys. Photo: Moloud Shabsavargar, 2016.

for walls and it's different from what happened in Chefchaouen. Blue color has covered whole the walls in finer range and it's been very effective in creation of different identity and index of Chefchaouen alleys. In alleys with historical and tourism importance, the most seen color is natural colors of construction material. These local colors include ochre yellow and ochre red have prominent stand in art and local tradition and also they are attractive and innovative enough to achieve the goals of beautification and branding. Since the policy of civil management is toward keeping the originality of these colors, even in a few cases where the color is used as a coverage

in historical alleys, the color is selected in accordance with natural colors in yellow and red range. As it will be mentioned in following study of the place of color in local art of Africa, the main colors in the art of African people are: red, green, yellow, black and white, and applying blue originates from the belief in the hidden power of this color. Adaptation of these color with the colors of Moroccan alleys can be the witness of intentional selection of color toward creating identity and branding color in these alleys.

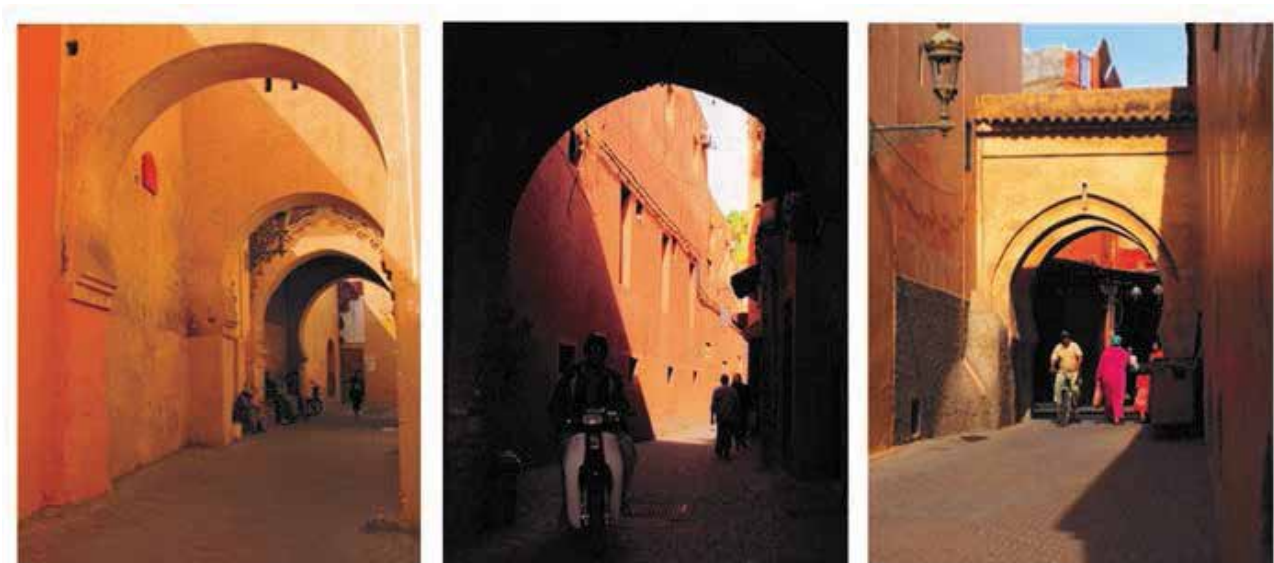
Color in Moroccan alleys is surrounding and enclosing. In fact colorful, narrow and tortuous alleys with consecutive bends cause the visitors



Fig.3. few cases of walls and dadoes in morocco painted in yellow and orange adapted with natural ochre color of constructional material. Source : revistaglamour.globo.com

chaouen, there is just one color showing off, that is blue (Fig. 5). Maybe it can be said that in alleys where daily and people life is flowing, the walls are covered with people color rooted in their culture and traditional belief such as yellow, green, red, gray (instead of black); (Fig. 6). In alleys where the role of tourism is more prominent, the civil management following the policy of color selection for reinforcing tourism, selected blue as the main color in branding which is especially important in African culture and also blue is known all over the world as Africa's color, moreover the unity in darkness or lightness of blue and the unity of application are the reasons that color and its application is a management activity because if it was by people, we would see degree and contrast of blue with more diversity.

According to the table 1, the presence of blue is much more extensive comparing to other colors, in cities like Chefchaouen, Asilah and Rabat, it is the main color and can be seen in some parts of Tange and Tetouan. It seems that civil management has selected blue as the main branding color of Moroccan alleys and used it differently to differentiate and at the same time to create unity at Moroccan alleys. However in Rabat and Asilah blue color in dado is used next to white



Pic4: innovation and attraction of natural color of constructional material in Moroccan alleys, red city. Photo: Moloud Shahsavargar, 2016.

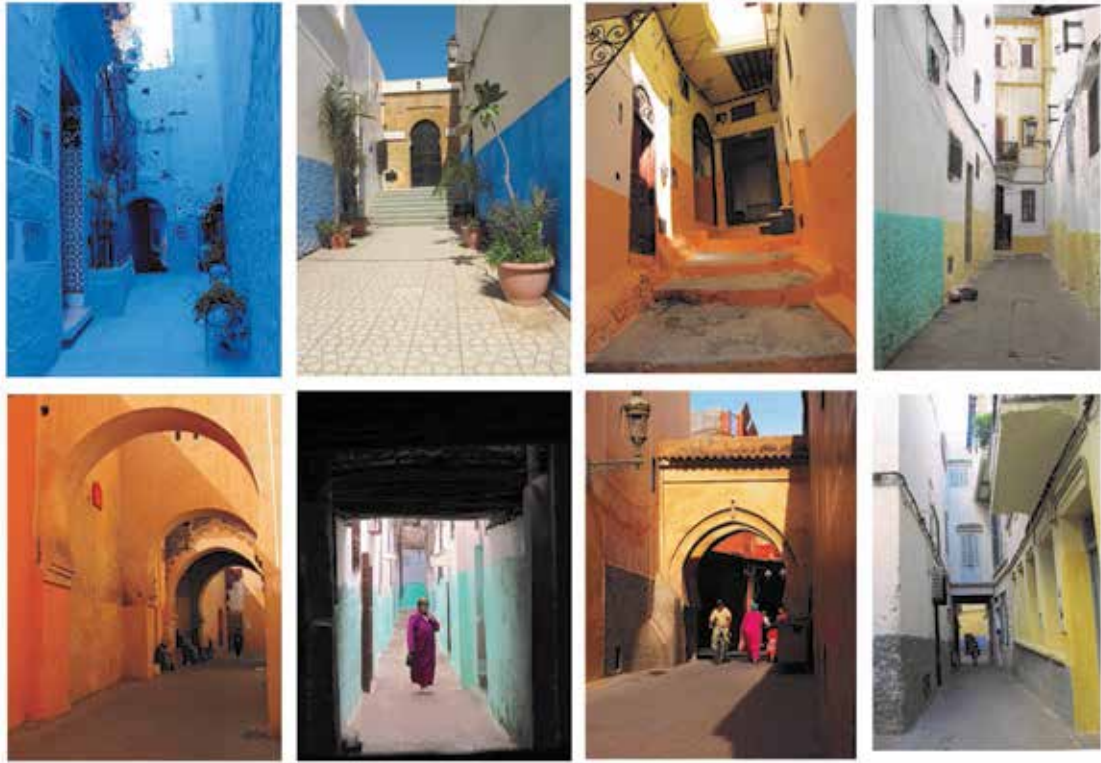


Fig. 1. Moroccan alleys are visited because of innovation coming from color and remain in mind. Photo: Moloud Shavsavargar, 2016.

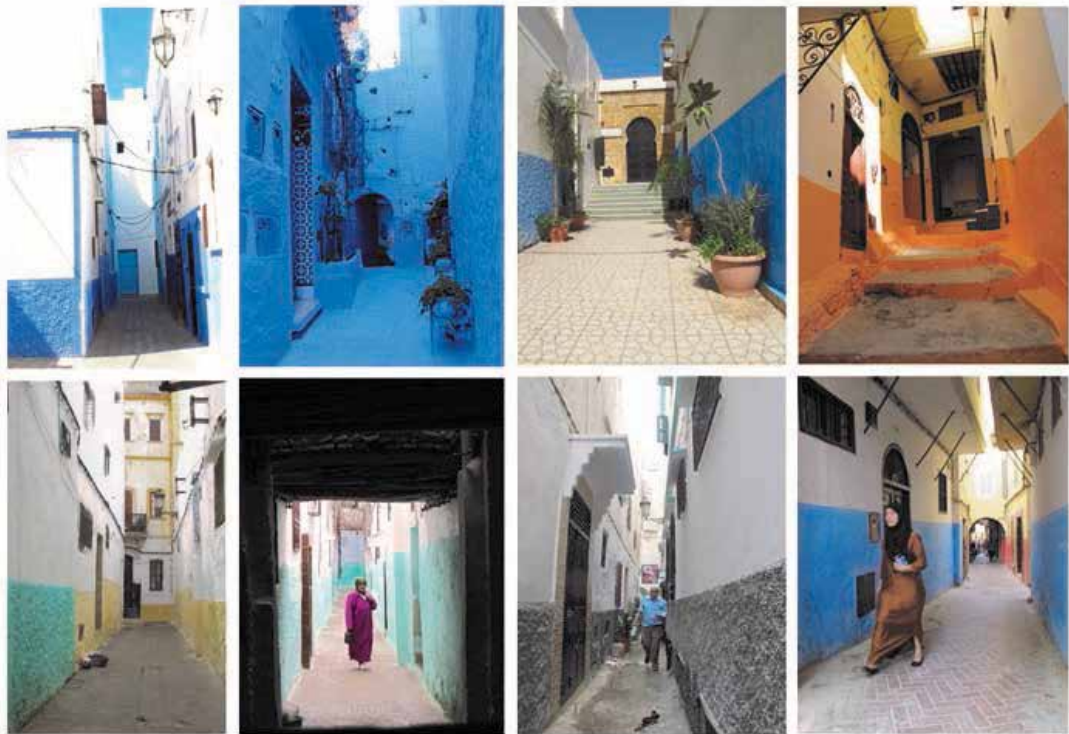


Fig.2. the method of using color as a cover, brand of alleys in Asilah, Chefchaouen, Tange, Medina of rabat. Photo: Moloud Shavsavargar, 2016.

that country. There is a consensus that reinforcing and upgrading these features can be effective in creating tourism branding of each country. But the main principle in creation of a successful and effective brand is to be unique and different from other competitors and also a good brand that is in a strong connection with its destination gets stable and believable (Morgan, Pritchard and Piggott, 2002). Baker see some questions in inner part of branding whose answering is necessary for any city or country that are looking for increasing their fame of tourism to find suitable branding ideas. The questions like: what feature do we want to be known with? What feeling and thought do we make people to have by hearing the name of city? How can sources and potentials be upgraded (Baker 2012)?

Colors have important role in forming primitive image in first interaction between people, people with environment or people with products. Proper use of color is not only effective in differentiating from products of competitors' but can influence feeling and emotions of consumers. Feeling and emotion are unstable and color can play an effective role in creation of this part. (Singh, 2006) Color, because of having deep and different meanings and concepts in different cultures, has always had a special place in art of the people of those cultures. Moreover, color by means of its intensive role in beautification and creation of visual attraction of space and also its deep influences on individuals' emotion and feeling, can be a decent selection as a tourism brand of a country. Applying color in city space can give identity and unique appearance to the city. Swirnoff in his study pointed that color is a remarkable feature that can be used in space designing and it's effective in increasing beauty sense of human-made environments (Swirnoff 2000).

Color alleys

Color as a common element in all study cases along with other elements or without them clarifies real identity of alleys in front of viewers. The importance and power of alleys color in Moroccan city landscape is so much that influences the

name or fame of city. For example Chefchaouen city is famous as the bluest city of the world and as the symbol of "sky in earth". Or Darolbeiza is another example meaning white home which shows the tendency to introduce a city with color feature that identifies the name of city. Moroccan cities are identified with the feature of colorful alleys. These alleys because of being colorful cause to create a powerful image and memory in visitor's mind (Fig.1).

Toward analyzing color application in Morocco alleys, it can be said that colorful alleys in Morocco from the point of view of being colorful approach are divided into two groups: alleys in cities like Asilah, Tange, Chefchaouen, Medina of Rabat, by choosing color as a brand-maker element, it has been used as a cover on their bodies and walls of these alleys. In fact with the aim of creating visual attraction, attracting attention and registering a positive memory for the visitors of these cities, the policy of using color has been the priority of planning for city tourism (Fig.2). The other is the alleys in cities with historical aspect. In these cities the dominant color is the natural color of construction material except a few cases seen in Marrakech city. Walls and dadoes are yellow and orange that are in accordance with natural ochre color of material (Fig.3), is not like putting color as a cover on the body of construction but there is a notable point that keeping natural color of construction material can itself be a policy toward being colorful of Moroccan alleys because natural and original color of construction material in ochre red with its innovation and attraction play an influential role toward accomplishing the goal of tourism branding (Fig. 4). Accordingly, today's Marrakech city is known as red city or ochre city.

In cities like Tetouan and in some limits of Tange or Marrakech where the prevailing flow is daily and typical life of people in alleys, so that the importance of tourism decreases, in addition to blue and white, other colors like yellow, green and gray can be seen in a noticeable extent. However, in a small city like Asilah where all the alleys of Medina are active in tourisms, the dominant colors are blue and white. Also in a city like Chef-

Introduction

The routes are of the main elements in the concept of cities and devote some part of memories from the city in the viewer's mind to themselves. For that, alleys and lanes in the culture of city landscape and city tourism gains the more value than just interconnecting ways between grains, and in the schedules of city management and development of tourism are the most important field in implementation of actions. In Morocco, the colorful, narrow and tortuous alleys integrated with market and valuable grains are some of the indicators of historical texture of Medina, and

walking in these alleys is one of tourist attraction in Moroccan cities. As a result, the important part of tourists' perception and cognition of the city happen in the field of these alleys. For that, alleys are raised as tourism destination and taken into consideration along with other elements by tourists. Management of alleys landscape in these cities can reinforce the city identity, distinct a Medina of one city from any other cities and introduce the city with a unique, attractive and effective feature.

Research Question

Where does color selection as the branding element of tourism fame in Moroccan alleys originate?

Research Method and design

This article is an experimental -analytical research that is going to study the role of color in landscape of Moroccan alleys in three steps:

- Field observation: registration of observations and comparison in order to extract the dominant color of Moroccan alleys.
- analyzing the observation: comparison of the results achieved from the first step and analysis of approach and the aim of applying color in taken samples.
- Library research: 1. To study the concept of branding in tourism and the role of color in introducing a brand 2. The importance and place of color in art and culture of native African and comparing and adapting of the studies with the results achieved from observations for interpretation of choosing color in tourist management of Moroccan cities.

Concept of tourism brand and the role of color in branding

Blain presented a comprehensive definition of tourism branding: the activities that differentiate

the products or services of a tourism destination from other competitors' and response the tourist expectation in a memorable trip. He believes that the importance of tourism branding is in creating and preserving the optimal image of destination, increasing of tourist knowledge, creating positive attitude toward destination and their behavior change into sightseeing the destination (Blain 2001). The concept of branding in city landscape becomes important because of touring of city so these cities are visited for the first image remaining in visitor's mind. The more optimal and distinct the image is, comparing to their counterparts, the closer it will approach to its tourism goal. In fact a successful brand can influence the visitors' hearts and mind and distinct itself clearly from others and make the selection easy for visitors. For this reason, the managers and authorities of the city have to differentiate and make city landscape attractive among other cities of the world for booting the industry of city tourism. However there's a crucial need for using a specific feature or the element by means of that the city gets its global fame. "Tending to introduce specific and unique identity in the literature of city tourism" is called branding of tourism.

The image of a country imprinted in mind of other people is the result of geography, history, art, culture, music and other specific features of

Color, Tourism Branding of Moroccan Alleys*

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Abstract

In cities of Morocco, the important part of the urban landscapes is made up of the old texture of Medina. On the other hand, for the important role that alleys play in life and survival of these textures, this subject is taken into consideration in this study. After observing and considering some cities, it was revealed that color is one of the most obvious elements of landscapes in alleys of Morocco, presence and persistence of color in these alleys take place so powerful that color as the first perceived element remains in mind for ever. In the landscapes of Moroccan alleys, there are two attitudes in the way color is used, but with common goal that has been noticed in this study. First the alleys in which the color comes as the cover of walls, and the other in the cities of historical importance, which the dominant color of landscapes is the natural color of materials. Through intentional applying color for covering with courage and also trying to preserve the color of materials in historical alleys and the dominance of color in alleys atmosphere, it can be perceived that applying color is used as a policy for reinforcing the fame of tourism in cities of Morocco. The importance and application of color in Moroccan alleys have been so great that it is an effective indicator of the name and fame of city. Answering to the question of “where has the idea of being colorful in the policy of tourism entered to Moroccan alleys?” is the aim of this study. The findings of field observation along with library study about the art and culture of native Africans and also the study of stand of color in branding have been used to answer this question.

Keywords

Alleys Landscape, Color, Tourism Branding, Morocco.