



ROYAUME DU MAROC  
Ministère du Tourisme, de Transport  
Aérien, de l'Artisanat  
Et de l'Economie Sociale  
Secrétariat d'Etat Chargée de l'Artisanat  
et de l'Economie Sociale  
Chambre d'Artisanat Régionale Fès -  
Meknès



المملكة المغربية  
وزارة السياحة والنقل الجوي والصناعة التقليدية  
والاقتصاد الاجتماعي  
كتابة الدولة المكلفة بالصناعة التقليدية والاقتصاد  
الاجتماعي  
غرفة الصناعة التقليدية لجهة فاس -  
مكناس

## Presentation of the Province of Taza

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The province of Taza is located in the north of the kingdom, between the ranges of the Rif and Moyen-Atlas mountains, with an area of 7101 km<sup>2</sup> and a population of about 528,419 inhabitants (2014). This province is part of the Fez Meknes Region, its reliefs are generally characterized by a mountain aspect, the highest peak exceeds 3000m in the municipality of Boueyblane. The majority of the inhabitants of Taza province occupy rural areas with a rate of more than 63%. From then on, the economic fabric depends mainly on the agricultural sector, as well as crafts and trade. These two sectors employ a considerable number of hands and contribute significantly to the province's economic activity, while the contribution of other sectors remains relatively low in the local economy, particularly in the industrial and industrial sectors and tourism.

The demographic fabric of the Province of Taza is characterized by a rare diversity at the national level, it hosts several tribes with dialects, customs and traditions different from each other. There are Tsoul, Braness, Ghiyata and Meknassa tribes who speak Arabic although historians are not unanimous about their Amazigh or Arab origins. These tribes are scattered from East to West of the Province. To the south lies the sprawling Amazigh tribe of Beniwarayen, while the Gzenaya tribe impregnated with the Amazigh culture of the Rif occupies the North, to the northwest lies the Senhaja tribe with Amazigh origins although it speaks Arabic.

The visitor to the city of Taza will undoubtedly notice this mosaic that provides the wonderful coexistence between different tribes and dialects. The splendor of the landscape is amplified by the monuments located in the old city or the upper part of Taza (Tazaaleya commonly called by its inhabitants). It is the witness of one of the oldest Moroccan cities, it was founded at the time of the Almoahades around 542H. Among these historical monuments, we mention the seven gates of the ancient city, the most important being: Bab Rih, Bab Jamaa, Bab Chariya, Bab Titi and Bab Zitouna. There are also several Foundouks and Souks within the walls of this city, the most famous are Foundouk El Haddadine and souk Tarrafine. The most important monument of Taza and the one that makes its pride is the Great Mosque (Al jamia Al kabir), a true historical and religious monument that still bears witness to the history of the ancient city and also attracts interest of researchers, residents as well as visitors.



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On the other hand, this monument was adorned with a chandelier of 3.2 tons of pure copper and surrounded by 514 sparkling lamps. It was engraved at the bottom of its circle during the Marinid era a magnificent poem praising this monument, it seems that the poet has preferred to keep his identity secret for more than 7 centuries.

This demographic diversity and its historical roots have given the province of Taza an abundant and diversified cultural and civilizational heritage, bringing together the different customs and traditions that characterize these tribes. This is also reflected in the craft sector, the province of Taza differs from other regions of the Kingdom by the abundance of traditional trades, because of the availability of materials that are used in large quantities. We find: doum palm, stipa, wool, wood and stone, these trades are:

- **Vegetable products to the community of BeniFrassen,**
- **Stone engraving in OuedAmlil,**
- **Carpets in BeniOuarayen,**
- **Rural pottery in Akenoul and Bouchfaa,**

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- **Lack of health and social coverage.**
- **Difficulty in marketing and financing.**
- **Lack of sector studies and accurate statistics.**
- **Absence of tourist activities in the region despite the availability of all skills.**
- **Lack of training centers, particularly in the arts and productivity fields.**
- **Insufficient supervision and training.**
- **Limited creativity and innovation.**



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While all these factors have directly impacted the growth and stimulation of the craft sector in the province of Taza, it is necessary to mention the few projects and initiatives carried out in recent years, thanks to the strategy adopted by the Ministry of revitalize the sector (vision 2015) and the efforts of managers succeeding the management of the craft sector in the province of Taza, whether it is the Chamber of Crafts or the Regional Directorate of Handicrafts in Taza with the support different actors in this sector. Among these initiatives:

- **The construction of a village for artisans in Taza.**
- **The vocational training program started since 2004.**
- **The financing of numerous projects in favor of cooperatives and artisan associations as part of the National Initiative for Human Development.**
- **The organization of numerous training sessions for the craftsmen of plant products.**
- **The launch of the KissariatTarrafine reconstruction project in Taza.**
- **The annual organization of regional and provincial exhibitions financed by the Maison de l'Artisan and supported by the Ministry of Supervision.**

All these projects and initiatives, and many others that we can not name them all, have been enough to give a real breakthrough, let alone a particular rise to the craft sector in this province, which will bring it to bear. to the rank of economic sectors able to absorb unemployment and increase the standard of living of residents, especially as the province of Taza is full of traditional trades, a singularity that characterizes it compared to other provinces of the Kingdom. This designates it to be a locomotive of growth alongside other sectors, notably tourism, which is experiencing a remarkable development in our country in recent years. It represents the largest showcase for the marketing of handicrafts that attract both foreign tourists and locals. The province of Taza has tourism and cultural assets allowing it to be one of the promising tourist destinations in the future. The craft sector must therefore support efficiently and practically the dynamics of the tourism sector, especially as Morocco is betting on the latter to achieve more growth and progress by implementing various programs and projects in the region. province of Taza which aims to promote the craft sector and empowers it to win the challenge of development, wealth creation and the living standards of the local population.



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