الصفحة	الامتحان الوطني الموحد للبكالوريا الدورة العادية 2024 -الموضوع -	المملكة المغربية وزارة التربية الوطنية والتعليم الأولي والرياضة المركز الوطني للتقويم والامتحانات
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3	المعامل	شعبة الآداب والعلوم الإنسانية: مسلك العلوم الإنسانية

المادة

الشعبة و المسلك

[1] Located in the north-west of Morocco, Chefchaouen, also known as Chaouen, attracts more and more local and foreign visitors throughout the year. The city was founded in 1471, and it has more than 42,700 inhabitants. Because of its bright blue colors, Chefchaouen is called the 'Blue Pearl'.

[2] The blue pearl of Morocco is one of the biggest tourist destinations in the world. In 2018, the city won the trophy for the best African city. A year later, it ranked 9th for having the most beautiful streets in the world. The French brand Louis Vuitton chose Chefchaouen to advertise their new Spring-Summer 2020 collection. These events celebrate the great success of the city as a renowned touristic and cultural capital.

[3] Chefchaouen has always been one of the country's most photographed cities. Thanks to its attractive scenery, tourists who visit this city are hoping for the best selfie. With more than 620,000 posts on Instagram with the hashtag #Chefchaouen, the city is now the most instagrammable city in Morocco. Influencers crowd in the city on a daily basis just to get a nice shot for their social media presence. They are more interested in the selfie than the city itself.

[4] Because of this big and harmful tourism in the city, Fodor, a travel magazine, adds the city to the list of places 'harmed by Instagram'. However, locals tell a different story. For **them**, the city's being famous on Instagram has created more business opportunities. Riads are renovated, more hotels have opened, and restaurants are receiving more clients. Hamza, a creative inhabitant of the Medina, for example, has turned his house into a museum. "All these people come and put photos of my house on Instagram, YouTube and Facebook. **It** is famous now. I have been able to have a business of my own because of it," says Hamza. To better serve tourists, some locals have learned English and others have even tried Chinese because the city is becoming so popular in Asia.

[5] If you ever plan to visit Chaouen, do your best to preserve the city's beauty. When you see shoes near the door, kindly take off yours before entering the room. When you take pictures, you need to respect the inhabitants' privacy, otherwise expect a non-welcoming smile. Please ask for permission if you want to take pictures inside the house. This is the best way to have a good relationship with the population.

Adapted from: *www.dailymail.co.uk*