



*Expert Group Meeting on
Ecotourism, Poverty Reduction & Environmental Protection
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Vision 2020 for tourism in Morocco *Focus on Sustainability and Ecotourism*

Nada ROUDIES
Secretary General
Moroccan Ministry of Tourism

www.tourisme.gov.ma



I

The basic principles of Vision 2020

II

The framework for the strategic activity of Vision 2020

III

Ecotourism in Moroccan Strategy fo Tourism

Tourism as a national priority

TOURISM

A powerful driver of economic growth:

An important tool for regional improvement and development, making the most of the various territories, population groups, and other assets in a sustainable way.

Multiplier effects on all other sectors of the economy, an important and plays a significant part in the prosperity of the country as a whole

MAROC

A rich heritage of civilization and culture, a welcoming and tolerant people, and a responsible nation committed to the values and principles of sustainable development.

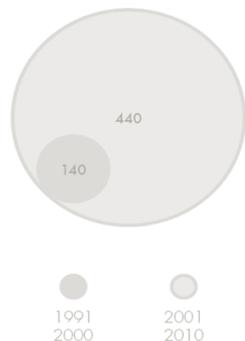


Tourism: A national priority in Morocco

Vision 2010

- Moroccan tourism's international achievement: 25th place worldwide at the end of 2010
- In the Moroccan economy: Tourism is the top of foreign exchange earner, 2nd biggest contributor to GDP and 2nd biggest creator of jobs

Une performance mondiale remarquable:



Cumul des **recettes touristiques** sur 2 décennies (milliards de dh)
Source : Office des changes



Evolution des **ARRIVÉES** en millions entre 1991 et 2010

Source : Département du tourisme/Observatoire du Tourisme

Principaux indicateurs 2012

Part /PIB (%)	7,8
Contribution à l'emploi (emploi direct)	480 000
Arrivées (en millions)	9,4
Nuitées (en millions)	17,4
Recettes (en milliards de DH)	57,9
Capacité d'hébergement (lits)	193 987
Investissements conventionnés (en milliards de DH)	14,4



The AIMS

- Getting Morocco into the world's top twenty destinations
- **A model of sustainability in the mediteranean destinations**

VISION 2020

OBJECTIVES IN FIGURES

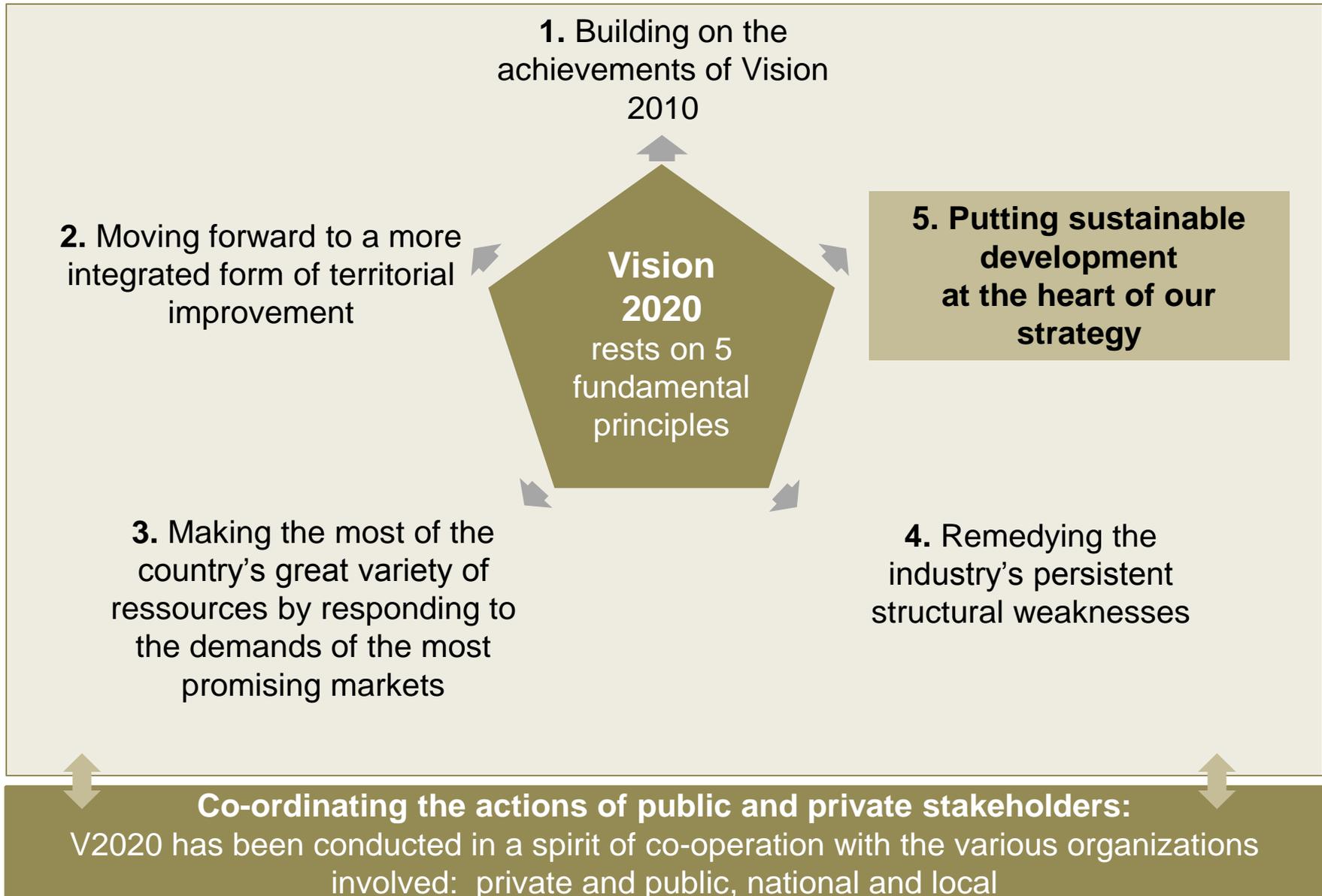
Doubling the size of the sector

- **200 000 new beds**
- **Double** touristic arrivals
- **Triple** domestic trips

2nd economic sector :

- **470 000 new direct jobs**
- **Double** touristic receipts to reach 140 billion DHs
- **2 additional points to the touristic GDP**

I. The basic principles of Vision 2020



II. The framework for the strategic activity of Vision 2020



V 2020 wishes to develop a model of tourism that combines sustained growth and responsible custody of the environment with respect for our authentic social and cultural life.

> An **innovative approach to sustainability**, based on a new generation of tourist products, long-term ecosystem management and local people's participation in development and the benefits of tourism

a A policy of improving Morocco's offering to tourists

c Sustainable development: A challenge but also an opportunity for tourism in Morocco to distinguish itself

b A new institutional arrangement

II. The framework for the strategic activity of Vision 2020



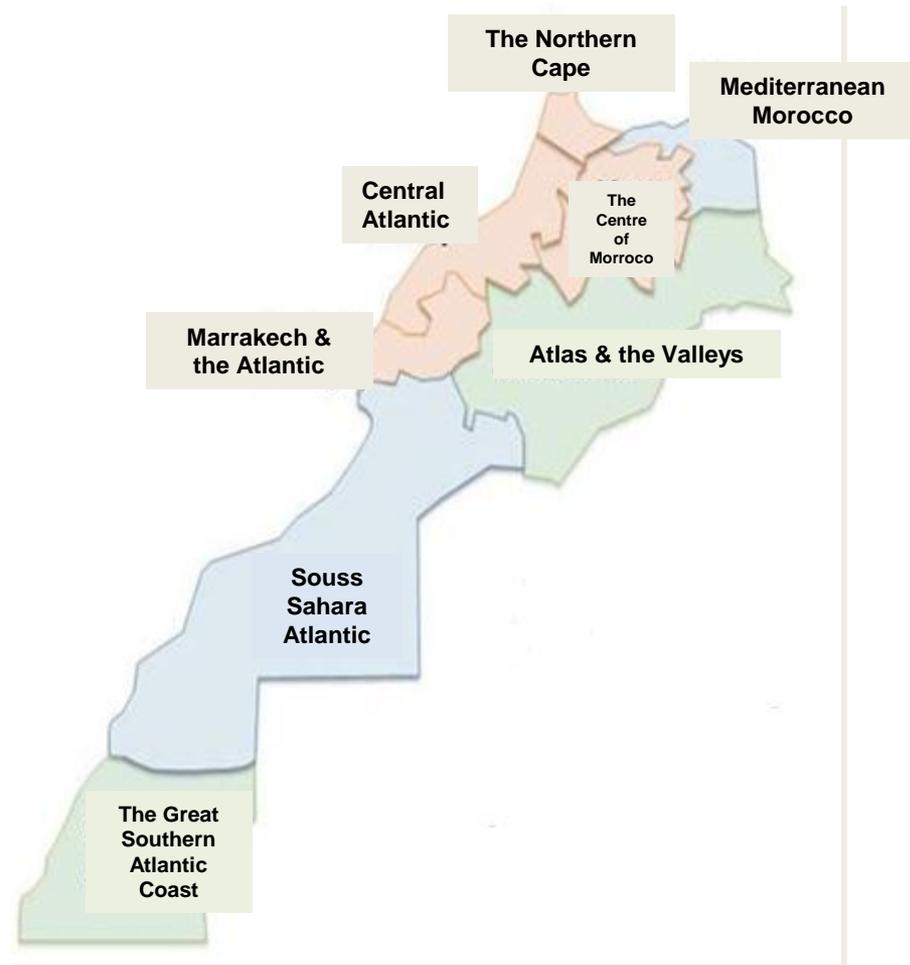
a. A policy of improving Morocco's offering to tourists:

Creation of 8 tourist destinations

And 6 Framework programmes for a diversified product range

- THE AZUR 2020 PROGRAMME
- PATRIMONY AND HERITAGE PROGRAMME
- EVENTS, SPORT & LEISURE PROGRAMME
- HIGH VALUE ADDED NICHE PROGRAMME (BUSINESS AND WELL-BEING)
- BILADI PROGRAMME
- **GREEN/ECO / SUSTAINABLE DEVELOPMENT PROGRAM:**

Developing an additional green/nature range by means of innovative best-in-class sustainable development products (eco-lodges, desert resort, glampings...)



II. The framework for the strategic activity of Vision 2020



b. The new institutional arrangement: A key factor in ensuring Vision 2020's success through a strengthness of the institutional legitimacy of tourism

Putting more emphasis on institutionalization of Sustainable Tourism

- **The establishment of special instruments for monitoring and evaluating sustainability indicators** for the industry (compliance with tourist density thresholds, water consumption, the condition of the natural cultural attractions,...) by means of regional monitoring arrangements;
- **Strengthening the sustainability criteria in legal and regulatory standards**, to distinguish model establishments and those that make particular efforts in this direction

II. The framework for the strategic activity of Vision 2020



b. The new institutional arrangement: A key factor in ensuring Vision 2020's success through a strengthness of the institutional legitimacy of tourism

3 main challenges must be met ...

To promote a specifically Moroccan model of sustainable tourism, 3 challenges must be met:



Guaranteeing sustainability and conservation of Morocco's natural resources, its authenticity and the well-being of its citizens



Responding to tourists' evolving **social** and **environmental sensitivities**



Seizing the opportunity to **make sustainability a distinguishing feature for Morocco**

II. The framework for the strategic activity of Vision 2020



c. Sustainable development: A challenge and an opportunity for tourism in Morocco

Morocco's development as a tourist destination is just beginning = unique window of opportunity in which to promote a model that enables it to **capitalise on its wealth of natural and cultural advantages**, while continuing to **conserve those advantages** so that their exploitation yields the **best and most sustainable social** and **economic** development of its various regions

Constraints imposed on Morocco:

Tourism must take account of the constraints imposed on Morocco by **WATER** and **ENERGY** resources:

> All necessary steps must be taken and initiatives deployed to conserve its resources and natural advantages.

An analysis of tourist density levels for each of the destinations in the V 2020 made it possible to establish a *maximum tourist density* that must not be exceeded if *ecosystem degradation* and adverse effects on local communities are to be avoided.

That level has been determined separately for each destination, according to an **environmental audit** that assessed the **fragility** of the **various ecosystems**, the resources available and the environmental infrastructure

II. The framework for the strategic activity of Vision 2020



c. Sustainable development: A challenge and an opportunity for tourism in Morocco

Apprehension of saturation thresholds for each tourist site

Diagnostic of the level of density of tourism on the horizon of 2016

- Sociocultural pressure: Nights per habitants in touristic aereas
- Land use: Beds in commercial accomodation/km² of the site or meters of beachs /beds in commercial accomodation

Diagnostic of environmental constraints per site

- Environmental constraints:
Constitution of a synthetic indice
 - Level of water availability
 - Fragility of ecosystems
 - Quality of infrastructure (energy, wastewater treatment)
 - Pollution level

Determination of several thresholds by site

- Saturation point: Maintaining capacity and arrivals per site to a sustainable level

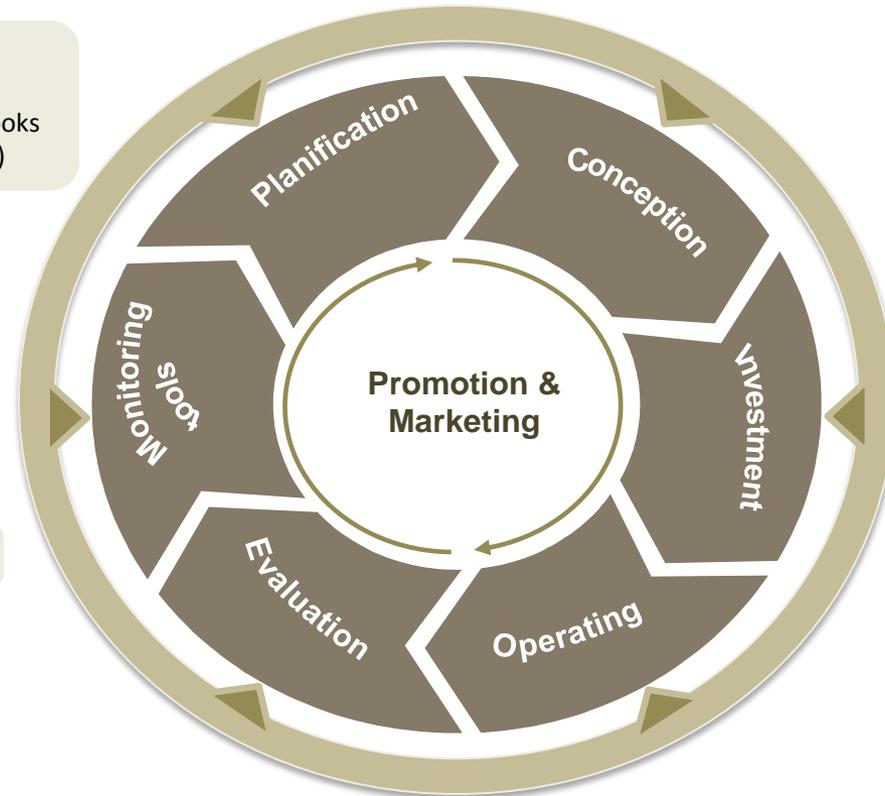
II. The framework for the strategic activity of Vision 2020



c. Sustainable development: A challenge and an opportunity for tourism in Morocco

Impact Studies

Wastewater treatment plant
Introducing environmental considerations in books of specifications (Ex: low density, limited high...)



Benchmarking, Elaborating indicators...

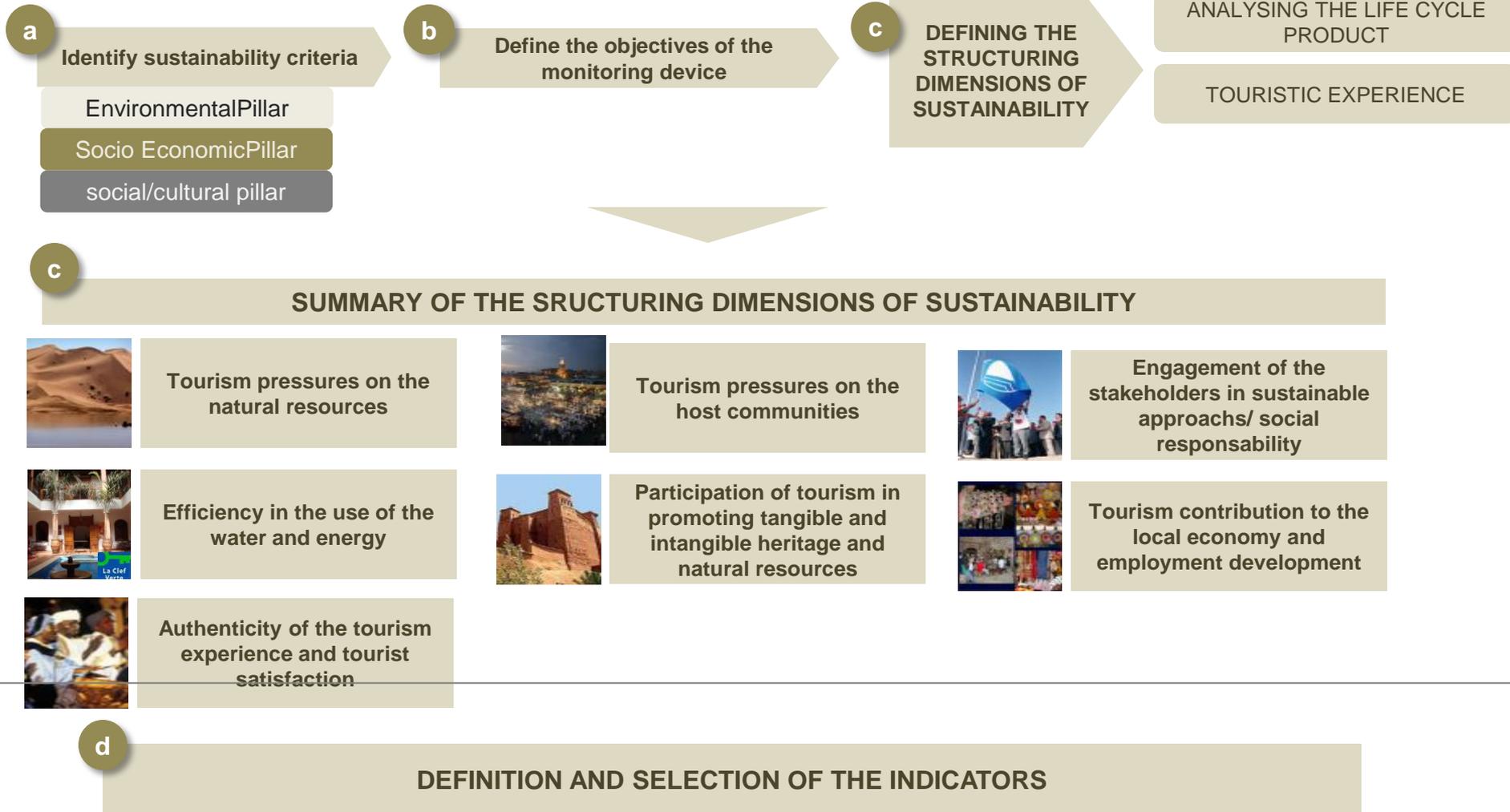
*Raise the awareness of actors to the importance of sustainable tourism through **capacity building, organizing training, seminars...**, Encourage voluntary approaches, Morocco Award of Responsible Tourism...*

In an integrated logic, sustainability must be present in all levels of the life cycle of the tourism product

II. The framework for the strategic activity of Vision 2020



ZOOM ON | Sustainability Monitoring Mechanism: Sustainability Indicators





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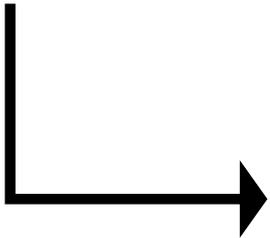
Ecotourism in Moroccan Strategy fo Tourism

III. Ecotourism in Moroccan Tourism Strategy



Current status of nature conservation & biodiversity

The geographical location of Morocco between **the Mediterranean Sea, the Atlantic Ocean** and **the Sahara desert** has encouraged a rich biodiversity and ecosystems with highly diverse and complex habitats.



Morocco has established a nationwide ecological network of **10 national parks and 160 Sites of ecological and biological interest** representative of the bio-ecological zoning plan to remarkable ecosystems and a high concentration of plant and / or animal endemic or rare threatened.

The development of tourism in natural areas (adventure tourism, ecotourism, rural tourism, etc.) necessarily raises the question of the environmental protection of these areas.



Ecotourism as a way to make tourism based on the desire to discover nature and to respect, preserve and enhance the natural balance and cultural places and local population, can efficiently contribute to the vitalization of regional economies and enhancing the natural potential

III. Ecotourism in Moroccan Tourism Strategy



Reinforcement of Nature Tourism

Vision 2010

Tourism Rural Tourism Policy – development of “***Pays d’accueil touristique***” PAT : a geographic area that has an homogeneity both in physical and human level.
Network of sites and products related to homogeneous programs and led by a tourist county town.

National design / local declination considering the potential and constraints of each territory

Steps of implementation

- Integration of the concept
- Territorialisation
- Convergence
- Networking

Vision 2020

Continuity / Improvement of Vision 2010

More Focus on Sustainable Development mainly in ***Green/Eco / Sustainable development Programme*** and ***Events, Sport & Leisure Programme***

Quality Enhancement

Innovation and improvement in the content of PAT (Green resort, eco-resorts, eco-lodges ...)

Reinforcement of Nature tourism offers (ecotourism, agritourism, rural tourism, ...)

III. Ecotourism in Moroccan Tourism Strategy

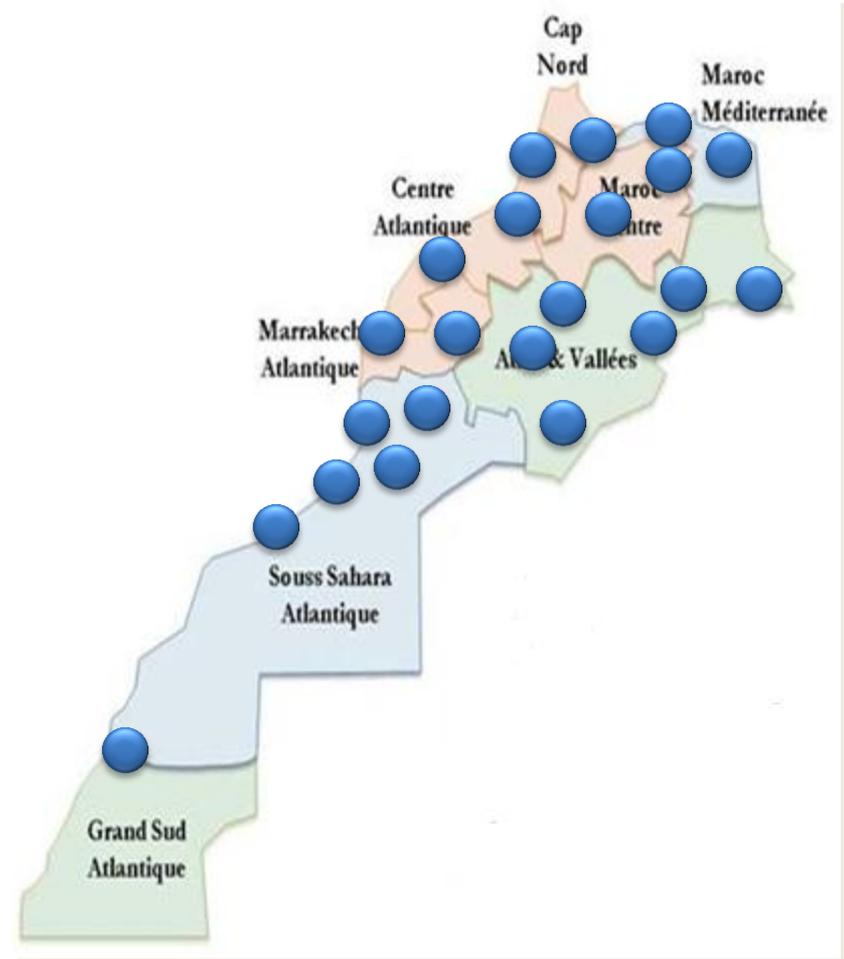


Reinforcement of Nature Tourism: opportunities for local communities

Diversification and enrichment of the offer of rural and eco tourism through:

- Dissemination of tourist structures, environmentally friendly and integrated into the socio-cultural environment such as eco-resorts, green resorts and desert bivouacs luxury ..
- Reinforcement and development of small structures accommodation such as lodges and eco-lodges

- Structuring tourism in rural areas;
- Rebalancing tourism development in rural areas ;
- Creation of income generating activities for local communities and reducing the effects of poverty in rural areas;
- creation and diversification of employment opportunities for local young people (**Creation of 20 000 jobs in PATs in 2011**);
- Contribution to the creation of knock-on effects on other sectors (agriculture, crafts ... etc).



Location of PATs

III. Ecotourism in Moroccan Tourism Strategy



Protection/ Enhancement of ecological sites and fragile areas through tourism

Pilot Site: Merzouga

Merzouga:

A small Saharian village in southeastern Morocco, known for its sand dunes, the highest in Morocco.

Merzouga has become a tourist attraction of great importance for this region of Morocco, for the development of hotel industry, both locally and in the neighboring towns of Errachidia and Erfoud.

Activities available to tourists are camel trekking, camping in the desert, quad and arénothérapie (or sand bath).



Main objective of the Project

Protect and promote tourist heritage of Merzouga through the development of sustainable tourism and capacity building of local actors.

➔ A covenant has been signed between Ministry of Tourism, *UNDP* and *POT* in **30 may 2013** in order to:

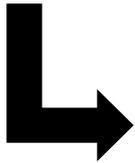
- Enhancement of environmental regulations:** structure the two major tourist activities in the region: Accommodation (bivouacs "fixed") and Entertainment & Leisure (motorsport: quad, 4x4, motorcycle);
- Planning / Landscape Management:** Structure the existing orientation signage in harmony with the natural landscape of the region, Development of a markup to define a zoning bivouacs and circuits for motorsports
- Capacity Building & Technical Assistance of local actors:** Create a network of trained / local actors aware of good sustainability practices, Support local actors in achieving sustainable management by directing them to the best practices & technical solutions Sustainability
- Development of indicators for sustainability monitoring:** Development / testing of a set of indicators to monitor sustainability in the tourist site Merzouga.

III. Ecotourism in Moroccan Tourism Strategy

Programme Oasis Sud (Southern Oases Program)

Supported by the Agency of the south, in partnership with the ministry of interior and the United Nations Development Programme, the Programme aims:

- ❑ The enhancement and preservation of assets and potential landscape, historical and cultural heritage of oases of southern Morocco;
- ❑ Create jobs for local stakeholders and work for the professionalization of local actors in the tourism industry in a framework that respects the principles of sustainable development and responsible tourism.



This initiative has won in **2010** the **Moroccan trophy for Responsible Tourism**



The Oasis of Morocco holds not only the treasures of biodiversity but also an ancient civilization of the arid still has expertise perfectly in line with the sustainable development.

Indeed, systems oasis production have allowed local people to maintain, or even thrive in extremely fragile natural environments. Among the most significant of good health oasis markers, date palm is certainly the structuring element of space, society, as well as the major factor in the adaptation climate.





**SAVE THE
DATE !**

**‘Maroc, Destination Durable’
Agadir | February, 23- 24-25-26; 2014**

4th International Symposium on Sustainable Tourism
& 4th Annual Conference of members of
the Global Partnership for Sustainable Tourism

Thank you

