

Sustainable tourism in Morocco: Several actions undertaken with great challenges to fit it into the goals of sustainable development

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Abstract:

The aim of this article is to outline the actions undertaken by Morocco for sustainable tourism in order to present the challenges allowing to include Moroccan sustainable tourism in the objectives of sustainable development. The theoretical framework is based on the need for sustainable tourism to be compatible with the Sustainable Development Goals (SDGs).

Indeed, the realization of the objectives of the 2020 vision has invited Morocco to join a new redesigned and renewed framework which considers that sustainable development is a challenge and an opportunity of differentiation for Moroccan tourism. It is in this context that Morocco has been committed since 2010 through actions of design and formalization of a vision for the development of sustainable tourism, these actions constitute strategic axes of monitoring, promotion and promotion of all initiatives already undertaken in order to constitute a population sensitized to all aspects of sustainability in the context of tourism.

In this article, we are interested in presenting the results of a documentary analysis based on the identification and analysis of the actions undertaken by Morocco to define the Moroccan commitment to sustainable tourism and meet the challenges allowing it to be included in the goals of sustainable development.

Keywords:

Sustainable Tourism - Sustainable Development Goals - Commitment - Moroccan Tourism - Challenges.

I.INTRODUCTION

Sustainable tourism as defined by the World Tourism Organization (UNWTO) is “a tourism that fully considers its current needs and future economic, social and environmental impacts, and that meets the needs of visitors, industry, the environment and host communities” (ATD).

It is in this context that the World Tourism Organization has always worked with the various governments and other partners to place tourism as a major sector that contributes to the achievement of the Sustainable Development Goals (SDGs) adopted by the United Nations in September 2015 by 193 states. The SDGs are collectively committed to achieving 17 SDGs by 2030, and they not only address environmental measures but include many points on human well-being to improve living conditions around the world. They take up the three fundamental pillars of sustainable development to cover all issues such as climate, biodiversity, energy, water, poverty, gender equality, economic prosperity or peace, agriculture and education.

Moreover, the Moroccan ambition set out in the “Vision

2020” has placed sustainable tourism at the heart of its strategy to achieve a new positioning of the Morocco product.

In order to support this desire, it is essential to include Morocco’s commitment to sustainable tourism in the sustainable development goals. And it is within this framework that this article is intended as an objective to present the actions undertaken by Morocco for sustainable tourism as well as the challenges and opportunities to integrate it into the goals of sustainable development.

II.METHODOLOGY

The objective of this research is to contribute to the global effort undertaken by tourism stakeholders to address the issue: How can Morocco’s commitment to sustainable tourism be included in the sustainable development goals?

For this reason, in this article, we will use a qualitative approach by referring mainly to the STABLER &GOODALL [1](#) model which proposes the need to include sustainable tourism in the Sustainable Development Goals (SDGs).

To do this, we first conducted a documentary analysis through the exploitation of laws, documents of several administrations and organizations (Ministry of Tourism, ONMT, OMT, UNDP, UNEP, etc.) to present the actions taken by Morocco for sustainable tourism, analyse their coherence with the SDGs and propose the challenges to include Moroccan sustainable tourism in the sustainable development goals, and an analysis of the scientific articles in order to delineate the theoretical framework.

The experience as a researcher and as a public actor of more than 14 years in the governance of tourism can only be a great contribution to this research work based on our experience in the field.

III.STRATEGIC AND THEORETICAL POSITIONING OF SUSTAINABLE TOURISM

The World Tourism Organization (UNWTO) works through technical assistance and capacity building to help achieve these global goals. The UNWTO works with governments, public and private partners, development banks, international and regional financial institutions, United Nations agencies and international organizations to achieve the Sustainable Development Goals, with a particular focus on United Nations 2030 Agenda Goals 8,12 and 14 (UNWTO 2016):

- **Goals 8:** Promote sustained, shared and sustainable economic growth, full productive employment and decent work for all;
- **Goal 12:** Establish sustainable consumption and production patterns;
- **Goal 14:** Conserve and sustainably use oceans, seas and marine resources for sustainable development.

Moreover, the concept of sustainable tourism has been the subject of several studies, and all these studies seem to highlight the precise nature and very few studies speak of the broad nature of the concept by integrating its three fundamental pillars: economic, environmental and social. In line with this finding, several authors suggest tourism in the broad sense and not to reduce it to environmental aspects (BRAMWELL, 2008), other authors have emphasized the need to balance commercial and environmental interests in order to better ensure the sustainability of tourism itself (Butler, 1993, p.29).

Also, the majority of studies on sustainable tourism have dealt with, examples of practice of professionals, different aspects of sustainable development to the tourist offer. The literature review gives examples of hotels, tourist routes, coastlines, islands, etc. (CHBANI, 2021).

Beyond all these concepts which consider that sustainable tourism is an opportunity that allows the support of tourism projects, the challenge of sustainable tourism for all destinations worldwide is its implementation and its implementation as part of a global strategy to achieve its goal of participation in sustainable development, and it is in this sense that the United Nations General Assembly proclaimed 2017 as the International Year of Sustainable Tourism for Development to make tourism a driving force for progress that contributes to the achievement of each of the 17 Development Goals. Durable.

Indeed, several authors consider that sustainable tourism must be compatible with the principles of sustainable development (STABLER & GOODALL, 1996, P.170), even if sustainable tourism strategies in practice, tend to focus almost exclusively on a localized scale and relative to small development projects, rarely going beyond the local or regional setting (SHARPLEY, 2000).

IV. PRESENTATION AND ANALYSIS OF THE RESULTS

Sustainable tourism in Morocco: A multitude of actions.

A. *Development of a greenhouse gas (GHG) balance sheet and NAMA for the tourism sector.*

According to (GIZ, 2016), a GHG assessment is an assessment of the amount of greenhouse gases emitted (or captured) into the atmosphere over a year by the activities of an organization or territory. The major challenge of international climate policy is to reduce GHG emissions well below 2°C (ideally 1.5°C) from pre-industrial levels. To achieve this objective, atmospheric GHG concentrations must remain below 450 ppm. However, the 2011 GHG concentration was estimated at 430 ppm. This

requires ambitious mitigation measures by both developed and developing countries as part of an NAMA (Appropriate Mitigation Measures at the National Level), NAMAs are supported and enabled by technology, funding and capacity building. They are aimed at reducing greenhouse gas emissions.

It is in this context that in 2017, the Moroccan Ministry of Tourism, in collaboration with UNDP and UNEP, launched a study to better understand the climate impact (mainly focused on GHG mitigation) the tourism sector of the City of Marrakech and develop a NAMA. The objectives of this project were on the one hand to identify the mitigation issues of GHG emissions of the tourism sector in Marrakech and on the other hand to develop a NAMA for the tourism sector. (MTTAAES, April 2017). It should be noted that the results of this study are not yet available.

In general, the complexity of NAMA lies in its funding and its stages of development and implementation (GIZ, 2016). For example, for the tourism sector, which is a transversal sector, the actions selected in the NAMAs relating to tourism can never be exhaustive since GHG emissions in the main sectors linked to tourism are not taken into account (Crafts, tourist activities, mobility, etc.).

B. *Incentives, support and technical and financial support.*

NOVOTEL 3 Financing Facility:

The RENOVOTEL 3 Program is a financing fund and the result of a partnership between the Ministry of Tourism, the Ministry of Economy and Finance, the Central Guarantee Fund (CCG), the Hassan II Fund for Economic and Social Development, the Fédération Nationale du Tourisme, and the Fédération Nationale de l'Industrie Hôtelière. The envelope for this fund is 500 MDH (CGC, 2015). This program is dedicated to upgrading tourist accommodation establishments.

The final balance of this program is set at 16 classified accommodation units that have been invested in total of 321 MDH (CCG, 2015) and no institution has committed this program to implement an environmental approach. This record remains disappointing because it is not very attractive for hoteliers for two main reasons: the first reason is the duration of the credit which may not exceed 12 years against 20 years or more in some competing countries and the second reason is that the accommodation establishments applying for the renovation are often in difficulty for several years and therefore cannot provide their banker with a balanced balance sheet with the guarantees requested.

Moussanada Siyaha Financing Facility:

«Moussanada Siyaha» is a support mechanism for tourism SMEs that offers services and local support to improve the competitiveness of tourist accommodation establishments, travel agencies and tourist transport companies.

With a budget of DHS 420 million by 2020, the

Moussanada Siyaha support scheme aimed to support more than 600 tourism SMEs by 2020. This support is made through the grant of studies, services and consultations relating to various areas of the organization and the company, carried out by experts or design offices referred to the National Agency for the Promotion of Small and Medium Enterprises (ANPME) (DRTMA, 2019).

Support is provided within the framework of individual actions or within the framework of a progress plan comprising several accompanying actions (at least 03) planned upstream. In addition to financial and technical support, tourism SMEs benefited from the Moussanada Siyaha scheme. local assistance through the Tourism Enterprise Support service of the Ministry of Tourism and through a regional support network (regional and provincial tourism delegations, etc.) (DRTMA, 2013-2030, P81).

The results of this program are very modest, it is limited to 45 SMEs for the first year 2014 and 60 SMEs in 2015. Almost all the companies that have benefited from this program are travel agencies that have set up websites to market the activity. Unfortunately, this program was not very popular with professionals because very few companies met all the conditions set by the Ministry of Tourism. Among these criteria, registration in the Commercial Register and regularization of activity with the Directorate of Taxes and the National Social Security Fund (CNSS) (DRTMA, 2019).

C. *The integration of environmental considerations in tourism guidelines*

As part of the efforts to improve the competitiveness of tourism enterprises, and given the importance of the tourist accommodation sector, the Ministry of Tourism has undertaken to overhaul the classification system. To this end, a revision of the regulatory framework has been initiated.

Thus, the environmental dimension is taken into consideration in the new law (80,14)²¹ on the classification of accommodation establishments. In this context, and in the phase of construction of an accommodation establishment, the general regulation of construction of accommodation establishments will include dimensional and functional standards of hygiene, safety, energy efficiency and rationalization of water use, and in the phase of operation of a tourist accommodation establishment, the establishments must be equipped with water and electricity saving equipment... (MTTAAES, June 2016).

D. *International Commitment: The 10YFP Sustainable Tourism Program22*

²¹ Law n° 80-14 promulgated by dahir n° 1-15-108 of 18 chaoual 1436 (4 August 2015) relating to tourist establishments and other forms of tourist accommodation (BO n°6404-3 of 15 October 2015).

²² The 10-Year Framework of Programmes on Sustainable Consumption and Production (10YFP) is a concrete and operational outcome of Rio+20. The 10YFP is a global framework for action that strengthens international cooperation to accelerate the shift to sustainable consumption and production (SCP) in developed and developing

The origins of the Sustainable Tourism Program date back to the Earth Summit in Rio de Janeiro in 1992, at the United Nations World Summit on Sustainable Development held in Johannesburg, South Africa in 2002, government delegations recognized sustainable consumption and production as a fundamental objective and an essential condition for sustainable development, Chapter III of the Johannesburg Plan of Implementation calls for the development of a 10-Year Framework of Programmes for Sustainable Consumption and Production (10YFP) and the Marrakech Process was launched a year later in 2003, providing a global, informal, multi-stakeholder platform for SCP. This process included an international working group on sustainable tourism development, which developed policy recommendations for tourism development. Since 2011, the Global Partnership for Sustainable Tourism has worked with its partners to implement the recommendations of the Task Force and completed its transition in February 2015 to form the core elements of the 10YFP Sustainable Tourism Programme (UNEP, 2003).

In terms of governance, the World Tourism Organization (UNWTO) is the leader of the 10YFP Sustainable Tourism Program, along with the governments of France, Korea and Morocco, "co-leaders" of the program. They are supported by a Multistakeholder Advisory Committee made up of representatives of international organizations.

E. *Awareness, promotion, valorisation of initiatives and communication*

The Moroccan trophies of sustainable tourism:

Since 2008, Morocco has initiated the Moroccan Sustainable Tourism Trophies which honor and reward exemplary projects in sustainable tourism. They are one of the tools that the tourism sector deploys to recognize and promote the best projects placed under the sign of sustainability. This initiative of the Ministry of Tourism is aimed at tourism professionals and also at associations and NGOs as well as any actor whose actions benefit sustainable tourism.

This competition has allowed the emergence of a network of exceptional actors competing for commitment and innovation and especially from diverse backgrounds, which reflects the commitment of the sector in terms of sustainable tourism both nationally and internationally. The annual competition is open to projects led by Moroccans or internationals. Their projects must be related to the following five themes: environment and biodiversity, culture and intangible heritage, equity and social responsibility, sustainable territory (new in 2015) and sustainable event (new in 2015).

countries. It supports capacity building and provides technical and financial assistance to developing countries, and encourages innovation and cooperation among all stakeholders to adopt SCP in this sector. The 10YFP has six initial programs. The United Nations Environment Programme (UNEP) serves as the secretariat of the 10YFP and administers the Trust Fund for the implementation of results-oriented projects.

The ambition of the Ministry of Tourism through the Morocco Sustainable Tourism Trophies, is to promote tourism in line with the principles of sustainable tourism, in this sense, (Bouaouinate, 2016) confirmed that the trophies have rewarded stakeholders (Table 1) for projects in line with sustainability which has allowed other actors to engage in similar actions. The Trophies are a unique opportunity for parties wishing to participate in the promotion of a tourism that values the tourism product and involves each of its actors, they are also an opportunity to strengthen the visibility of the actors at national and international level.

The nominees of the 5th and 6th edition are 12:

Table.1: List of nominees in 2014 and 2016 for the Moroccan Sustainable Tourism Awards

Category	Nominees	Location
Environment and biodiversity	The Naoura Barriere Hotel	Marrakech
	STEP RADEEMA	Marrakech
	The Ecomuseum National Park of Toubkal	Marrakech
	The Oriental Raid	Taforhalt
Sustainable event	The Rallye Aicha des Gazelles	Itinerary
Sustainable Territory	The Société d'aménagement et de promotion de la station de Taghazout Bay	Agadir
	The Provincial Tourism Centre of Berkane	Berkane
	Majhoul road – ecotourism in Tafilalet	Tafilalet
Equity and Social Responsibility	Zolado Inn	Inzerki
	ECOLOGDE Touda:	village of Ait Bouguemaz
Culture and Intangible Heritage	The Oasis Inn	Figuig

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the nature of these projects differs with a large dominance of accommodation projects, also, the trophies are not launched annually but occasionally in celebration of national or international events and the geographical distribution of these projects is concentrated mainly in Marrakech, Agadir and in the oases and mountains which are considered as priority tourist brands of Morocco

However, since the 2016 edition, no new edition has been launched. From this observation, we can conclude that the discontinuity of the organization of the trophies depends on the awareness and motivation of the actors that greatly influence their involvement and contribution in the strategy of sustainable tourism within a territory, a destination or even a country. This has led several actors of the tourism scene to question the role of each actor in the strategy of sustainable tourism of a country. This has led several actors in the tourism field to question the role of each stakeholder in a country's sustainable tourism strategy. Indeed, the adoption of sustainable tourism stems above all from political will and from taking into account the needs of the actors concerned (Arib, 2005).

The Moroccan day of sustainable and responsible tourism

The Moroccan day of sustainable and responsible tourism aims, among other things, to bring together all the tourism actors around the sustainability approach. This day is an annual appointment for sustainable and responsible tourism, it is part of the goal to increase the sensitivity of the entire ecosystem to this objective and involve all stakeholders concerned: institutional, elected officials, investors, professionals, tourists and civil society (MTTAAES, September 2017).

The first edition of this day, which is held in January 2016, came after the adoption of the 17 Sustainable Development Goals (SDGs) by the United Nations in September 2015, it was an opportunity to strengthen public-private partnerships for sustainable tourism. It is within this framework that several conventions were signed²³.

²³ A partnership agreement for the reinforcement of the cooperation in the field of the promotion of the rights of the persons in situation of handicap between the Ministry of Tourism, the Ministry of Solidarity, the Woman, the Family and the Social Development, the National Federation of the Hotel Industry and the National Federation of the Tourist Transport;

A partnership agreement between the Ministry of Tourism, the Ministry of National Education and the National Confederation of Tourism (MTTAAES1, 2016);

A partnership agreement between the Ministry of Tourism, the World Tourism Organization, UN Women and the National Confederation of Tourism which aims at promoting the socio-economic empowerment of women through tourism, raising awareness and strengthening the gender approach in the sector and increasing its impact on the improvement of women's lives;

A contract to launch the International Change Initiative (IKI) project in Morocco between the Ministry of Tourism, UNEP and UNDP. This project aims to establish a carbon assessment of the sector as well as a program of adaptation and mitigation of the sector's impact on the climate, to initiate awareness-raising actions and exemplary pilot projects in terms of reducing the impact on the climate throughout the tourism value chain in anticipation of the COP22.

ochure (MTTAAES, July 2016).

This table justify that the balance sheet is very modest,

This day (OTM, September 2016) was also an opportunity to sign the Moroccan Charter for Sustainable Tourism. This charter comes ten years after the signing of its first version, in 2006. The Moroccan Charter of Sustainable Tourism is aimed at different targets, directly or indirectly involved in tourism development. Institutions, investors, professionals, tourists and citizens have been invited to sign this charter (MTTAAES, 2016).

Mainly, the charter calls on the actors to make the tourism sector a real factor for sustainable development by ensuring a sharing and an appropriate follow-up that would allow to see in reality the different principles contained in the charter. But beyond the content of the charter, it remains a moral and voluntary non-binding commitment given that they do not have a consecrated legal status, and ideally, the adoption of a specific framework with a precise legal framework could be an unparalleled opportunity for the operationalization and implementation of sustainable tourism (SBAÏ, 2016).

F. *Participation in the COP22*

On the eve of the cop22 and in order to accompany its preparation and participation in this international event and in collaboration with its national and international partners, the Ministry of Tourism, participated in this global event through a series of activities (MTTAAES2, 2016) :

- The implementation of an environmental display system in 10 tourist accommodation establishments in Marrakech, the said system played the role of a monitoring system intended to measure the performance of the establishment classified by environmental field: water, energy, waste, purchasing policy, etc.
- The implementation of the "Climate Friendly Menu" initiative in the pilot city of Marrakech in a dozen restaurants. The aim is to produce and indicate on restaurant menus dishes that respect three principles that significantly reduce greenhouse gas emissions: using seasonal products, favoring local products and plants.
- The signing of the African Charter for Sustainable and Responsible Tourism.

This African charter takes into account the United Nations 2030 Agenda for Sustainable Development and international agreements and conventions on sustainable development, including the Sustainable Development Goals and the UNWTO Global Code of Ethics for Tourism as well as the international conventions of UNESCO²⁴ and IUCN²⁵. It emanates from a vision shared by several countries on the continent that aspires to encourage tourism that "fully takes into account its current and future economic, social and environmental impacts, meeting the needs of visitors, professionals, the environment and host communities" [World Tourism Organization] (MTTAAES 4, 2017). This willingness was

manifested following a proposal by the Moroccan government at the 58th session of the UNWTO Commission for Africa, held in Abidjan (Côte d'Ivoire) on April 19, 2016, during which the principle of developing an "African Charter for Sustainable and Responsible Tourism", inspired by the Moroccan Charter for Sustainable Tourism, was unanimously approved (decision CAF/58/9).

It is true that the charter is intended to be a voluntary reference framework, framing the development of tourism in Africa and ensuring its inclusion in a sustainable and responsible dynamic, reconciling economic and social progress, preservation of the environment and respect for local specificities and cultural diversities. However, the appropriate financing, monitoring and implementation mechanisms had to be developed jointly in order to support the signatory countries in complying with the provisions of the charter. The charter has been signed by Morocco, Congo, Angola, Benin, Cameroon, Ethiopia, Guinea-Bissau, Cape Verde, Burundi and Côte d'Ivoire. The Gambia, Gabon, Kenya, Mali, Mauritania, Central African Republic, Nigeria, Niger, Senegal, Seychelles, Sudan, Zimbabwe, Tunisia and Chad have also signed this African charter, and each signatory country or group of countries could adapt it according to its national or regional specificities. (MTTAAES 4, 2017).

G. *Morocco's commitment to the International Year of Sustainable Tourism for Development: IY2017*

The United Nations General Assembly has proclaimed 2017 as the "International Year of Sustainable Tourism for Development". According to Irina Bokova, the Director-General of UNESCO, this decision thus highlights "the importance of international tourism in fostering mutual understanding among peoples, raising awareness of the rich heritage of diverse civilizations, and thus contributing to the strengthening of peace in the world."(UNESCO, 2017).

To this end, Morocco has joined the efforts of UNWTO as an official sponsor of the program of activities planned during IY2017. It carried the proposal of a program of celebration at the scale of the African continent, which took the form of a caravan aiming to promote the African Charter of Sustainable Tourism and the best practices in sustainable tourism in Africa, the first caravan was organized from 14 to 15 February 2019 in the Republic of Congo which was an opportunity to continue the sensitization around the principles of the African Charter of Sustainable and Responsible Tourism, to enhance the best African initiatives and to promote the sharing of knowledge and good practices (MTTAAES3, 2019)

The Ministry of Tourism has seized this international opportunity offered by the United Nations to promote its approach to the development of sustainable and responsible tourism. Thus, the Ministry of Tourism has mobilized and strengthened its awareness-raising actions throughout the Moroccan territory, so that "sustainable tourism becomes an integrated approach and truly everyone's business" (MTTAAES, September 2017). This

²⁴ UNESCO is the United Nations Educational, Scientific and Cultural Organization.

²⁵ In particular the Convention on Biological Diversity of 2010.

mobilization is reflected in The organization of the 2nd edition of the Moroccan Day of Sustainable and Responsible Tourism in 2017 to federate the entire ecosystem of sustainable tourism, and deploy an awareness campaign for the general public in partnership with key actors of the ecosystem. The priority issue of this Day was to achieve an awareness broadened to the general public, and not limited to the Moroccan tourism ecosystem, "All actors for sustainable tourism." (MTTAAES, September 2017)

From the above, it is clear that the major stake for the stakeholders of the tourism value chain is to inscribe tourism in a logic of sustainability, such is the only alternative to perpetuate the positive impacts of tourism, while anticipating, reducing and compensating for its damages.

Discussion of results:

All the above actions testify to the will of all the stakeholders to become a sustainable destination, this will be limited to punctual actions linked to national and international events and which are related to the sensitization and the promotion which are inscribed in a nonbinding and voluntary framework. However, a follow-up of all these actions is highly desirable in order to measure the impact of these actions on the three pillars of sustainability (economic, environmental and social).

On the other hand, it is strongly recognized that the existence of a specific legal framework is better than its non-existence, and the adoption of the 80-14 is the only thing that can still make a difference, this law that creates the conditions for actors to take into account the issues of sustainability, but it is also preferable that this framework, adapted, can find its concretization and implementation on the ground.

Added to this, and in accordance with the concept retained in this article, it is important that the elaboration and implementation of the sustainable tourism policy in Morocco must be in line with the objectives of sustainable development. It is in this sense that we have analyzed the coherence of the actions undertaken by the Ministry of Tourism in relation to the objectives related to tourism within the framework of the SDGs (objectives 8, 12 and 14), this analysis has brought out the following state of affairs:

Firstly, the Moroccan charter of sustainable tourism gives particular importance to tourists and citizens considered as actors of consumption of tourism, it also takes into account investors and professionals as actors of sustainable production, this approach is part of a voluntary approach of all actors and does not constitute an obligation. Moreover, the adherence of stakeholders to the charter can be interpreted as a real awareness of the signatory stakeholders as it can be perceived as a real selling point especially internationally (Bouaouinate, 2016), So, the charter takes the form of an ambition and not a concrete action that can be evaluated to see its impact on sustainability and on its real contribution to the achievement of the SDGs.
ecosystems and cultural heritage, fighting poverty and

improving access to sustainable livelihoods, and adapting to the reality of climate change. No doubt that the Moroccan sustainable tourism awards constitute a real concrete action of a concrete commitment of the stakeholders, Nevertheless, analyzing the balance sheet of this action and its evolution over time leads us to say that it is still in an embryonic state. A follow-up and continuity of this action is really desirable, a real potential is displayed but an accompaniment and a networking by the State for a sharing of expertise is still desired to ensure a wide participation and a commitment of the tourism actors, such is the only way that can guarantee a real contribution to the SDGs.

KEY RECOMMENDATIONS

To give more coherence to these results, UNWTO with UNEP has provided a guide for government and other stakeholders to develop strategies, policies and tools to maximize the positive benefits of the sector while minimizing its negative impacts, as well as key objectives for achieving sustainable tourism and how to translate them into policy by describing the collaborative structures and strategies needed at the national and local levels (UNEP-UNWTO, 2006)

The orientations of this guide developed in partnership between UNEP and UNWTO can be real orientations for the Moroccan strategy of sustainable tourism.

The analysis of the said recommendations and all the actions that are engaged by Morocco, has allowed us to present new challenges to inscribe sustainable tourism in the principles of sustainable development, and are summarized as follows

- Synchronize the various strategies (urban planning strategy, classification of tourist establishments, tourist transport specifications, etc.) to set up regulatory instruments and authorization procedures that include mandatory provisions for investment and tourist operations.
- Establish processes for monitoring compliance with regulatory requirements.
- Measuring sustainable production in the tourism sector through monitoring indicators that are considered a central element of the planning and management process and thus allow for constant and consistent monitoring of the situation.
- Establish financial support instruments that provide specific financial assistance to influence behavior and encourage change throughout the tourism value chain.
- Sensitize tourists by highlighting the activities encouraged or discouraged, the means of transportation used, the choice of the period of the trip, the places visited.... All this information can be transmitted to tourists by sharing a message when choosing the trip, when arriving at the destination (behavior guide to be distributed by airlines) and during the trip.
- To establish a schedule of conditions in consultation with the concerned actors to define the modalities of investment and creation of tourist activities implanted on

the coast, thus allowing the development of a "blue economy" which fights against poverty and creates jobs.

- Implement structures for sustainable tourism management and governance.

CONCLUSION:

This article has focused on Morocco's commitment to sustainable tourism. In this sense, we have noticed, in a concrete way, that many concrete actions have been launched by the Moroccan Ministry of Tourism with a particular emphasis on raising awareness of citizens and tourists, on sustainable production by all actors of the tourism value chain.

In this logic, and in order to inscribe Moroccan sustainable tourism in the objectives of sustainable development and to answer our problem, we have presented new challenges, constituting an answer to our problem and an added value of this article and which are based on the implementation of monitoring indicators for sustainable production, the definition of the regulatory control process, the synchronization of strategies and the implementation of financial mechanisms to encourage the desired changes.

To implement all these challenges, sustainable tourism in Morocco must be considered in a systemic approach within the framework of a global approach that includes all stakeholders to, on the one hand, take it out of its very ambitious strategic aspect to its concretization aspect which remains very modest at present, and on the other hand, to increase the chances of its contribution in the achievement of the SDGs. However, who should dictate this global approach and how ?

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