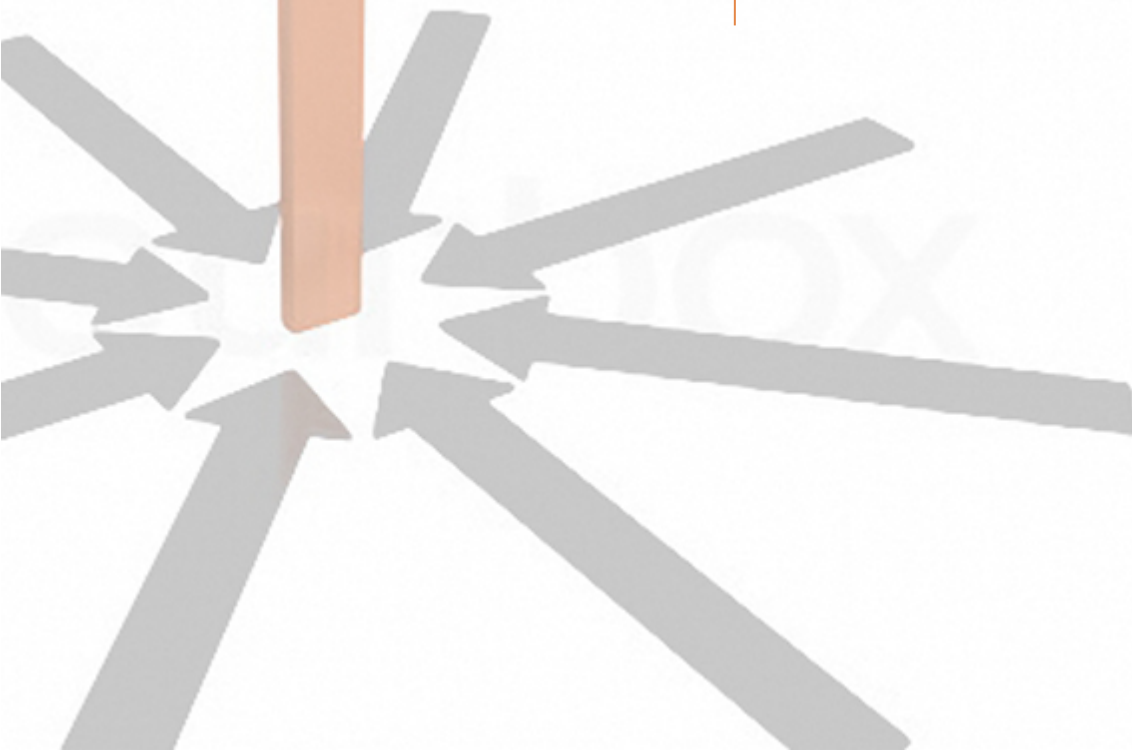




Kingdom of Morocco
Ministry of Tourism



Ministry of Tourism strategy in
supporting the competitiveness of tourism
businesses






"Vision 2020"
strategy for
development of
the tourism sector

Ambition: to be part of the top 20 global destinations and be model for sustainable development in the Mediterranean

- Enriching the cultural offer
- Continued offensive positioning seaside
- Development of a complementary offering kind
- Creating thematic corridors
- Structuring an effective range of entertainment

Doubling the size of the sector

- Doubling of tourist arrivals;
- Boosting domestic tourism (triple domestic travel);
- Doubling the bed capacity (200,000 additional beds);
- increase foreign exchange earnings (140 billion in 2020);
- 470,000 additional jobs, etc.



Importance of relying on a tourist business network
structured, modern and **competitive**

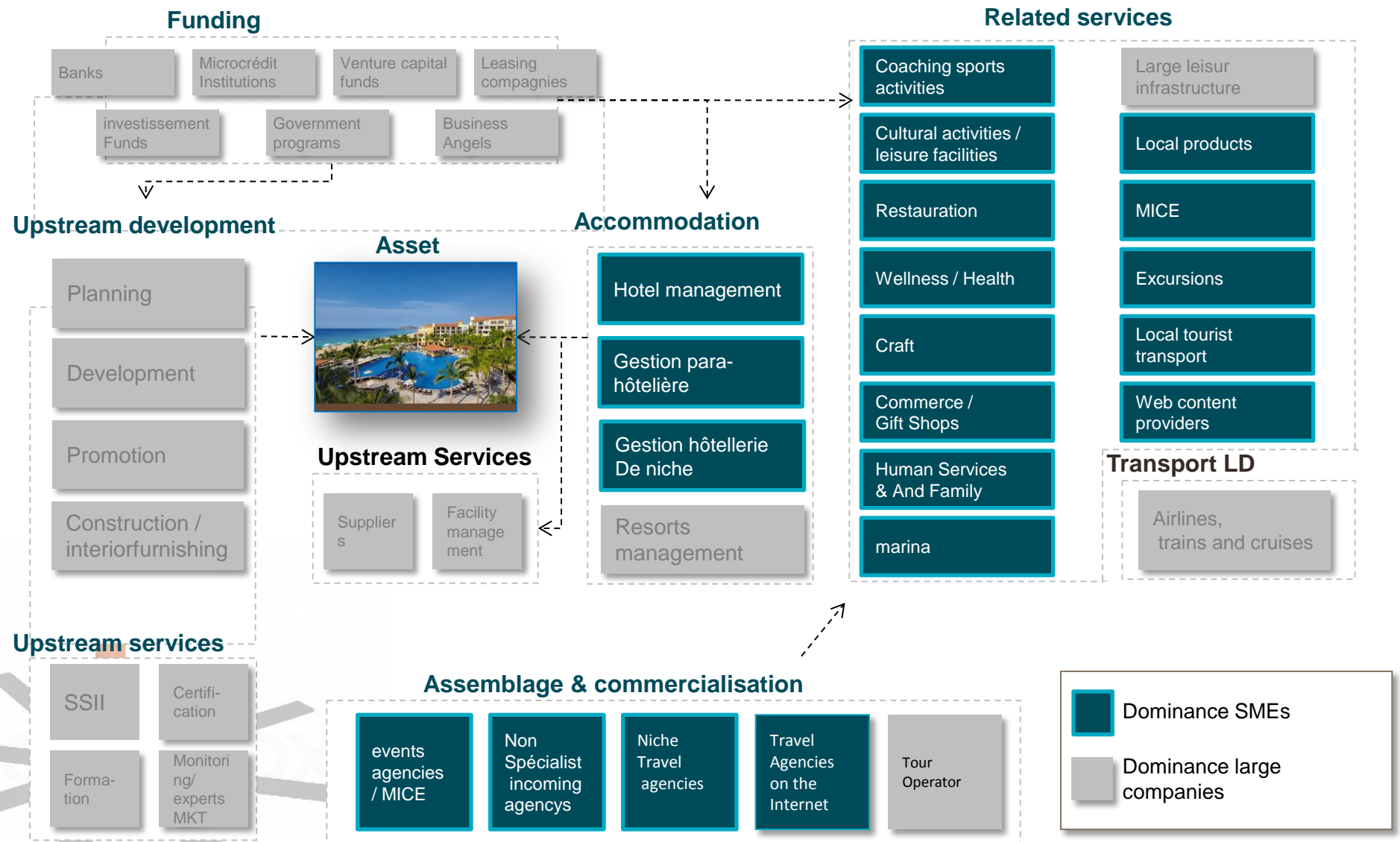
Vision 2020 has devoted considerable importance to the competitiveness of the fabric at its Framework for Action

Challenges of Vision 2020:

Framework for Action "Vision 2020"

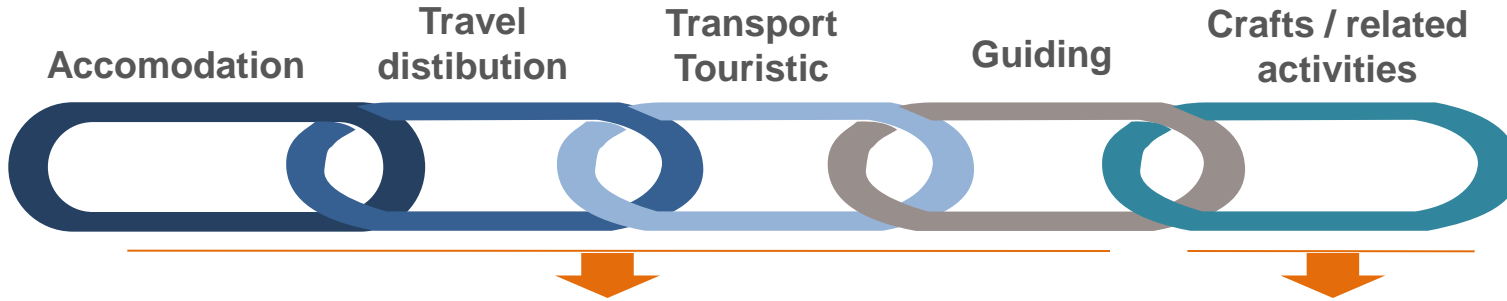
1. Structuring programs for a diversified product portfolio
2. A Strategy to Promote & commercialization dynamic and adapted
3. An integrated development plan for sustainable tourism
4. A human resource plan and excellent training
5. Competitiveness and quality of the Moroccan tourism industry
6. Support measures to finance for sustained and sustainable investment
7. Governance

SME's have an important role in the development and provisioning of the role tourism offer



BUSINESS ISSUES

1 Ensure the emergence and consolidation of a network of modern and dynamic SMEs



2 Challenge is to upgrade a heterogeneous fabric of actors



3 Challenge is the creation of new structures



7,700 new SMEs will be created to support the ambitions of Vision 2020.

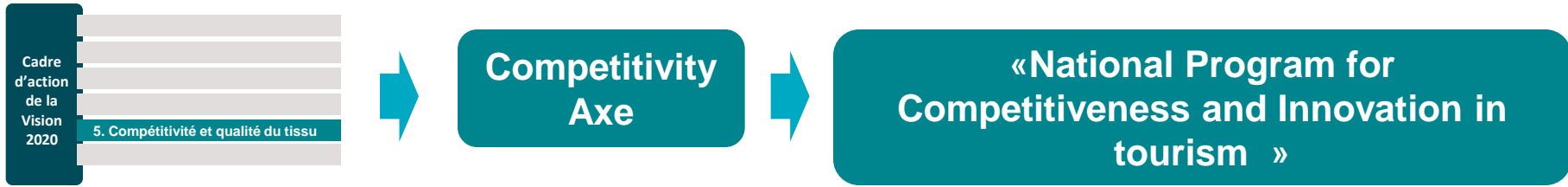
Offer a tourism experience of international quality



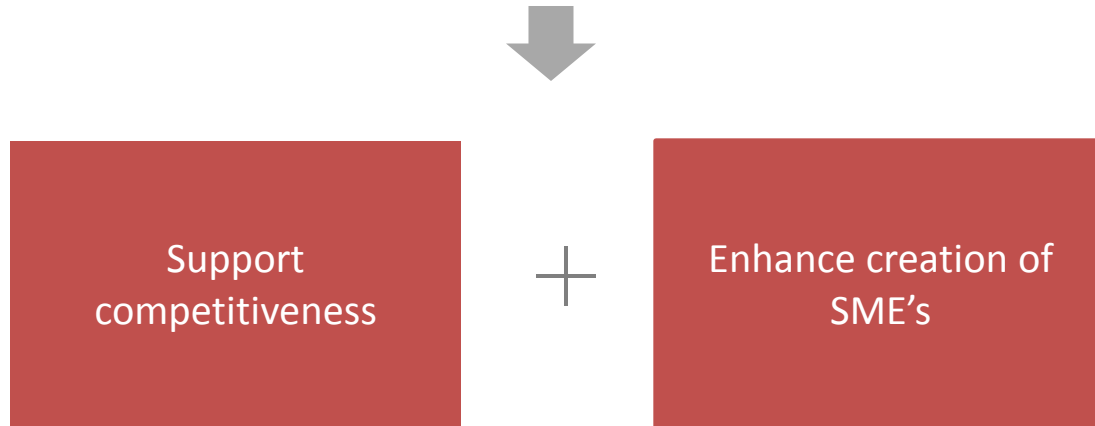
- **The establishment of a mechanism of guidance and specific support to small and medium tourism enterprises.**
- **Supporting the emergence of leading players and the development of networks throughout the tourism value chain**, including in particular the integrated distribution of domestic and international travel players.
- **Improving supervision of tourism through regulatory reform** able to support new businesses and products of the Vision and encourage competition and the development of networks.



Objectives



- **The establishment of a mechanism of guidance and specific support to small and medium tourism enterprises**



Mechanisms identified / prioritized provide a full range of services tailored to creating and sustaining the existing

Overview of support mechanisms forming a support device:



- Professionalize the tourism SME by providing relevant training and technical assistance including quality management, mentoring and expertise of tourism engineering

Boot Camp Program

tourist incubator

support competitiveness



- Facilitate access to private partners (tour operators, hotel chains) with the objective of ensuring the services market for SME's and brand equity to take advantage of established partners

Business Agrégateurs



- Facilitate access to finance (credit and equity) tourism SME by offering products specifically dedicated to the sector

Credit guarantee

Renovotel 3.0

Microcrédit

Fund SME



- Liberalize & modernize the rules on tourism businesses adapting to the new realities of the sector

Review of the regulatory framework

Auto-entrepreneur status



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