

International Conference

“Strategy of the moroccan tourism ministry for environment protection and main approaches of sustainable development”

Session 1: Impact of marine litter on the tourism sector and mitigation initiatives

10/10/2022

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Summary

- **Tourism in Morocco**
- **Tourism project sustainability approach of the department of tourism**
- **Involvement of tourism department in sustainability**
- **Solid waste management by tourist accommodation establishments**

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Tourism in figures

Number of visitors*: 12 932 260

Number of night* : 25 243 989

Litter capacity* : 271 723

Currency receipt*: 78.654MMDH

Economic weight* : 7.1%

Investment * :7MMDH

18 international airports

* 2019



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Touristic Assets



Good
infrastrucure



Geostrategic location



Institutional
strength and
stability



World-renowned
gastronomy



Naturel and original
capital



Extremely rich culture

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Tourism offers



Seaside tourism



Cultural tourism



Sustainable tourism



Business tourism and MICE

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" We are also making significant progress in making tourism a central driver of the green, blue and digital economies, ensuring that growth does not happen at the expense of people or the planet. "

"We need to invest in **clean and sustainable tourism**, reducing the sector's energy consumption, adopting zero emissions trajectories and protecting biodiversity. "

GS UNWTO-27 of september 2022

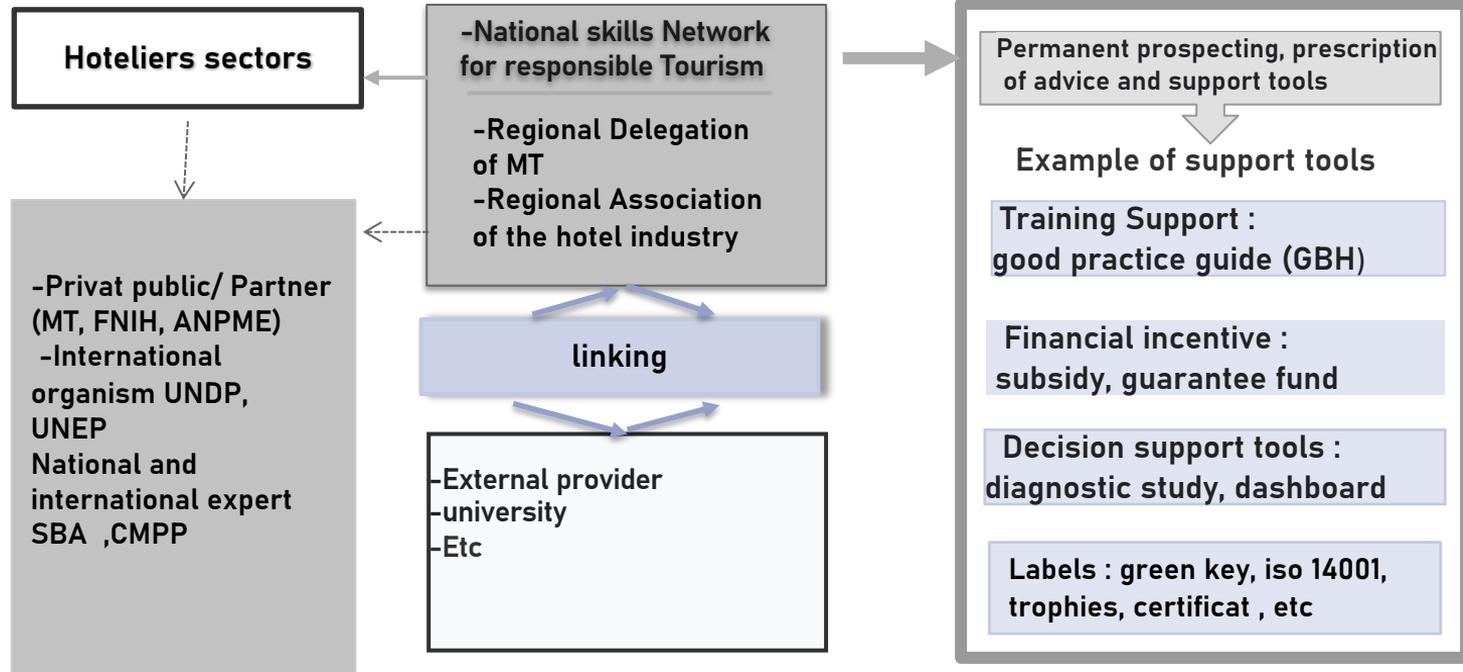
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Tourism project and sustainability approach of the department of tourism

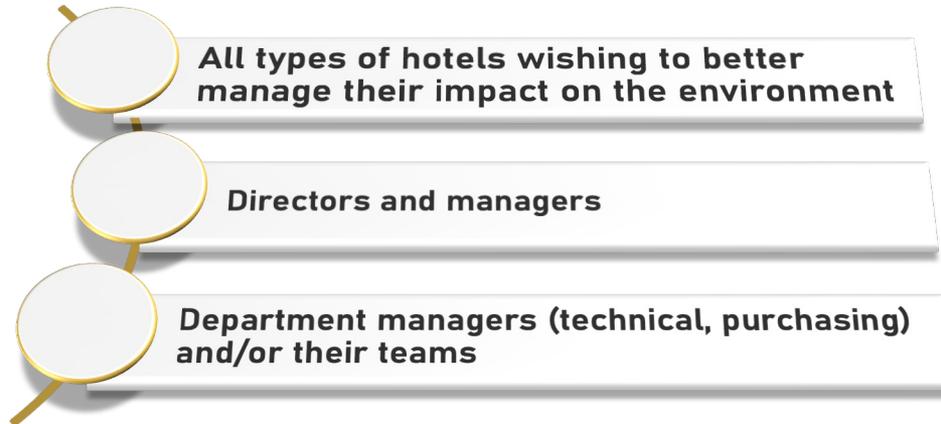


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Good hotel management guide

- ❖ The pilot project aims of the good hotel management guide (GHMG) to be a lever for strengthening the Moroccan tourism industry by improving its environmental performance.
- ❖ Moroccan tourist establishments should be able to put in place a set of good practices allowing the rational use of resources including water and energy

Target audience



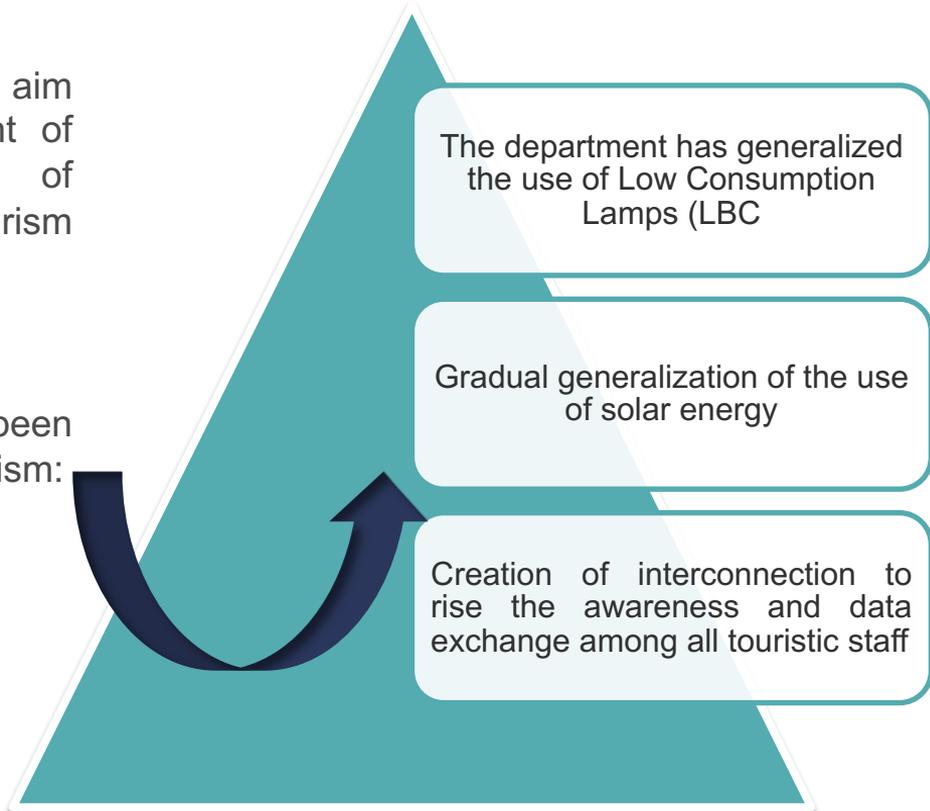
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Energetic efficiency

Convention signed in 2008, with the aim of contributing to the improvement of energy efficiency and the use of renewable energies in the tourism sector.



A set of measures and actions have been undertaken by the Department of Tourism:



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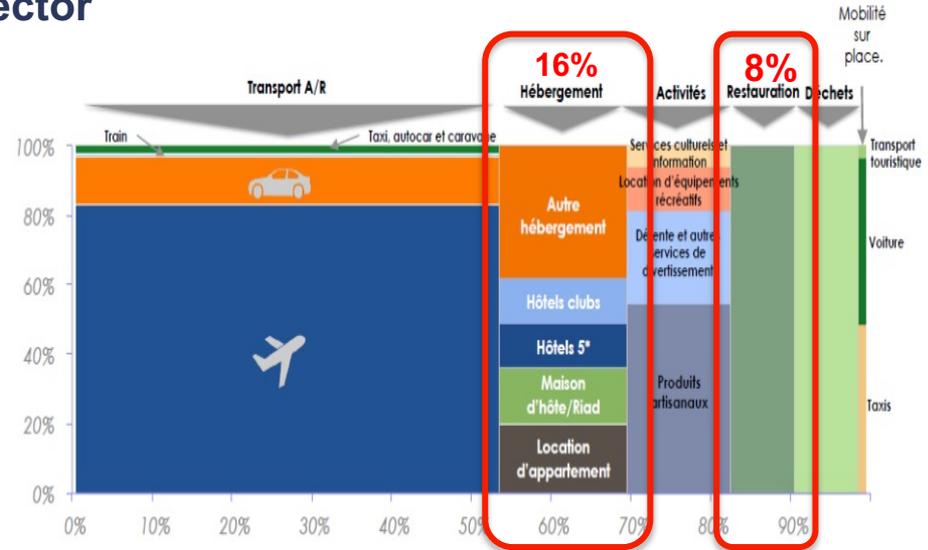
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The assessment of Greenhouse Gas (GHG) emissions from the Tourism sector

Breakdown of tourism emissions in Morocco



- Transport / round trip
- Accommodation
- Activities
- Catering
- Waste
- On-site mobility



- Round-trip transport is the first item of the emissions of the sector in Marrakech, it represents 54% of total emissions
- The second item 'emissions is accommodation with 16% of the total emissions related to the energy consumption of accommodation establishments
- Activities represent 13% of GHG missions, waste and restoration each account for 8% of tourism emissions in Mobility on site accounts for only 1% of GHG emissions

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label green key



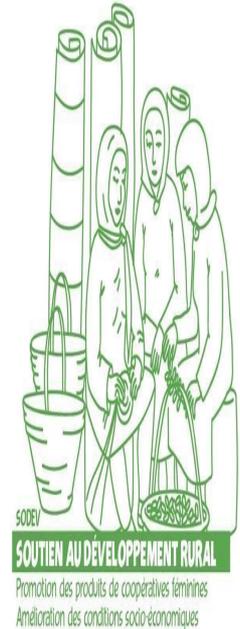
An environmental quality label dedicated to tourist establishments, in 1994 for hotels, which was implemented in Morocco 2007



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Sustainable Tourism Trophies

CMTR annually devotes a distinction to the most deserving projects by granting them a Trophy rewarding the efforts undertaken in the preservation of Moroccan values, traditions and cultures, the environment, and economic and social development



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Department of tourism achievement in sustainability



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Moroccan charter for sustainable tourism

The Moroccan charter for sustainable tourism (2016), is intended to be a reference framework and a unifying tool for all stakeholders in the sector.



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Adjustment of standards and regulations



Overhaul of the hotel classification system



Development of general construction specific to the tourism sector



Project for the protection and promotion of fragile and weakened areas through tourism – pilot site : Merzouga

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Solid waste management by tourist accommodation establishments

It represents a key aspect in environmental management.

Strategic need to adopt measures towards the reduction of waste products.

Establishments must be supported to integrate environmental management processes, including that of waste

The processes of reducing, recycling and reusing have to be promoted from a national scale to a community-based level, including socio-economical sector.

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Problems commonly faced in proper waste management practices in hotels

Intensity	Items
Very significant	Cost, availability, unaware of waste management



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Typology and characterization of waste produced by the hotel industry

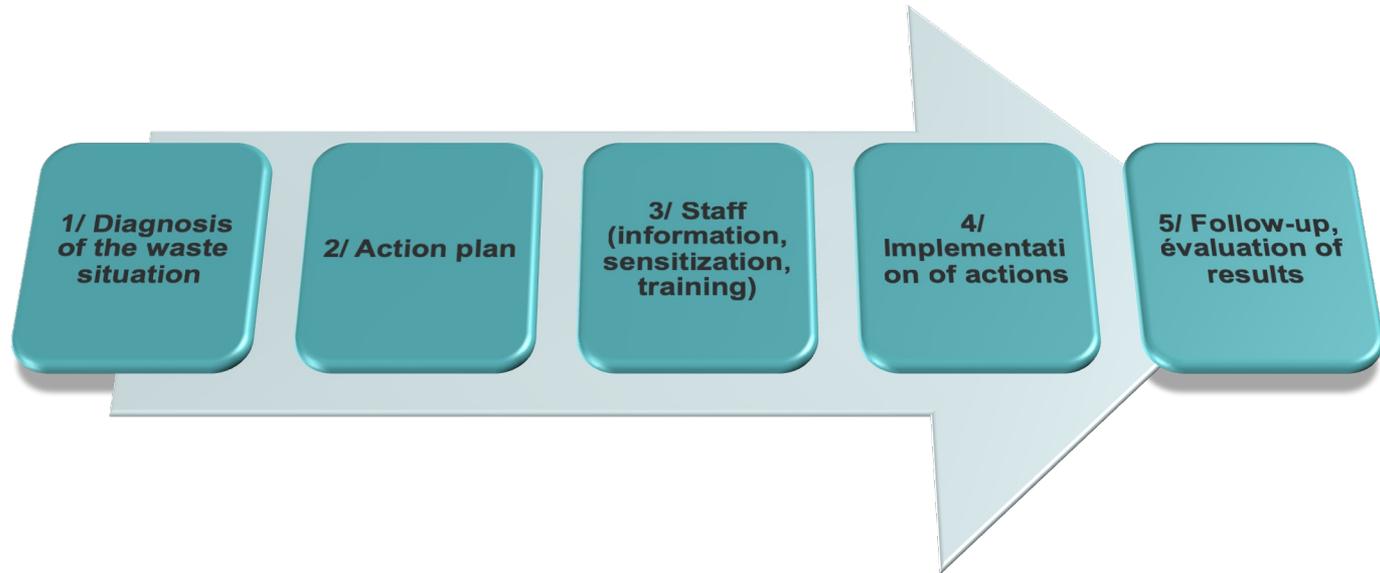
Type	Proportion	Potential Valorization
Household waste (food waste, etc.)	30%	Putrescible (composting, biogas)
Organic waste (Vegetable and fruit peeling, flowers, wood scraps, gardening)	35%	
Cardboard and paper, plastic, glass, metals and textiles	25%	Reuse, or Recycle
Others: (D3E, fats, cooking oils, etc.)	10%	Reuse, or Recycle

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Implementation of waste reduction strategy

- Steps to improve and prevent management waste



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Conclusion

Even if the municipal waste collection system is omnipresent, and chain hotels and large well-structured hotels ensure their waste management, there remains a fraction to be supported so that they incorporate, a strategy for managing their waste products.

Both the Ministry of Tourism, the Ministry of the Environment and the hotel federation, are capable of generalizing environmental practices within accommodation establishments and in particular waste management. .

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Thank you for your attention

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