



The creation of the Observatory of Tourism

The putting in place of the Observatory of Tourism was announced on January 13, 2005 in Ouarzazate during a press conference presided jointly by Mr. Adil DOUIRI, the Minister of Tourism, Handicraft and Social Economy and Mr. Jalil BENABBES TAARJI, the President of the National Federation of Tourism. A partnership convention will be signed later on in order to govern the relations between the Observatory and the Tourism Ministry.

That announcement occurred further to the meeting of the Constitutive General Assembly of the Observatory, held the same day between its founders: The National Federation of Tourism, the FNIH, the FNAVM and the Trade Union of the Tourist Carriers (STT), the Tourism Ministry and the ONMT.

The creation of the Observatory of Tourism emerges from the implementation of the provisions of the Framework Agreement and its Implementation Agreement signed between the Government and the National Federation of Tourism on January 10 and October 29, 2001.

In 2001, the signatory parties agreed upon the need to have at their disposal a credible and neutral organization in charge of collecting, treating and publishing all the useful information in the tourist sector and more particularly, analysing the tourist activity, its national and international situation, assessing the competitiveness of the destination

and working out the norms in the field of cost of investment and exploitation.

Through the improvement of the sector's visibility for all the intervening parties of the tourist chain both in Morocco and abroad, the creation of the Observatory today aims to analyse, in a permanent and top quality way, the national tourist economy in order to:

- Facilitate the investment decisions and their financing by collecting and disseminating the observed data in terms of investment cost and the exploitation revenues of the tourist units. The Observatory will aim at the popularization of the standards and usages of the profession which is intended particularly for the national financial sector.
- Help the public and private partners to take decisions when they are put in charge of the 2010 Vision, especially in terms of the new capacities programming, in collaboration with the tourist frequenting and the positioning of the destination.

As well as being a key element of the system of follow-up and piloting of the 2010 Vision, the Observatory is also a tool of orientation and promotion of the tourist development. And since it has come to reinforce the existing public or private systems, the Observatory will be one of the organizations in which the public and private partnership will develop, a partnership around which revolves the new national tourist program . The Observatory should also contribute to the construction of a profitable and perennial tourist economy.

Instituted in the form of a non-profit making association, the Observatory will be governed by the common rules and procedures of Good Governance, under the authority of a Board of directors made up of the representatives of the public and private sector. Its President will come from the private sector and he will be proposed by the National Federation of Tourism.

Within the framework of this partnership and in order to ensure an immediate starting up of the Observatory, the Tourism Ministry will call upon human resources' services, both technical and financial, so as to achieve the first studies and performance indicators. The Observatory will, as soon as possible, widen and diversify its financial resources through the sale of services, subscriptions, donations or sponsoring.

By means of a better knowledge of the tourist activity and a good analysis of the competition, the Tourism Observatory will also contribute to the improvement of the visibility of the sector for different Moroccan and foreign intervening parties, which will facilitate the investment and its financing . Moreover, it will permit a top quality and well controlled piloting of the national tourist economy.