

ROUNDTABLE
**Human Rights
in Tourism**

Tourism Impact Assessment Morocco 2025 / 2026

Be Part to

Gain Insights, Build Partnerships, Lead Responsibly



JOIN US FOR THIS COLLABORATIVE PROJECT AND BE PART OF SHAPING A FAIRER TOURISM – FROM THE INSIDE OUT!

Millions of people make tourism possible – but too often, their rights are overlooked. We want to change that. The Roundtable is an international initiative that supports tourism businesses in implementing human rights due diligence in their supply chains – practical, impact-oriented, with a strong network and a global focus. **Following the success of our recent project in [South Africa](#), we are now planning a tourism impact assessment in Morocco and are seeking committed partners to contribute.**

WHAT'S THE GOAL?

Using a multi-stakeholder approach, the project seeks to **identify human rights risks in Morocco's tourism supply chains**, strengthen local capacities and institutions, and **develop practical recommendations and a concrete action plan for measures**. These outputs will support tour operators in meeting legal due diligence obligations (e.g., LkSG, CSDDD) while fostering collaboration with local stakeholders and seizing opportunities for positive social impact.

WHAT WE'LL DO – AT A GLANCE

- December 2025–October 2026: Implement the project, including on-site assessment in Morocco (tbd. April/May 2026) and follow-up planning in the second half of 2026.
- Assess human rights & social risks in Moroccan tourism supply chains, tailored to tourism SMEs
- Collaborate with local rights-holders & partners through discussions and on-site consultations
- Translate legislation into action by creating realistic and applicable recommendations
- Share the results openly to support broader transformation in the sector

WHY MOROCCO?

Morocco is a popular, up-and-coming, versatile destination that aligns well with the offerings of **specialised small and medium-sized tour operators—from cultural, study, and nature-based travel to family and round-trip tours**. It is a relevant medium-haul destination for several European source markets. As an important partner country in development cooperation, it offers a real opportunity to make a difference by working with existing local networks and supply chains.

WHY YOU SHOULD JOIN

Participants (**especially in the core group**) will play an **active role in the project and benefit** from:

- Contributing to shaping the assessment focus and integrating own supply chains and local partners
- Building/improving long-term partnerships with local and international actors
- Gaining exclusive insights and practical tools for responsible supply chain management in tourism
- Identifying risks and opportunities in key regions to strengthen responsible business conduct
- Positioning your brand as a leader in human rights and sustainability

We are inviting tourism stakeholders, particularly tour operators, to join us. **Both financial and in-kind support are essential to making this project a success**. Even a small contribution can turn your human rights ambition into a measurable impact. We welcome contributions at all levels of engagement—whether as an active implementation partner, through financial support, or by offering additional support such as network connections or assistance with travel arrangements.

INTERESTED? Please find a brief concept note on the following pages, including a more detailed project summary, the project objectives and budget plan.

PROPOSED TIMELINE

The project runs from **December 2025 to October 2026**. The follow-up phase will translate findings into practical, feasible steps for tour operators and strengthen local capacity for ongoing dialogue.

- August–October 2025: Project application and confirmation of partner contributions
- December 2025–June 2026: Project implementation
- April/May 2026 (tbc): On-site assessment in Morocco
- From June to October 2026: Follow-up and measure planning

PROJECT BACKGROUND AND FOCUS:

Tour operators depend on a variety of service providers and are active in many different places where the legal prerequisites, local culture, and ecological standards vary significantly. This makes it challenging for them to assess the full impact of their business activities – and highlights the benefit of a joint approach and a collaboratively developed impact assessment.

The assessment is based on key requirements and risk areas outlined in current and upcoming supply chain laws such as the German Supply Chain Due Diligence Act (LkSG) and the EU Corporate Sustainability Due Diligence Directive (CSDDD), requiring companies to take responsibility for their global supply chains and encourage partners to respect internationally recognised human rights and environmental standards.

The assessment will focus on risks and challenges cited in the legislation that are relevant in tourism, and include the perspectives of various local rights-holders and stakeholders. The goal is to **develop concrete, actionable recommendations that support tour operators** in translating legal due diligence obligations into practical measures for risk mitigation within the Moroccan tourism context. Findings will be made available to the broader tourism sector to support wider implementation.

After the project, tour operators understand the process of impact assessments and are capable of using the knowledge gained in their own operations. Institutions and partners in Morocco are strengthened to ensure an ongoing dialogue.

METHODOLOGY:

The assessment will follow a multi-stakeholder approach and bring in practical tourism supply chain knowledge, contacts and networks, as well as the needs and perspectives of various local stakeholders.

The assessment builds on an established methodology in the context of Human Rights Impact Assessments (HRIA), including background research (Human Rights Scoping, Stakeholder Mapping), consultations and workshops with stakeholders and rights-holders on site, clustering of findings and the development of concrete follow-up measures.

The practical [step-by-step online "blueprint"](#) for (especially small and medium-sized) tour operators to plan and implement HRIAs, developed by the Roundtable in 2019, shall be used as the basis for the planned assessment. It will then be updated, revised and reviewed with current findings.

PROJECT OBJECTIVE:

1. Conduct a value chain-focused tourism impact assessment in Morocco using a multi-stakeholder approach.
2. Develop an action plan with tourism-specific follow-up measures and practical recommendations based on the implementation of supply chain legislation.
3. Review and update the existing practical guide for conducting assessments for tour operators (especially SMEs), aligned with current legal developments.
4. Develop concrete tourism-specific follow-up actions as defined in the action plan, focusing on practical, feasible steps for tour operators based on the assessment results.

ROLES & RESPONSIBILITIES:

The Roundtable Human Rights in Tourism is responsible for the overall project coordination, management and implementation.

A core group of tour operators, tourism businesses, and civil society will support the implementation and shape the project through active participation and co-financing. Core group members play a key role in shaping the assessment. They are actively involved in the design, take part in the on-site assessment, and contribute additional capacities to the preparation, implementation, and follow-up. Especially tour operators contribute their practical supply chain expertise regarding processes and needs.

Supporters, on the other hand, contribute financially or through in-kind support. They are kept informed about the project's progress and outcomes but are not directly involved in its implementation.

A local facilitation partner will actively support the implementation and contribute context-specific knowledge and local expertise, stakeholder outreach, and logistical coordination.

Knowledge partners may provide thematic expertise on specific topics. **Multipliers** such as tourism associations and networks will support communication and outreach.

BUDGET & FINANCING:

The estimated total project cost is approximately €90,000, covering working time for preparation, planning, and coordination, local facilitation, travel costs for the core team, workshop logistics, follow-up, report creation, and measure-coordination. We have already secured a substantial co-funding share for the project from Bread for the World. **To ensure the missing co-financing share, we are currently seeking 42,000 € in co-financing from interested partners and in-kind support.** Further funding applications are also ongoing.

MONITORING AND REPORTING

Throughout the project, we will provide regular updates on progress. **A final report will summarise key activities and results.** In addition, follow-up measures will be developed and implemented with project partners and other interested tourism stakeholders, and outcomes will be documented and shared.

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HOW TO REACH US:

To finalise the financial plan, we kindly ask for confirmations and contributions well before the end of October 2025. We are happy to answer any questions, provide further information, and discuss details in advance via e-mail or a personal call.

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