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Tourism Impact Assessment in Morocco Brings Stakeholders Together to Strengthen Positive Impacts

Consultations on Social Impacts in Main Tourism Hubs in Morocco.

Tourism businesses, civil society organisations and local stakeholders have joined forces in an unprecedented effort to better understand and improve the social impacts of tourism in Morocco. Spearheaded by the international multi-stakeholder initiative Roundtable Human Rights in Tourism, the *Tourism Impact Assessment Morocco* project engaged more than 65 local tourism actors across the country's major tourism routes, combining field research, expert interviews and stakeholder consultations to identify key risks, opportunities and recommendations for action. The project was supported by a local facilitator and the Sustainable Development Commission of the Confédération Nationale du Tourisme (CNT), Morocco's national tourism confederation representing the private tourism sector. The report is published on 15 October 2026, and its results will be presented during a webinar on 11 November 2026. Registration is now open for all interested stakeholders.

The findings are compiled into a practical report with hands-on recommendations for international and local tourism businesses, associations, and local authorities. Published well ahead of the FIFA World Cup 2030, it helps Morocco's tourism sector prepare and respond to the challenges identified, including, among others, limited awareness of environmental risks and child safeguarding, and issues around guides' labour rights. Selected measures will be implemented by project partners, some of them jointly with CNT, such as a webinar to inform Moroccan stakeholders and present concrete support materials. The project reflects the Roundtable's ethos of creating products by the industry, for the industry, so that the benefits reach everyone involved.

Strong Industry Support Drives the Project

The project is driven by a committed coalition of tourism and civil society leaders, including **EXO Travel**, **Intrepid Travel**, **Kneissl Touristik** and **Bread for the World**. Working alongside the Roundtable Human Rights in Tourism, these core partners led the project's design, stakeholder engagement and on-the-ground assessment. Support was provided by Rabat-based **consultancy Impact Experts**, led by sustainable tourism specialist Abdelilah Lahchimi, whose deep connections across the Moroccan tourism sector helped ensure a locally grounded, inclusive and context-sensitive approach. Faycal Lahrech, President of the Sustainable Development Commission at CNT, said: *"The Commission was directly involved in the process: five of its members took part in the focus group discussion held in Rabat. We wish to thank the Roundtable team and the local facilitation partner for the quality of the exercise, its participatory design and the care taken to reflect the Moroccan context throughout."*

The initiative has already attracted broad backing from across the tourism industry, underlining its relevance and potential impact. **Studiosus Reisen** contributed insights from its own parallel assessment of local partners, while a growing network of organisations supported the project through financial contributions, expertise and in-kind services. Together, these partners are helping build a stronger evidence base for more responsible and sustainable tourism in Morocco.

Building on a Proven Blueprint

The project follows an internationally recognised methodology for Human Rights Impact Assessments (HRIA) and stakeholder consultations. It builds on the Roundtable's significant groundwork of impact assessments in Thailand and Myanmar in 2019, and in South Africa in 2025, and uses a detailed online blueprint for tourism businesses, including methodology, templates and procedures, freely available on the Roundtable's website. The Morocco project provides clear recommendations, actionable steps and insights to help operators navigate human rights challenges within their value chains and tourism products.

About the Roundtable Human Rights in Tourism

The Roundtable Human Rights in Tourism is a multi-stakeholder initiative that promotes the implementation of human rights due diligence by tourism companies. The Roundtable currently has 39 members from eight countries, including tour operators, travel associations, certification bodies, industry multipliers and non-governmental organisations. It is an open dialogue platform for exchanging and transferring know-how within the industry. It provides information, materials, and good practice examples to respect human rights in tourism according to the [UN Guiding Principles on Business and Human Rights](#).

Contributors to the Project

Project lead: [Roundtable Human Rights in Tourism e.V.](#)

Core project partners: [EXO Travel](#), [Intrepid Travel](#), [Kneissl Touristik GmbH](#), [Brot für die Welt](#)

Local facilitation partner: [Abdelilah Lahchimi](#), Impact Experts, Morocco

Supporters:

[atambo tours](#), [Dein Marokko](#), [ECPAT Deutschland e.V.](#), [forum anders reisen e.V.](#), [Studienkreis für Tourismus und Entwicklung e.V.](#), [Studiosus Reisen](#), [Weltweitwandern](#),

Sustainable Development Commission of the [Confédération Nationale du Tourisme \(CNT\)](#), represented by its President, [Fayçal Lahrech](#).

Further Information

Report (English): <https://www.humanrights-in-tourism.net/report-tourism-impact-assessment-morocco>

Report (French): <https://www.humanrights-in-tourism.net/rapport-evaluation-impact-tourisme-maroc>

Project website: [Impact Assessment Morocco 2026 | Roundtable Human Rights in Tourism](#)

Online Blueprint: [Human Rights Impact Assessment | Roundtable Human Rights in Tourism](#)

Webinar 11 November – Registration Link:

https://us02web.zoom.us/meeting/register/PYGWNGdhS_WW5jvRdu9lpw

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