

High-Impact Measures

Tourism Impact Assessment Morocco 2026



CONCRETE AND BITE-SIZED ACTIONS FOR TOUR OPERATORS

This document is part of the [Online Report on the Tourism Impact Assessment Morocco 2026](#). For background and details, please refer to the full report.

It presents the highest-priority measures (severity and feasibility weighted equally) that relate to the daily work of tour operators. Some can be started right away, others need more lead time. The measures are meant to invite dialogue and mutual understanding as a constructive basis for future activities in Morocco.

This document addresses international tour operators (Part 1).

A separate document is available for local tourism businesses (Part 2).

Part 1: International Tour Operators

START NOW

CHILD PROTECTION

Child labour is no longer considered a systemic problem in Moroccan tourism. However, activities with direct contact to children, such as school and project visits, can create protection risks. Expert organisations point to elevated risks, e.g. in Marrakech and in connection with events. The assessment itself did not provide enough evidence for broader conclusions, but it found hardly any preventive safeguarding measures and very little awareness among the providers consulted (see report).

How you can get active:

- Protect children in tourism activities by
 - not using photos of children in any promotional materials.
 - not allowing guests to take pictures of children during visits, and agreeing this rule with local partners and guides.

CULTURAL HERITAGE

Morocco has a comprehensive legal framework for heritage protection, but management often lags behind tourism demand. At UNESCO site Aït Benhaddou, for example, large visitor numbers meet limited site management, and growing commercialisation puts the site's authenticity and residential function at risk (see report).

How you can get active:

- Sensitise guides about privacy and local traditions, and give them a clear mandate to tell travellers what not to do and to prohibit certain behaviour, in line with your principles as a tour operator.

RESPONSIBLE WORKING CONDITIONS FOR DRIVERS AND GUIDES

Drivers and guides usually accompany the same guests throughout the trip. Fluctuating schedules and last-minute changes often push working hours beyond what was planned, and GPS-based driving hour control is mandatory only in coaches, not in smaller vehicles or 4x4s (see report).

How you can get active:

- Plan itineraries and contracts with working conditions in mind by
 - including proper accommodation and a meal allowance for drivers travelling with the group.
 - structuring itineraries so that drivers and guides can manage them with enough breaks and without overtime ("the itinerary reflects due diligence").
- Communicate clear working-hour policies to clients and in-house staff, for example no entitlement to dinner or evening support from drivers and guides, with safety as a key argument.

ENVIRONMENTAL AWARENESS

Water scarcity after several years of drought is Morocco's most pressing environmental risk, and public recycling and waste systems remain limited. Awareness and prioritisation of sustainability among businesses, staff and visitors is still low (see report).

How you can get active:

- Actively communicate locally relevant information on water scarcity to guests before arrival, using the practical information developed at local level.

GENDER EQUALITY

Tourism offers important jobs for women, but participation, especially in rural areas, is limited by social norms, mobility and education. Insufficient maternity and childcare support, sexual harassment and inappropriate customer behaviour remain concerns (see report).

How you can get active:

- Support women's participation in tourism by
 - working with hotels, guides, transport providers and community organisations to identify barriers for women and develop practical solutions.
 - including gender equality and anti-discrimination criteria in supplier policies, contracts and partnership agreements.

LOCAL EMPLOYMENT

Tourism is a crucial source of income in many Moroccan communities, particularly outside the big cities. In remote areas, however, local hiring is often limited to low-skilled entry-level jobs, and skills are mostly learned on the job without formal training. High youth unemployment makes workers vulnerable to informal or insecure employment (see report).

How you can get active:

- Strengthen local benefits by
 - sharing the E-Learning "Human Rights in Tourism" with local partners and promoting the training.
 - including community responsibility criteria in supplier selection, such as local employment, fair wages and community contribution mechanisms.

FAIR WAGES

The statutory minimum wage was considered insufficient in many consultations given rising living costs, and many businesses pay above it. At the same time, wages are mostly set individually by employers, collective bargaining has little influence in the sector, and informal and undeclared work remains common (see report).

How you can get active:

- Reasonably mitigate the risk of non-compliance and support fair wages by
 - asking suppliers for the CNSS certificate of good standing and the payment schedules for wages and social security contributions. The certificate is free and available online.
 - integrating fair wage and decent work criteria into supplier selection (pay above minimum or living wage, formal contracts, social benefits).