

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 tourism businesses. 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 local tourism businesses (Part 2).

A separate document is available for international tour operators (Part 1).

Part 2: Local Tourism Businesses

START NOW

CHILD PROTECTION

Activities involving children can create protection risks where no safeguarding measures are in place. The assessment found very little awareness of the topic among the service providers consulted (see report).

How you can get active:

- For DMCs: sensitise all guides on child safeguarding and sexual harassment, including how to act and where to report incidents or suspicious behaviour.

ENVIRONMENTAL AWARENESS

Water scarcity and waste management are the main environmental challenges. Many businesses lack awareness and access to functioning recycling chains, and environmental measures are often seen as costs rather than investments (see report).

How you can get active:

- Turn awareness into practice by
 - translating water scarcity into practical behaviour for the business, employees and tourists.
 - building staff awareness on water and waste at a practical level, using existing local guidance, tools and training programmes.
 - banning single-use plastic and installing water refill stations with filtered water.

GENDER EQUALITY

Women face barriers to employment and long-term retention, particularly in rural areas, and sexual harassment by customers remains a concern. Internal reporting systems are not always confidential (see report).

How you can get active:

- Ensure safe and inclusive workplaces with
 - clear anti-harassment and anti-discrimination policies.
 - confidential reporting mechanisms.
 - clear management responsibility for complaints.

LOCAL EMPLOYMENT

Many Moroccan tourism businesses show a strong sense of responsibility towards their employees and communities, for example through informal support in personal emergencies. At the same time, informal employment and on-the-job learning make career development and consistent service quality harder (see report).

How you can get active:

- Establish fair employment practices, including informal support mechanisms for workers in emergencies.

PREPARE NEXT

FAIR WAGES

Overtime and additional services are a key risk for drivers and guides, as working hours are hard to plan and rest times are not consistently monitored (see report).

How you can get active:

- Ensure fair compensation for overtime and additional services, especially for drivers and guides.