



Marrakech

By Rachel, Katie and Tom



Introduction/ Location of Marrakech

- ❖ Fourth largest city in Morocco.
- ❖ Famously known for Mosques, Palaces and Gardens.
- ❖ The city attracts the rich from Europe and beyond.
- ❖ Wealthy foreigners are starting to relocate to Marrakech.
- ❖ Leisure tourism is a huge part of Morocco and more importantly Marrakech.



Importance of cultural background on tourist experience

<u>Language</u>	English is spoken throughout Marrakech but Arabic is the main spoken language. Many locals can speak up to 3-4 different languages.
<u>Religion</u>	Religion is a huge part of Marrakech, most of the city are Muslims. Ramadan is huge event in Marrakech, where the city sleeps in the day and comes hugely alive at night.
<u>Music</u>	The popular music listened mostly is Spanish, middle eastern, sub saharan and indigenous amazing. This exclusive fusion of music has been the result of an interesting history.
<u>Crafts</u>	One of the most significant craft skills is the beautiful art of Tazoukt. It a creative woodwork where wooden items such as benches, beds and furniture are created.
<u>Tradition</u>	The real traditions of Marrakech are simply visiting the Souks in Medina, this will without doubt give a clear insight of Marrakech.



Hospitality and Cuisine

Hospitality and cuisine is a big part of every culture according to freely magazine (2017).

Marrakech has a bit of everything bar from a lot of dairy products as the weather is not the best for it to store out there according to (blacktomatoe, 2020).

The hospitality in Marrakesh is very welcoming, according to (friendlymorocco, 2020) they are the third welcoming country in the world.

They also like to invite tourists to eat at their homes or share their food with you on the streets according to [friendlymorocco, 2020].



Heritage and Culture

Marrakech as a lot of heritage in every town you could pass by.

One of the 9 world heritage sites are actually in marrakesh it is (Medina of Marrakesh) this is something that tourist that like history would be interested in.

The culture plays a big role in all countries and especially to marrakech people their language, religion, music, crafts, and tradition shape the way they are and their country.

According to (blacktomato, 2020) marrakesh people will welcome you into their homes to have traditional food with them.

Music has a lot a of different countries influences on it as where the country is located so they host a lot of music events, concerts, and cultural festivals throughout the city according to (villanovo, 2020). This brings in tourists across Europe to see some of these festivals such as “Oasis festival”. According to (theoasisfest, 2020) they blow new and old people away every year.



Marrakech Tourism Statistics

1

In 2018 1.2 million tourists arrived through Marrakech Menara Airport for the first seven months of the year.

2

In 2018 Marrakech generated 30.2% of Morocco's GDP.

3

Marrakech and Agadir were responsible for 57% of hotel stays in the country from January 2019- July 2019.

4

Marrakech saw an 8% increase of arrivals in 2019.



Source: <https://visitmarrakech.com/>



Moroccan Tourism Boom

Evolution of tourist arrivals at Marrakech Menara Airport

	2000	2010	2011	2012	2013
Air (total)	2109579	6136024	6254252	6018566	6691449
Mohammed V airport	793702	2264905	2109598	2072133	2244025
Marrakech Ménara airport	591142	1703885	1761100	1704466	1945749

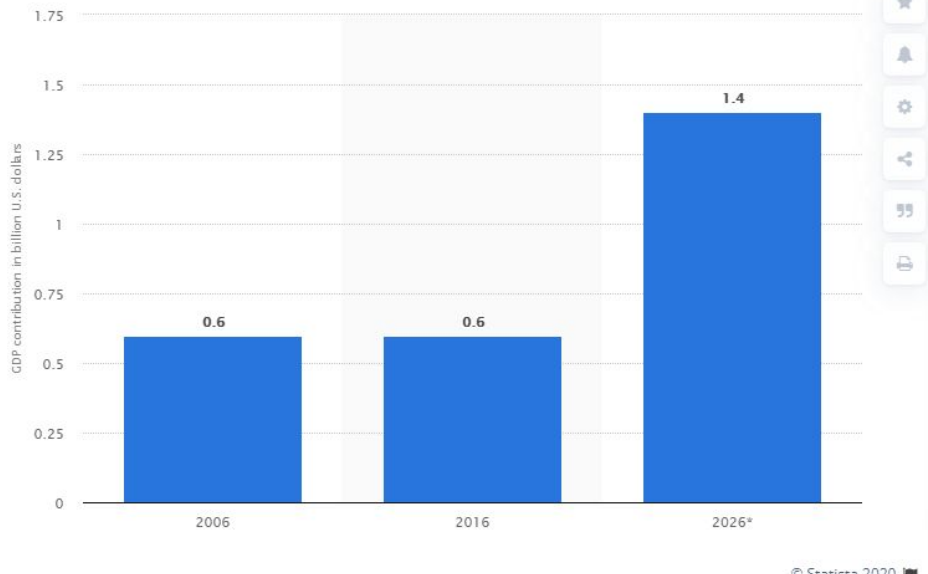
2014	2015	2016	2017	Change 17/16	Share 2017
6949937	6772274	6803955	7619256	12%	67%
2287427	2195330	2302466	2469405	7%	22%
2127712	2018946	1836803	2039428	11%	18%

Source: <https://www.tourisme.gov.ma/en/node/3583>

Future of Marrakech Tourism

Direct tourism contribution of Marrakech to the gross domestic product of Morocco from 2006 to 2026

Source: <https://cdn.statista.com>



Conclusion

To conclude, Marrakech is heavily enriched with heritage and culture which tourists are only recently beginning to discover. With the support from companies within the tourism industry Marrakech may become more popular and tourists will experience the many factors that the culture has on offer. Reflecting on the presentation it is evident that Morocco but more importantly Marrakech heavily relies on its cultural background in order to attract a range of not just international tourist but also domestic.

Thank you for listening, can we take any questions.





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