

Slide 6: Morocco/ Marrakech Tourism Statistics

According to Moroccan World News, in 2018 1.2 million tourists arrived through Marrakech Menara Airport for the first seven months of the year. This resulted in the city generating 30.2% of GDP. In addition they have stated that due to this, Marrakech was the second most tourism dependent city globally.

Furthermore according to Kasaroui, S. (2019) Marrakech and Agadir were responsible for 57% of hotel stays from January 2019- July 2019 and overall Marrakech saw an 8% increase of arrivals that year..

According to Csapó, J. (2012), individuals travel for the purpose to respect and gain authentic insight of different cultures. Baz, P. (2019) states that those who travel to Morocco are discovering a world in a way that is authentically connected to the Moroccan culture and people.

Therefore this suggests that cultural background has importance on the tourist experience within Morocco as the country's rich heritage and culture is the reason international tourists visit.

Slide 7: Tourism Boom

Chilufya, A. (2019) states that tourists travel to a country whilst aware of the cultural background will result in more of a demand in cultural experiences supporting the economy and communities. Lahsini, C. has stated that Morocco also saw a 6% decrease in British tourists in 2016 and one main factor of this is the terrorist attacks in Tunisia in 2015.. As you can see from the diagram, the number of arrivals in Marrakesh Menara airport had decreased that year.

This suggests that cultural background is important to the tourist experience as Morocco may have not seen a decrease if British tourists were more culturally aware.

However, according to Baz, P. (2019) domestic tourism is starting to increase with the growing middle class of the country. To support this point, Minca, C (2012) has stated that Moroccans living in larger cities are being encouraged to visit historical sites in Marrakesh to rediscover the authentic Moroccan culture.

This suggests that cultural background on the tourism experience has importance in empowering domestic tourists.

Slide 8: Future of Marrakech tourism.

As you can see, from the diagram. It is predicted that Marrakech will see a boom in direct tourism contribution and will make 1.4 billion in 2026. To support this, there have been many projects set up in order to make Marrakech more appealing, for example Baz (2019) states that one main project will expand room capacity to 375,000. With support from luxury accommodation brands like Four Seasons.

This may suggest that cultural background may not be as important to the tourist experience as some international tourists may have not considered Marrakech before branded companies settled there.

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