

MOROCCO PLANS TO DOUBLE THE NUMBER OF TOURISTS



Morocco hopes to attract more tourists to its Mediterranean and Atlantic coastal regions. In fact, it aims to double the amount of incoming tourists by 2020.

The figures speak for themselves: in 2001, 4.4 million tourists came to Morocco whereas 9.2 million arrived in 2010. Taking into account the global financial crisis, increasing worries about visiting Muslim countries and strong competition in tourism industry, it is quite an achievement. However, the Moroccans are not stopping there, and plan to double these figures by 2020, and they have the will and the cash to do it.

Morocco's cause has so far been well backed by many Arab pledges and there is no sign that the trend will not continue. **King Mohammed VI of Morocco has made it clear that tourism and its promotion is a top priority for his country in years to come** that is why there are great efforts on an external and internal basis. Apart from the obvious financial advantages, an increase in inbound tourism would open Morocco up to a greater level of cultural awareness, which, in most cases, improves the standards of the country itself.

Another massive advantage is in the job market. As many developing countries all over the world do, **Morocco relies heavily on tourism to keep people at work** and one of the intentions behind the new promotion plan is to create around 147,000 jobs in tourism. Thanks to the success in recent years, the targets set in Morocco are not unrealistic.

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