

**FACTORS INFLUENCING THE  
DEVELOPMENT OF TOURISM BETWEEN  
TURKEY AND MOROCCO**

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by

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The material included in this thesis has not been submitted wholly or in part for any academic award or qualification other than that for which it is now submitted.

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## **ABSTRACT**

### **FACTORS INFLUENCING THE DEVELOPMENT OF TOURISM BETWEEN TURKEY AND MOROCCO**

**Kadir KESKİN**

**June 2012**

Tourism is very important sector all over the world. At the same time, it is well known fact that tourism is very important for a country. For this reason every country should try to develop their tourism. This work focuses on examination of these tourism activities and how to support to develop international tourism between Turkey and Morocco. Nowadays, African countries are very popular because these countries have potential market for all sectors. There are a lot of destinations, potential tourists, attractions and people who are interested in tourism activities from this continent and this country. If we know how to use these potentials we can contribute to develop this sector. This helps raise tourism income and alternative tourism activities. And so, there are 54 African countries in this continent and all of them have tourism potential but Turkey has mutual tourism activities and relations with some of them only. This study analyzes the factors influencing the development of tourism between Turkey and Morocco. What is effecting tourism activity and how we can rise demand. If we know what are the factors influencing development of tourism with these countries, we can do new efforts to overcome these obstacles or give arise to the tourism potential between these countries, therefore we can benefit more in terms of better tourism income.

**Key words:** Tourism, international tourism, Morocco and Turkey

## **KISA ÖZET**

### **TÜRKİYE İLE FAS ARASINDA TURİZMİN GELİŞMESİNİ ETKİLEYEN FAKTÖRLER**

**Kadir KESKİN**

**Haziran 2012**

Turizm sektörü dünyanın en önemli sektörlerinden birisidir. Aynı zamanda turizmin bir ülke için ne kadar önemli olduğu bilinmektedir. Bunun için her ülke turizmin geliştirilmesi için gayret göstermektedir. Bugünlerde Afrika ülkeleri çok popülerdir, çünkü bu ülkeler her sektör için potansiyel Pazar özelliği taşımaktadır. Afrika kıtasında ve Fas'ta birçok turizm destinasyonu ve turizm faaliyetlerine katılmak isteyen birçok potansiyel turist var olduğu bilinmektedir. Eğer bu potansiyeli nasıl kullanabileceğimizi bilirsek turizme katkıda bulunabiliriz. Bu da turizm gelirlerini ve alternatif turizm faaliyetlerini artırır. Afrika kıtasında 54 ülke bulunmakta ve hepsinin turizm potansiyeli olduğu bilinmektedir, fakat Türkiye'nin bu ülkelerden sadece bir kaç tanesi ile karşılıklı turizm faaliyetleri mevcuttur. Bu çalışma, Türkiye ve Fas arasında turizmin gelişmesini etkileyen faktörler hakkındadır. İki ülke arasında turizmin gelişmesini etkileyen faktörlerin neler olduğu ve talebin nasıl artırılabileceğini inceleyerek iki ülke arasında ki uluslararası turizmi desteklemeyi ve geliştirmeyi amaçlamaktadır. Eğer biz bu ülkelerle turizmi nasıl geliştireceğimizi ve turizmin gelişmesini etkileyen faktörlerin neler olduğunu bilirsek, yeni çabalarla hem turizm gelirlerini artırırız hem de turizmin geliştirmiş oluruz.

**Anahtar Kelimeler: Turizm, Uluslararası Turizm, Fas ve Türkiye**

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## LIST OF ABBREVIATIONS

TURSAB	: Association of Turkish Travel Agencies
AIEST	: International Association of Scientific Experts in Tourism
WTO	: The World Trade Organization
UN	: United Nations
UNSC	: UN Statistical Commission
SICTA	: Standard International Classification of Tourism Activities
UK	: United Kingdom
BC	: Before Christ
AD	: After Christ
TOUREG	: Competitiveness and Knowledge in the Tourism Sector
OECD	: Organization for Economic Co-operation and Development
UNWTO	: World Tourism Organization
GDP	: Gross domestic product
US	: United States
WTTC	: The World Travel & Tourism Council
USA	: United States of America
IMF	: International Monetary Fund
BİM	: BİM Birleşik Mağazalar A.Ş
FTA	: Free Trade Agreement
AA	: Anatoly Agency
NGO	: Non-governmental organization
MENA	: Middle East and North Africa
TV	: Television

ICTD : International conference on information and communication  
technologies and development



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## INTRODUCTION

Theobald claims that “etymologically, the word *tour* is derived from the Latin, 'tornare' and the Greek, 'tornos', meaning 'a lathe or circle; the movement around a central point or axis'. This meaning changed in modern English to represent 'one's turn'. The suffix *-ism* is defined as 'an action or process; typical behavior or quality', while the suffix, *-ist* denotes 'one that performs a given action'. When the word *tour* and the suffixes *-ism* and *-ist* are combined, they suggest the action of movement around a circle. One can argue that a circle represents a starting point, which ultimately returns back to its beginning. Therefore, like a circle, a *tour* represents a journey in that it is a round-trip, i.e., the act of leaving and then returning to the original starting point, and therefore, one who takes such a journey can be called a *tourist*.”<sup>1</sup> Tourism is a large service sector with a multitude of relationships with other sectors and disciplines thereby leading to many different definitions.

“One of the first attempts to define tourism was that of Professors Hunziker and Krapf Of Berne University, in 1942.”<sup>2</sup> They suggested that tourism would be defined as “the sum of the phenomena and relationships arising from the travel and stay of non-residents, in so far as they do not lead to permanent residence and are not connected to any earning activity”.<sup>3</sup> Most journal papers deal with different definition of tourism; therefore, there is a number of studies which make a contribution to the literature by addressing a different issue or attempting to develop a specific and more analytical framework.

In addition, Charles R. Goeldner and J. R. Brent Ritchie point out that: “*Tourism is a composite of activities, services, and industries that deliver a travel experience; transportation, accommodations, eating and drinking establishments, shops, entertainment, activity facilities, and other hospitality services available for*

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<sup>1</sup> William F. Theobald, *Global Tourism*, (London: Elsevier, 2005) 10.

<sup>2</sup> J. Christopher Holloway, Neil Taylor, *The Business of Tourism*, (Harlow: Pearson Education, 2006) 25.

<sup>3</sup> *Ibid.*, 25

*individuals or groups that are traveling away from home. It encompasses all providers of visitor and visitor-related services. Tourism is the entire world industry of travel, hotels, transportation, and all other components that, including promotion, serve the needs and wants of travelers.*'<sup>4</sup>

Agreement on a comprehensive, simply comprehended and comprehensively consented explanation of tourism is difficult to reach. Two main factors make such an agreement difficult. One of these is the wide nature of the subject and second is that tourism industry includes large quantity of varied, and mutually connected, industry sectors. Every sector or science is looking from its own perspective; e.g geography, psychology, sociology, economics, anthropology, planning, business studies, statistics, history, politics, agriculture, etc. "On the tourism industry side, sectors as diverse as hotels, leisure centers, local government planning department, airlines, conservation bodies, travel agencies, museums, transport providers and entertainment complexes all lay claim to inclusion in any definition of tourism."<sup>5</sup>

This situation is stressed by Goeldner and Ritchie: "One has only to consider the multidimensional aspects of tourism and its interactions with other activities to understand why it is difficult to come up with a meaningful definition that will be universally accepted. Each of the many definitions that have arisen is aimed at fitting a special situation and solving an immediate problem, and the lack of uniform definitions has hampered the study of tourism as a discipline. Development of a field depends on (1) uniform definitions, (2) description, (3) analysis, (4) prediction, and (5) control."<sup>6</sup>

Tourism Society has attempted to clarify the issue, and reported in the early 1980s:

*"Tourism is the temporary short-term movement of people to destinations outside the places where they normally live and work, and activities during their stay*

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<sup>4</sup> Charles R. Goeldner, J. R. Brent Ritchie, *Tourism: Principles, Practices, Philosophies*.(Hoboken, New Jersey: John Wiley & Sons, 2003) 6.

<sup>5</sup> Ray Youell: *Tourism an Introduction*,(New York: Longman,1998) 9.

<sup>6</sup> Goeldner, Ritchie 6.

*at these destinations; it includes movement for all purposes, as well as day visits or excursions.*”<sup>7</sup>

This broader definition that is often quoted in the Cardiff context is the following proposed by the International Conference on Leisure, Recreation, Tourism, organized by the AIEST and the Tourism Society in 1981. “Tourism may be defined in terms of particular activities selected by choice and undertaken outside the home environment. Tourism may or may not involve overnight stay away from home.”<sup>8</sup>

Increasing number of travels, developing economic, social and international relations have caused more people to stay temporarily in places outside their homes. In addition, developing business, technology and transportation facilities and increasing welfare transformed these sectors as an industry.

On top of that, Theobald suggested that: “Tourism is the temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destinations, and the facilities created to cater to their needs. And, postulated that there are three approaches in defining tourism: economic, technical, and holistic. Economic definitions view tourism as both a business and an industry. Technical definitions identify the tourist in order to provide a common basis by which to collect data. Holistic definitions attempt to include the entire essence of the subject.”<sup>9</sup>

Finally, the following definition formulated by the WTO was approved by the UN Statistical Commission in 1993 following an International Government Conference held in Ottawa, Canada in 1991: “Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business or other purposes.”<sup>10</sup>

To define tourism as precisely as possible, the following definition may be used:

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<sup>7</sup> Holloway, Taylor 26.

<sup>8</sup> Ibid., 26.

<sup>9</sup> Theobald 11.

<sup>10</sup> Holloway, Taylor 26.

Tourism is the activity of people to stay temporarily in places outside their homes and who visit to places outside their customary surroundings, the reason of visit being leisure, and stay there for shorter than one year without interruption.<sup>11</sup>

In specific manner, all of these definitions formulate that we should categorize as tourists those:

- Afar from their normal surrounding and will be returning normal place in the future,
- This duration is impermanent and short-term, and so is smaller than one year,
- In order to join tourism activities,
- On a day visit, just stopping one night away.
- With purposes such as holiday, business and visiting relatives, family or friends.

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<sup>11</sup> Drs. Bas Amelung et al. Global tourism towards an integrated approach.17.05.2012.<  
<http://fama2.us.es:8080/turismo/turismonet1/economia%20del%20turismo/economia%20del%20turismo/GLOBAL%20TOURISM.PDF>>.

**Table 1: Travel and Tourism Definitions: WTO/UN Tourism Definitions and the SICTA Classification System:**

<p>1) Visitor (V): Any person travelling to a place other than that of his/her usual environment for up to 12 months and whose main purpose of trip is leisure, business ,pilgrimage, health, etc., other than the exercise of an activity remunerated from within the place visited or migration.</p> <p>Transport Crew and Commercial Travelers (even those travelling to different destinations over the year) may be regarded as travelling in their usual environment and excluded from visitors (Transport Crew are usually excluded from Frontier Control), also those travelling year round (or most the year) between two places of residence (e.g., weekend homes, residential study).</p> <p>(2) Tourist (T, stay-over/overnight): A visitor staying at least one night in the place visited (not necessarily in paid accommodation).</p> <p>(3) Same-day visitor (SDV, Excursionist, Day-visitor): A visitor who does not stay overnight in the place visited, e.g.:</p> <p>(a) Cruise Visitor (CV), who may tour for one or more days, staying overnight on the ship (includes foreign naval personnel off duty).</p> <p>(b) Border Shopper (BS), who may have high expenditures on purchases of food, drink, tobacco, petrol, etc.; excluding border workers.</p> <p>(4) Travelers: Visitors and</p> <p>(a) Direct Transit Travelers (DT, e.g., at an airport, between two nearby ports);</p> <p>(b) Commuters, routine travel for work, study, shopping, etc.;</p> <p>(c) Other Noncommuting Travel (ONT), e.g., occasional local travel, transport crew or commercial traveler (to various destinations), migrants (including temporary work), diplomats (to/from their duty station).</p> <p>(5) Passengers (PAX, Revenue): Travelers excluding crew, nonrevenue (or low revenue) travelers e.g., infants, free or travelling on a discount of up to 25%.</p>
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(Cont.)

- (6) Tourism: The activities of visitors, persons travelling to and staying in places outside their usual environment for up to 12 months for leisure, business, pilgrimage, etc.
- (a) International: (i) Inbound, (ii) Outbound: may include overnight stay(s) in country of residence,
  - (b) Domestic (in country of residence).
- (7) Tourism Industry: Establishments providing services and goods to visitors, including:
- (a) Hospitality (hotels, restaurants, etc.),
  - (b) Transport,
  - (c) Tour Operators and Travel Agents, Attractions,
  - (d) Other branches of the economy supplying visitors (some of these may also provide a significant volume of services and goods to nonvisitors, and the proportion of revenue etc. due to visitors is important in estimating receipts from tourism).
- (8) The Travel and Tourism Industry (TTI): The tourism industry (and receipts from tourism, etc.) together with the provision of goods and services by establishments to other noncommuting travelers occasional local travelers, etc.

Source: William F. Theobald, *Global Tourism: The meaning, scope, and measurement of travel and tourism* (London: Elsevier, 2005) 17.

# CHAPTER 1

## TOURISM

### 1.1 Tourism And Its Development In The World

We can say that tourism is as old as the first human. Furthermore, tourism has developed parallel to the development of mankind. For instance, money was invented by Sumerians to facilitate travel and accommodation. In addition, trade and commerce required construction of inns along the trade routes.<sup>12</sup>

Historically, travel occurred in prehistoric times, in middle ages, early pleasure travel, the grand tour and the renaissance; in the industrial age, development of early transportation systems, modern transport systems and advent of high speed trains enhanced tourism.<sup>13</sup>

Originally, people travelled on foot; later, they used animals and four-wheeled carriages. After that, it was followed by rail transport, sea transport, modern cars and airplanes. All of these innovations facilitated and enhanced tourism.

Tourism and international tourism are one of the world's significant economic and social success stories that like long way or time, has no beginning or end. It is a event that has been created and is difficult to define because of the complexity. To summaries, when time began so did tourism.<sup>14</sup>

As can be seen, "the concept of travel and tourism is as old as civilization itself. An overview of tourism's historical development is required in order to fully appreciate today's modern tourism environment and to understand the challenges of the globalized economy.<sup>15</sup> Most historians of tourism have tended to focus on Europe, from the Greeks and Romans, to the railway and Thomas Cook in the UK.

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<sup>12</sup> A.K. Bhatia, *Tourism Development: Principles and Practices*. (New Delhi: Sterling Publishers Private Limited, 2007) 3.

<sup>13</sup> *Ibid.*, 4.

<sup>14</sup> Ian Yeoman, *Tomorrow's Tourist: Fluid And Simple Identities*, 12.03.2012

<[http://www.ttra.com/docs/pdf/Tomorrows\\_Tourist\\_-\\_Journal\\_of\\_Globalisation\\_Studies\\_Master.pdf](http://www.ttra.com/docs/pdf/Tomorrows_Tourist_-_Journal_of_Globalisation_Studies_Master.pdf)>

<sup>15</sup> Global Swot Analysis<[http://www.tour.teithe.gr/files/MISC/GLOBAL\\_SWOT\\_Analysis\\_final.pdf](http://www.tour.teithe.gr/files/MISC/GLOBAL_SWOT_Analysis_final.pdf) > 01.04.2012.



However, it is important to recognize that tourism has existed in other regions of the World for centuries.”<sup>16</sup>

“History reveals” the “harsh realities of travel in ancient times” and civilization. The search for basic necessities of life, water, food, shelter and safety kept early hunters constantly on the move from one settlement to another. This often meant dangerous and difficult travel for individuals, families or the entire communities. In the absence of any organized roads, people travelled by foot or on animal backs over open fields, forests, and marshy lands often facing great dangers. Movement across the land was a virtual adventure that required caution and skill.<sup>17</sup>

“The history of tourism cannot be easily traced; back in the ancient years, as ancient world empires grew in Africa, Asia and the Middle East, the infrastructure necessary for travel such as land routes and water ways was created and vehicles and other means for travel were developed. During the Egyptian dynasties, travel for both business and pleasure began to flourish, and hospitality centers were built along major routes and in the cities to accommodate travelers travelling between central government posts and outlying territories. At the height of the Assyrian empire, the means of travel were improved, the roads were improved, and markers were established to indicate distances and directions. Later, the Persians made further improvement to the road systems and developed four-wheeled carriages for transportation.”<sup>18</sup>

Furthermore, “It is often thought that the beginnings of tourism date back to ancient Greece and Rome because we have evidence of tourism, from these eras, in terms of travel and tourism writing, for example. The earliest recorded tourism in Greece tended to be specialist in nature and related to religious practice; people visited religious festivals and consulted oracles. They also attended sporting events like the Olympic Games which began in BC 776, but even these had a religious significance.”<sup>19</sup>

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<sup>16</sup> TOUREG: Innovation and Tourism Knowledge, Competitiveness and Knowledge in the Tourism Sector, <[http://www.tourisminnovation.eu/downloads/search\\_result.pdf](http://www.tourisminnovation.eu/downloads/search_result.pdf)> , 15 February 2012, 16.

<sup>17</sup> Bhatia 3.

<sup>18</sup> Toureg,16.

<sup>19</sup> Ibid., 16.

“Early Greeks advanced tourism developments in two particular areas. First, through the development of a coin currency, replacing the need for travelers to carry goods to barter at their final destination for other goods and services. Secondly, the Greek language spread throughout the Mediterranean area, making it easier to communicate as one travelled. At the height of the Roman Empire, the ruling patrician class enjoyed their leisure during the periods of relative peace. Like the Greeks before them, they observed their own athletic and religious events and travelled to these cities. Sightseeing was also popular with the wealthy Romans; their most popular choice of tourism destination was Greece! Romans also toured Egypt to see the Sphinx and the Pyramids. Alexandria was a cosmopolitan oasis for Roman aristocracy, since many nationalities were represented there including Egyptians, Greeks, Jews, Ethiopians, Indians, and Syrians. In addition, the Romans developed extensively the concept of *spa therapy* and bequeathed it to the rest of the world. Until the 17th century, spa therapy was combined with relaxation, entertainment and the development of pleasant social activities. However, the spa therapy, although a form of tourism, had very few conceptual and practical similarities with what denote today the words holidays and tourism.”<sup>20</sup>

According to TOUREG Research Team, “Thomas Cook has been the so called father of the tourist trade, since, on July 5th 1841, he arranged to take a group of about 500 members of his local Temperance Society from Leicester London Road railway station to a rally in Loughborough, eleven miles away, having arranged with the rail company to charge one shilling per person that included rail tickets and food for this train journey.”<sup>21</sup>

“When industrialization across Europe gave rise to an affluent middle class with an increasing amount of free time, tourism began to take shape as an international industry. However, for the most part of the 19th century it has been expensive and limited to a small number of destinations.”<sup>22</sup>

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<sup>20</sup> Toureg, 15-16.

<sup>21</sup> Global SwotAnalysis<[http://www.tour.teithe.gr/files/MISC/GLOBAL\\_SWOT\\_Analysis\\_final.pdf](http://www.tour.teithe.gr/files/MISC/GLOBAL_SWOT_Analysis_final.pdf)> 01.04.2012

<sup>22</sup> Ibid.,`

When in the 1960- 1970's a growing number of people had disposable incomes and the desire for "something new", "reasonably priced commercial aircrafts airplanes made international travel easier; mass tourism had arrived."<sup>23</sup>

Mass tourism started to develop after 1960s; with increasing standards of living, developments in transportation system and more free time, the demand for international tourism grew day by day.

Today, tourism is a big service sector which influences more than 38 sectors. For this reason, tourism has become very important.

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<sup>23</sup> Global Tourism Trends.14.04.2012<  
[www.stepc.gr/\\_docs/.../GLOBAL\\_SWOT\\_Analysis\\_TOUREG.pdf](http://www.stepc.gr/_docs/.../GLOBAL_SWOT_Analysis_TOUREG.pdf)>.

## **1.2 Historical Development Of Turkish Tourism And Its Contribution To The World Tourism**

### **1.2.1 Before 1923**

Turkish tourism is as old as Turkish history; Turkish people have been involved with tourism for a long time.<sup>24</sup> It is a well known fact that Turks have founded many states and civilizations in Anatolia. Moreover, Anatolia is like a bridge connecting Asia and Europe and there are many significant trade routes pass through Anatolia. For this reason, trade was supported by Turks and many caravansarys were built, in order to provide accommodation. These caravansarys were built fulfilled accommodation needs of travelers as well as stables for their animals. We can say that caravansaray is the first structure which may be likened to hotel or motel.

What`s more, first travel insurance was put into practice by Anatolian Selcuklu State in the 11th and 13th century in order to protect caravans and encourage people to develop their business.<sup>25</sup> Subsequently rest houses (Hans) followed caravansarays, also founded by Turks. In addition, pilgrimage became very important for Turkish people, after their acceptance of Islam. This is the second reason for mass tourism and travel after trade.

By the time, the Ottoman State was founded in Anatolia, tourism had improved slowly. When the Ottoman Empire started to expand, tourism started to develop more rapidly. Also, Evliya Celebi, who visited many destinations and wrote many books including his observations, encouraged people to visit these destinations.

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<sup>24</sup> Sezgin, Orhan Mesut. Genel Turizm. Ankara: Tutibay, 1995, 22.

<sup>25</sup> Sezgin, 22.

During the time of the Ottoman Empire, there were many treaties which organized travel conditions.<sup>26</sup> As a result, many government officials, observers, tourists, traders, etc from various countries started to visit the Ottoman land.

### **1.2.2 Between 1923-1963**

The first meeting about tourism was done by government in 1949. And this meeting called first tourism consultation committee. In order to develop Turkish tourism, a comprehensive report was prepared by this committee. It was including principle of Turkish tourism. So it was formulating government and private enterprise mission about tourism. After that government legislated new laws in 1953, 1954, 1955, 1956 and 1960 years.<sup>27</sup>

### **1.2.3 After 1963**

A first comprehensive study and analysis was done in 1963-1967 which named 1th development plan. After that each five years has done a new development plan. All of the developments plans are liken each other. One another expression is that they have a common or same side which aims to develop Turkish tourism. Furthermore we can say that tourism to Turkey began to develop with these plans.<sup>28</sup>

Turkey`s tourism started to grow step by step during the early 1980s. Because of political problems prevented from developing. But also Turkey`s tourism has dramatically started to increase in 1988. The development of international mass tourism in Turkey is observed in 1982. Turkey was opened to mass tourism and Turkey`s tourism began to grow. After 1983, government was committed to further political and economic reform. This rapid expansion is rapidly growing.<sup>29</sup>

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<sup>26</sup> Sezer, H. (2003). *Traveling Permission In The Ottoman Empire (18-19th Century)*. Ankara Universitesi Dergiler Veri Tabani , 106.

<sup>27</sup> Sezgin, 150.

<sup>28</sup> Ibid., 157.

<sup>29</sup> Burton, R. *Travel Geography* ( Harlow: Longman.1995).

Tourism Strategy of Turkey- 2023 was prepared in 2007 by government and which is a comprehensive future plan. If we can put into practice this strategy, tourism will be better than today.

### **1.3 DEVELOPMENT OF INTERNATIONAL TOURISM**

International tourism includes mutual touristic movement from nation to nation, or from country to country and can be divided into outbound tourism and inbound tourism.

“Underlying the foregoing conceptualization of tourism is the overall concept of traveler, defined as any person on a trip between two or more countries or between two or more localities within his/her country of usual residence. All types of travelers engaged in tourism are described as visitors, a term that constitutes the basic concept of the entire system of tourism statistics. International visitors who are travel for a period not exceeding 12 months to a country other than the one in which they generally reside and whose main purpose is other than the exercise of an activity remunerated from within the place visited. Internal visitors are persons who travel to a destination within their own country that is outside their usual environment, for a period not exceeding 12 months. All visitors are subdivided into two further categories:

**1. Same-day visitors:** Visitors who do not spend the night in a collective or private accommodation in the country visited—for example, a cruise ship passenger spending four hours in a port.

**2. Tourists:** Visitors who stay in the country visited for at least one night— for example, a visitor on a two-week vacation

There are many purposes for a visit—notably pleasure, business, and other purposes, such as family reasons, health, and transit.”<sup>30</sup>

The first highest intention of international “tourism is to become better acquainted with” citizens “in other places and countries, owing to the fact that this furthers the understanding, perceiving and appreciation that builds a better world for

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<sup>30</sup> Goeldner, Ritchie 8.

all. International tourism and travel also causes the exchange of awareness and ideas that another worthy objective.” International tourism and “travel raises levels of human experience, recognition, and achievements in many areas of learning, research, and artistic activity”.<sup>31</sup>

It is a well known fact that international tourism is very important for world peace. Prejudice is a big handicap to understand person to person or nation to nation. International tourism enables to reduce this handicap and therefore this condition involves a positive effect on peace. What’s more “when people travel from country to country with a sincere desire to learn more about their global neighbors, knowledge and understanding grow. Then at least a start has been made in improving world communication, which seems so important in building bridges of mutual appreciation, respect, and friendship.”<sup>32</sup>

Tourism and international tourism can also improve local quality of life. To exemplify, an important source of income and tax revenues for local authority comes from the tourism industry. Indeed, tourism is affecting positively all other sectors. Moreover, it creates new jobs and employment.

Dennis and Brown have observed that: “Some rural areas may be more willing to levy higher taxes on tourists because they are transitory, and, hence, may be perceived by local authorities as being more captive to user fees and other forms of taxation. This can lead to higher quality public services and lower local tax rates. Tourism can also support local culture in rural areas by encouraging restoration of local and regional historic sites. And tourism, which is generally considered to be a relatively clean industry, may foster local conservation efforts.”<sup>33</sup>

Another important thing is the globalization process. Globalization process is supported by tourism. Both domestic tourism and international tourism are significant players in the globalization process. Rapid expansion of new destinations,

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<sup>31</sup> Ibid., 262.

<sup>32</sup> Goeldner, Ritchie 283.

<sup>33</sup> Dennis M. Brown, *Rural Tourism: An Annotated Bibliography.*( Washington, Economic Research Service) 2.

new demand, and new markets contribute to this process and are strongly influenced by globalization.<sup>34</sup>

Furthermore, international tourism is a new economic and social reality within which globalization has to operate. The tourism industry by its very nature is vulnerable to the changing market realities; hence, it can both affect and be affected by globalization.

In addition, tourists were allowed “easier access across borders with reduced” obstacles to commerce, business and travel from the liberalization of transport. “The impact of strong economic growth in many developing countries, liberal economic policies, dramatic changes in the efficiency and cost of transport,<sup>35</sup> and a growing global middle class (now estimated at more than 2 billion people) with rising living standards, have created a new dynamic in international tourism flows.”<sup>36</sup> In the same time, Sinclair and Stabler assert that: “Tourism has been one of the highest growth activities in the world during the 1980s and 1990s, in terms of both expenditure and foreign currency generation”.<sup>37</sup> According to Sharpley: “Over the last half century, international travel and tourism has grown dramatically in terms of both arrivals and receipts.”<sup>38</sup> “However, the key point is that, although the annual rate of growth is slowing, travel and tourism is resilient to external factors. Major events, such as ‘9/11’, have only limited and temporary impacts on overall growth of travel and tourism, which is forecast to continue in the foreseeable future.”<sup>39</sup>

Figure 1 shows that over the last six decades tourism has grown systematically from 25,3 million arrivals in 1950 to 284,3 million in 1980, to 435

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<sup>34</sup> Travel Tourism Economic Impact.14.04.2012  
[http://www.tourismiskey.com/downloads/2011/WTTC\\_Tourism2011.pdf](http://www.tourismiskey.com/downloads/2011/WTTC_Tourism2011.pdf).

<sup>35</sup> Hotel Mule. Globalisation and changing markets18.04.2012  
<<http://www.hotelmule.com/management/html/81/n-3681-2.html>>.

<sup>36</sup> OECD Tourism Trends and Policies  
2010.13.03.2012.<[http://www.planbleu.org/portail\\_doc/OCDE\\_tourism\\_trends2010.pdf](http://www.planbleu.org/portail_doc/OCDE_tourism_trends2010.pdf)> 53.

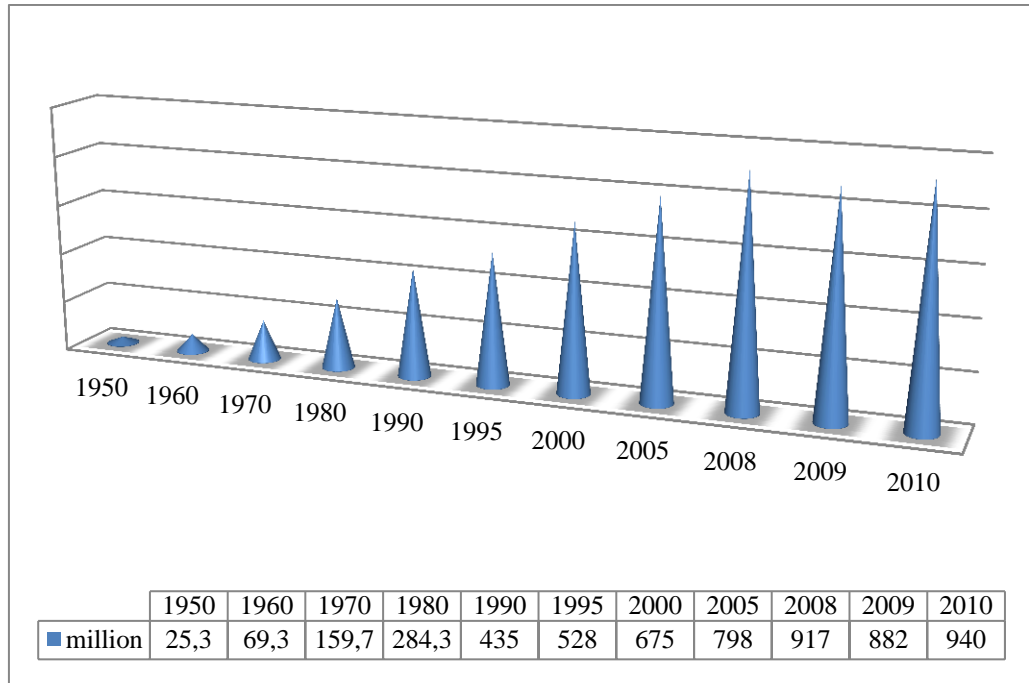
<sup>37</sup> M.Thea Sinclair and Mike Stabler, The Economics of Tourism.( New York, Taylor & Francis e-Library, 2002) 124.

<sup>38</sup> Richard Sharpley, Travel and Tourism.(London, Sage Publications Ltd, 2006) 20.

<sup>39</sup>Travel and Tourism in 2020. 16.04.2012 < <http://www.docstoc.com/docs/7942775/Travel-and-tourism-in-2020>> and Supporting Tourism  
<[www.tourism.gc.ca/eic/site/034.nsf/vwapj/tourism.../tourism\\_e.pdf](http://www.tourism.gc.ca/eic/site/034.nsf/vwapj/tourism.../tourism_e.pdf)>



million in 1990, to 675 million in 2000 and reaching 917 million in 2008 but with a decrease to 882 million in 2009 and increase again to 940 million in 2010.

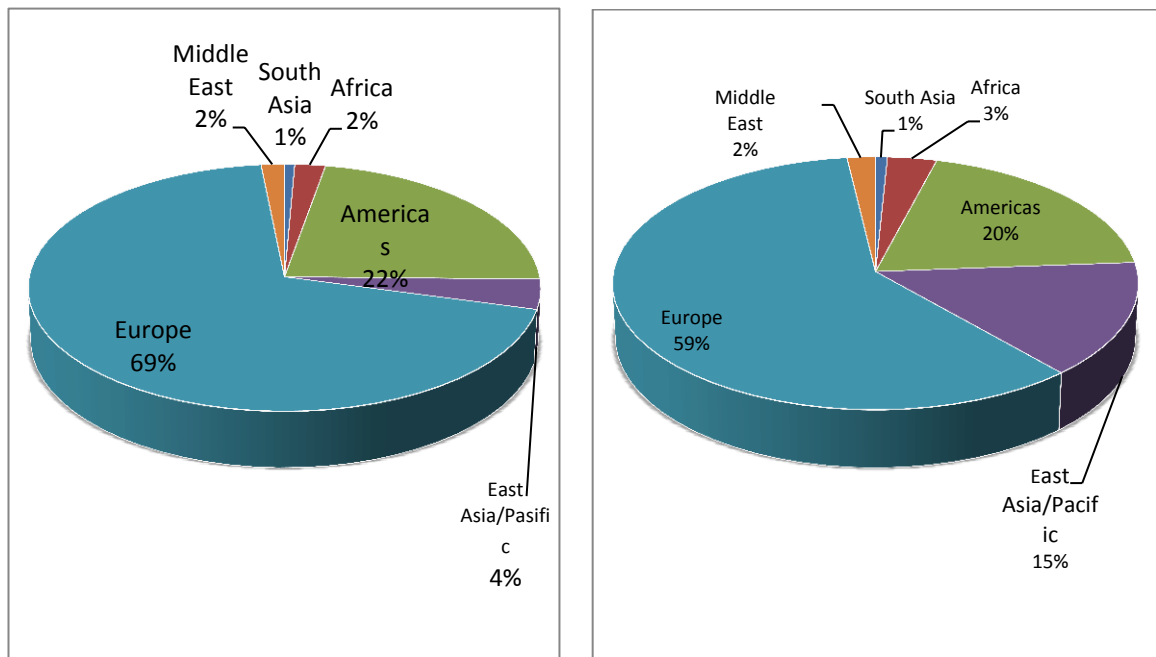


**Figure 1:** International Tourist Arrivals

Source: Adapted from UNWTO

The figure 2 depicts the percentage distribution of international tourist arrivals from 1975 to 1995, by region. Europe's share of international tourist arrivals was 69 percent in 1975, 59 percent in 1995 and is forecasted to be at 41 percent in 2030. The number of international tourist arrivals in 2010, by world region. Europe was the recipient of 476.6 million arrivals, a share of 50.7 percent of the total global market. For 2010, the UNWTO reports a total of about 940 million international tourist arrivals.<sup>40</sup>

<sup>40</sup> Statista. International tourist arrivals by region of origin worldwide from 1990 to 2010 (in millions) 21.02.2012<<http://www.statista.com/statistics/194576/international-tourist-arrivals-by-region-of-origin-worldwide/>>



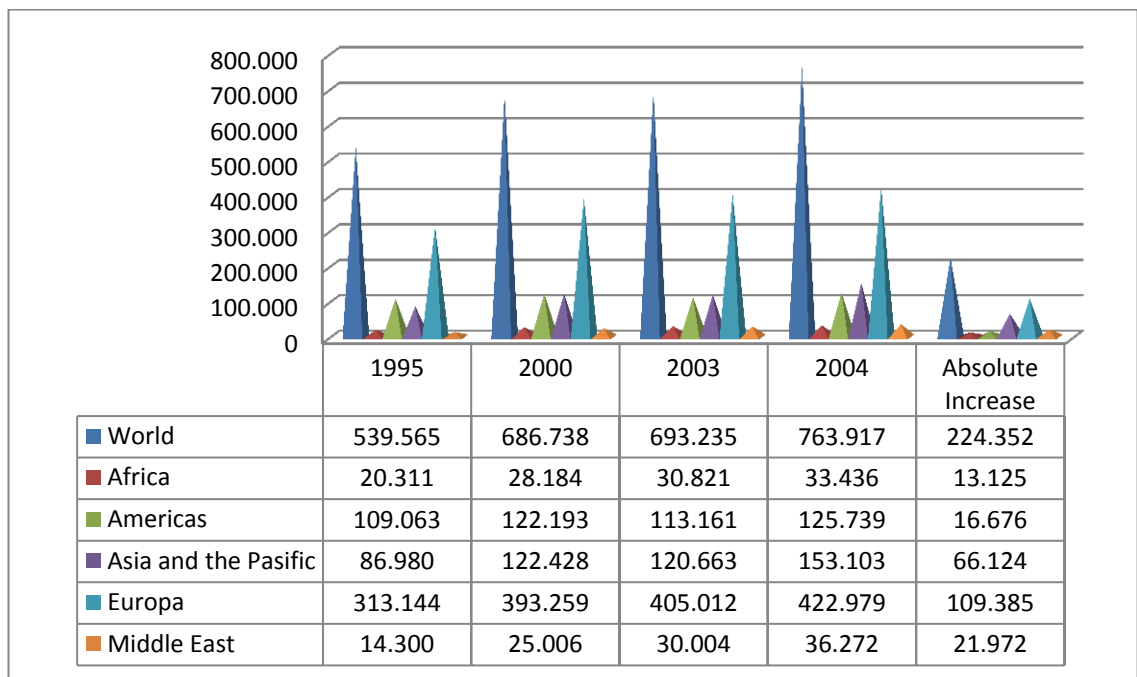
**Figure 2:** Regional Shares of International Tourist Arrivals 1975 and 1995

Source: Ray Youell

At the same time, the figure shows the number of arrivals in East Asia and Pacific has been dramatically increasing from 1975 to 1995. Europe's share of international tourist arrivals is decreasing. Furthermore, international tourist arrivals in East Asia and Pacific was 109.265.347 in 2008 and 107.705.360 in 2009, according to a World Bank report, published in 2010.<sup>41</sup> What factors cause demand and supply to fluctuate? There are a number of things that can cause supply and demand to fluctuate. One of these is very important that easy access and cheap price. It may cause to increase the popularity of this region.

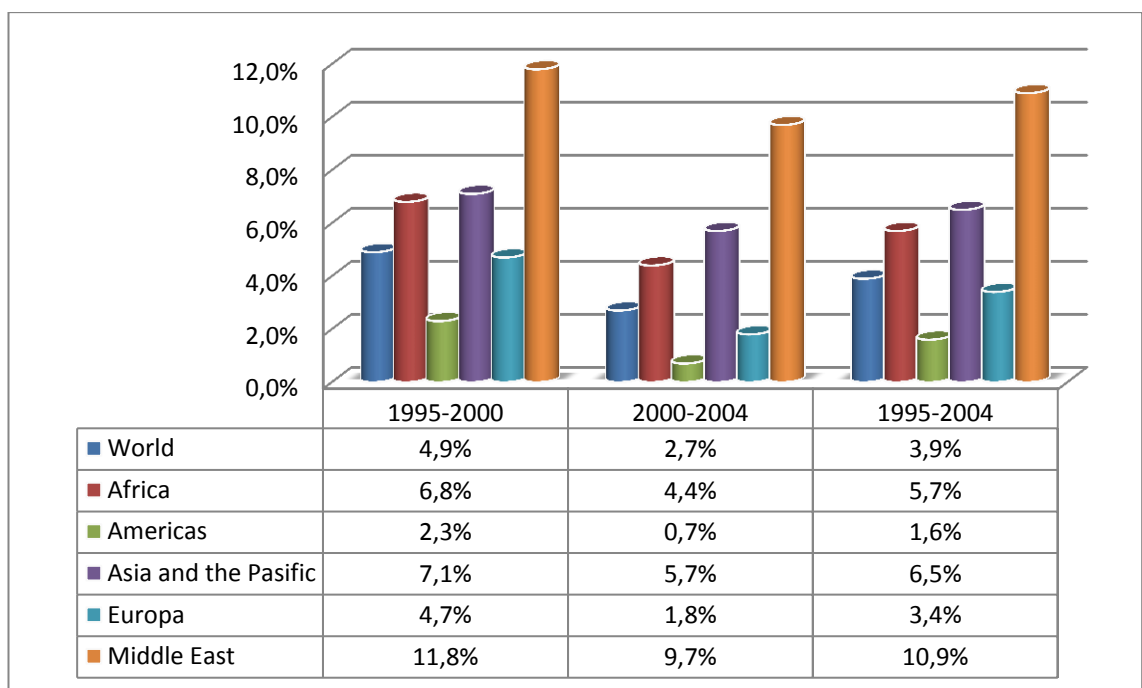
These figures depict the increase of number of international tourist arrivals and the percentage distribution of international tourist arrivals from 1995 to 2004, by world and by region.

<sup>41</sup> Trading Economics, International Tourism; Number of Arrivals in East and Pacific. 21.02.2012. <<http://www.tradingeconomics.com/east-asia-and-pacific/international-tourism-number-of-arrivals-wb-data.html>>



**Figure 3:** International Tourist Arrivals, 1995-2004

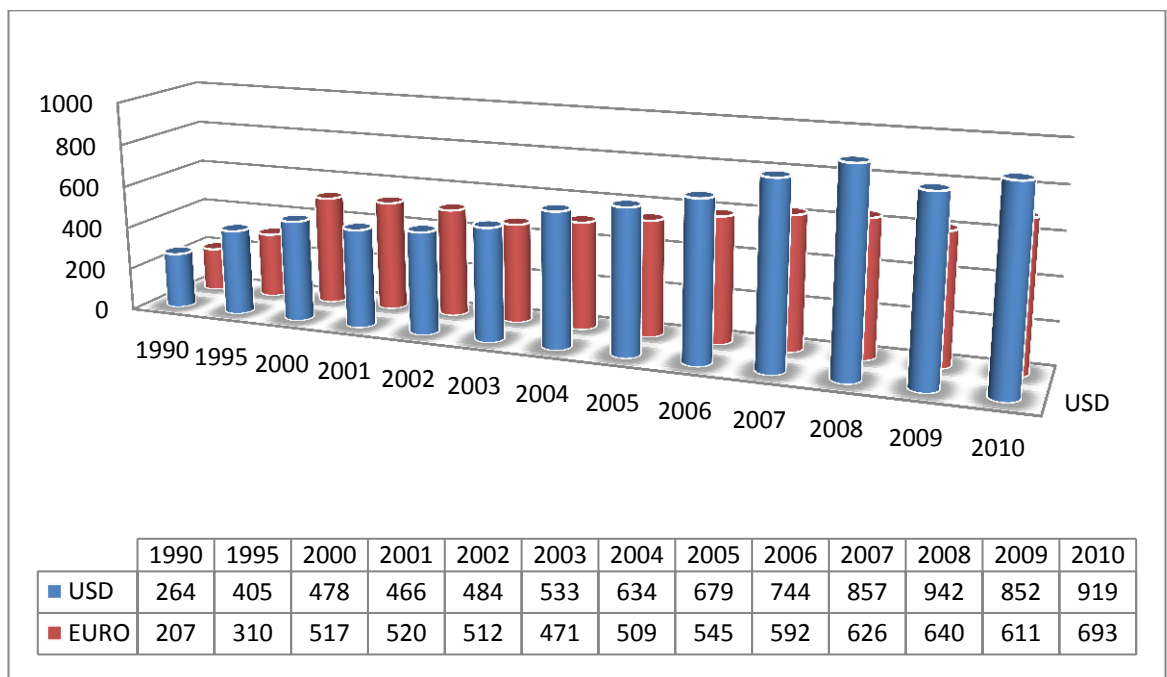
Source: Adapted from UNWTO



**Figure 4:** Increasing International Tourist Arrivals Rate 1995-2004

Source: Adapted from UNWTO

Receipts have risen from US\$ 2.1 billion in the 1950s to US\$ 942 billion in 2008 to US\$ 919 billion, although this was down in 2009 to US\$ 852 billion. However, it should be noted that this has not been a smooth growth, and the development of tourism over the last 60 years has been punctuated by declines and recoveries. Tourism has experienced continued growth and diversification to become one of the largest and fastest growing economic sectors in the world. In 2009 the contribution of tourism to economic activity worldwide is estimated at 5%. Many new destinations have emerged alongside the traditional ones of Western Europe and North America. Almost all countries in the world now receive visitors. Growth has been particularly high in the world's emerging regions; the share in international tourist arrivals received by developing countries has steadily risen from 32% in 1990 to 46% in 2008 and 47% in 2009. By 2020 international arrivals are expected to reach close to 1.6 billion.<sup>42</sup>

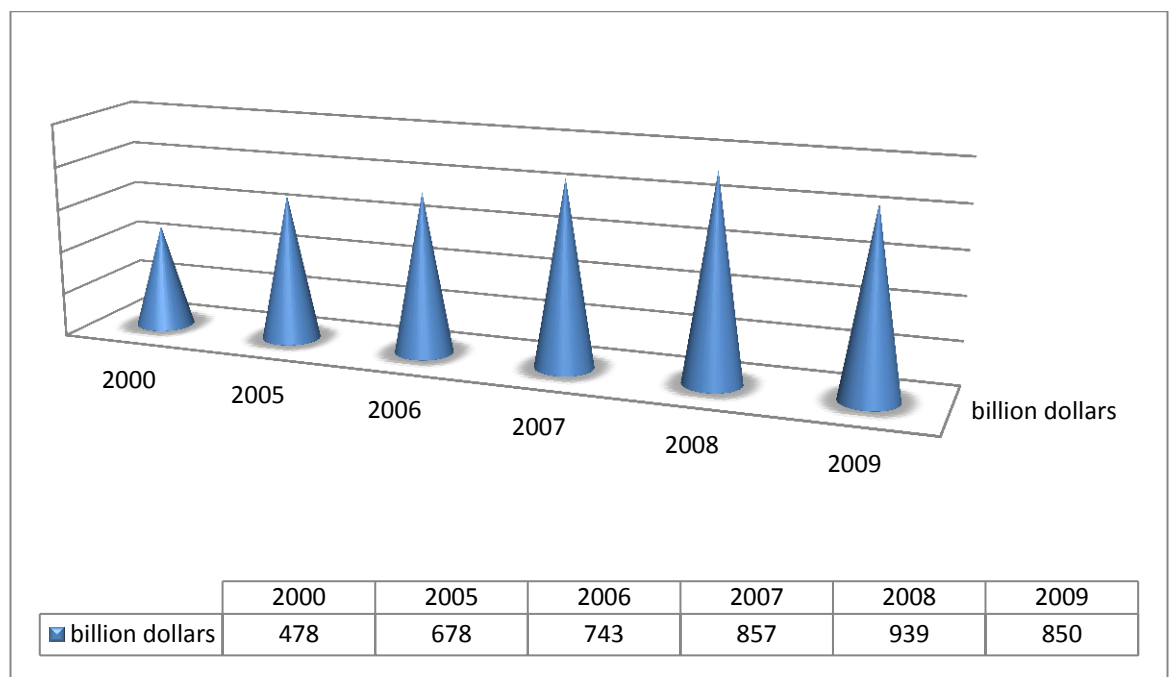


**Figure 5:** International Tourism Receipts, 1990-2010

Source: Adapted from UNWTO

<sup>42</sup> UNWTO, Policy and Practice for Global Tourism 21.03.2012  
 <[http://pub.unwto.org/WebRoot/Store/Shops/Infoshop/4D93/3C61/DDD2/4F6C/8E4C/C0A8/0164/5C4F/110330\\_policy\\_practice\\_global\\_tourism\\_excerpt.pdf](http://pub.unwto.org/WebRoot/Store/Shops/Infoshop/4D93/3C61/DDD2/4F6C/8E4C/C0A8/0164/5C4F/110330_policy_practice_global_tourism_excerpt.pdf)>(Madrid, World Tourism Organization, 2011) 3.

World Travel & Tourism Council reported that: “The rapid rise in global demand for Travel & Tourism over the past few decades has been spurred by the rise in living standards, in turn fuelled by growing wealth, coupled with the increased affordability of air travel.”<sup>43</sup> Expenditures have risen from US\$ 478 billion in the 2000s to US\$ 678 billion in 2005s; to US\$ 743 billion in 2006s; to US\$ 857 billion in 2007s; to US\$ 939 billion in 2008s; although this was down in 2009 to US\$ 850 billion.<sup>44</sup> (see Figure 6)



**Figure 6:** International Tourism Expenditures, 2000-2009

Source: Adapted From UNWTO

*“In 2010, the most significant destination of international tourist arrivals has been France, followed by the United States of America, China and Spain. The United States of America ranks first in receipts with US\$ 103,5 billion (see Table 3). Spain maintains its position as the second biggest earner worldwide and the first in Europe. France, China and Italy rank third, fourth and fifth, respectively. The United*

<sup>43</sup> World Travel & Tourism Council: Travel & Tourism 2011  
 <[http://www.wttc.org/site\\_media/uploads/downloads/traveltourism2011.pdf](http://www.wttc.org/site_media/uploads/downloads/traveltourism2011.pdf)>. (Madrid, World Travel & Tourism Council, 2011) 1.

<sup>44</sup> Ibid.,

*Kingdom is sixth in terms of arrivals and seventh in receipts. Both Turkey and Germany climbed one rank in arrivals, occupying the seventh and eighth positions respectively.<sup>45</sup> In receipts, Germany kept its sixth place and Turkey the tenth. Malaysia entered the 2010 top ten ranking the number nine spot in arrivals. Completing the top ten ranking in arrivals were Mexico (10th) ,and in receipts Australia (8th) and Hong Kong(China) entered the 2010 top ten ranking the number nine spot in receipts. ”<sup>46</sup>*

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<sup>45</sup>UNWTO Tourism Highlights 16.04.2012  
<<http://www.bmwfj.gv.at/Tourismus/TourismusInOesterreich/Documents/UNWTO%20Highlights%202010.pdf>>

<sup>46</sup> UNWTO, Policy and Practice for Global Tourism 3.

**Table 2: International Tourist Arrivals By Country Of Destination 2010**

Rank	Country	UNWTO Regional Market	International tourist arrivals (2010)	International tourist arrivals (2009)	Change 2009 to 2010
1	 France	Europe	76.8 million	76.8 million	+0.0%
2	 United States	North America	59.7 million	55.0 million	+8.7%
3	 China	Asia	55.7 million	50.9 million	+9.4%
4	 Spain	Europe	52.7 million	52.2 million	+1.0%
5	 Italy	Europe	43.6 million	43.2 million	+0.9%
6	 United Kingdom	Europe	28.1 million	28.2 million	-0.2%
7	 Turkey	Europe	27.0 million	25.5 million	+5.9%
8	 Germany	Europe	26.9 million	24.2 million	+10.9%
9	 Malaysia	Asia	24.6 million	23.6 million	+3.9%
10	 Mexico	North America	22.4 million	21.5 million	+4.4%

Source: [http://en.wikipedia.org/wiki/Tourism#World\\_tourism\\_statistics\\_and\\_rankings/20.12.2012](http://en.wikipedia.org/wiki/Tourism#World_tourism_statistics_and_rankings/20.12.2012)

International tourism receipts grew to US\$919 billion (€693 billion) in 2010, corresponding to an increase in real terms of 4.7% from 2009. The World Tourism Organization reports the following countries as the top ten tourism earners for the year 2010, with the United States by far the top earner.<sup>47</sup> (See Table 3)

<sup>47</sup>Tourism 20.04.2012< <http://en.wikipedia.org/wiki/Tourism>>

**Table 3: International Tourism Receipts 2010**

Rank	Country	UNWTO Regional Market	International Tourism Receipts (2010)
1	 United States	North America	\$103.5 billion
2	 Spain	Europe	\$52.5 billion
3	 France	Europe	\$46.3 billion
4	 China	Asia	\$45.8 billion
5	 Italy	Europe	\$38.8 billion
6	 Germany	Europe	\$34.7 billion
7	 United Kingdom	Europe	\$30.4 billion
8	 Australia	Oceania	\$30.1 billion
9	 Hong Kong (China)	Asia	\$23.0 billion
10	 Turkey	Europe	\$20.8 billion

Source:[http://en.wikipedia.org/wiki/Tourism#World\\_tourism\\_statistics\\_and\\_rankings/20.12.2012](http://en.wikipedia.org/wiki/Tourism#World_tourism_statistics_and_rankings/20.12.2012)

The World Tourism Organization reports the following countries as the top ten biggest spenders on international tourism for the year 2010.(see Table 4)



**Table 4: International Tourism Expenditures 2010**

Rank	Country	UNWTO Regional Market	International Tourism Expenditures (2010)
1	 Germany	Europe	\$77.7 billion
2	 United States	North America	\$75.5 billion
3	 China	Asia	\$54.9 billion
4	 United Kingdom	Europe	\$48.6 billion
5	 France	Europe	\$39.4 billion
6	 Canada	North America	\$29.5 billion
7	 Japan	Asia	\$27.9 billion
8	 Italy	Europe	\$27.1 billion
9	 Russia	Europe	\$26.5 billion
10	 Australia	Oceania	\$22.5 billion

Source: [http://en.wikipedia.org/wiki/Tourism#World\\_tourism\\_statistics\\_and\\_rankings/20.12.2012](http://en.wikipedia.org/wiki/Tourism#World_tourism_statistics_and_rankings/20.12.2012)

**Table 5: Most-Visited Cities By International Tourist Arrivals**

City	Country	International visitors (millions)	Year
Paris	 France	15.2	2010
London	 United Kingdom	14.7	2010
New York City	 United States	9.7	2010
Antalya	 Turkey	9.2	2010
Singapore	 Singapore	9.2	2010
Kuala Lumpur	 Malaysia	8.9	2010
Hong Kong	 Hong Kong (China)	8.4	2010
Dubai	 United Arab Emirates	7.4	2010
Bangkok	 Thailand	7.2	2010
Istanbul	 Turkey	6.9	2010

Source: [http://en.wikipedia.org/wiki/Tourism#World\\_tourism\\_statistics\\_and\\_rankings/20.12.2012](http://en.wikipedia.org/wiki/Tourism#World_tourism_statistics_and_rankings/20.12.2012)

UNWTO stressed that “tourism has become one of the major international trade categories. The overall export income generated by international tourism including passenger transport reached US\$ 1 trillion in 2009, or US\$ 3 billion a day.<sup>48</sup> Tourism exports accounted for as much as 30% of the world’s exports of commercial services and 6% of overall exports of goods and services in 2009. Globally, as an export category, tourism ranks fourth after fuels, chemicals and automotive products. For many developing countries it is one of the main income sources and the number one export category, creating much needed employment and opportunities for development and becoming a key ‘invisible’ earner.”<sup>49</sup>

**Table 6:** World Travel & Tourism Direct Contribution to GDP, Travel & Tourism Total Contribution to GDP from 2000-2006

World	2000	2001	2002	2003	2004	2005	2006
<b>Travel &amp; Tourism Direct Contribution to GDP</b>							
<b>US\$ bn</b>	1071.850	1050.110	1057.230	1161.450	1313.140	1403.400	1518.580
<b>Real growth (%)</b>	7.0	-0.5	-0.7	0.3	4.5	1.9	3.7
<b>% share</b>	3.2	3.2	3.1	3.0	3.1	3.0	3.0
<b>Travel &amp; Tourism Total Contribution to GDP</b>							
<b>US\$ bn</b>	3285.610	3235.020	3246.600	3570.820	4077.580	4403.680	4775.510
<b>Real growth (%)</b>	3.9	0.2	-1.2	0.1	5.3	3.0	3.9
<b>% share</b>	10.0	9.9	9.6	9.4	9.6	9.6	9.6

Sources: WTTC data processing.

<sup>48</sup> World Tourism Organization 18.05,2012< <http://unwto.org/en/content/why-tourism>>

<sup>49</sup> UNWTO, Policy and Practice for Global Tourism 3.

**Table 7: World Travel & Tourism Direct Contribution to GDP, Travel & Tourism Total Contribution to GDP from 2006-2013**

World	2007	2008	2009	2010	2011	2012	2013
<b>Travel &amp; Tourism Direct Contribution to GDP</b>							
<b>US\$ bn</b>	1696.470	1792.630	1674.010	1795.550	1972.810	2005.380	2136.120
<b>Real growth (%)</b>	2.8	-2.5	-3.6	3.0	2.9	2.4	3.1
<b>% share</b>	3.0	2.9	2.8	2.8	2.8	2.8	2.8
<b>Travel &amp; Tourism Total Contribution to GDP</b>							
<b>US\$ bn</b>	5380.810	5842.630	5409.790	5775.550	6346.100	6460.780	6906.420
<b>Real growth (%)</b>	3.7	0.1	-4.5	2.5	2.6	2.5	3.5
<b>% share</b>	9.6	9.5	9.3	9.1	9.1	9.1	9.1

Sources: WTTC data processing.

The most powerful justification for developing tourism is its contribution to national, regional and global GDP and employment.

The impacts of Travel and Tourism run deep in our economies. It is not just about the money visitors spend on travel, accommodation, activities and souvenirs – visitor exports which, in 2011, is expected to exceed US\$1.2 trillion around the world. But, by its very nature, the industry stimulates the engagement and collaboration of communities, tourists, governments, local suppliers and businesses throughout the supply chain. And the 260 million estimated people around the world whose jobs are supported by Travel & Tourism (100 million of whom work directly in the industry) all spend a proportion of their own income on goods and services from all parts of the economy. Furthermore, demand for Travel & Tourism both international and domestic – stimulates investment. In 2011 4.5% of total capital investment, or some US\$650 billion, will be driven by Travel & Tourism.<sup>50</sup>

<sup>50</sup> Travel & Tourism 2011 2.

**Table 8:** World Travel & Tourism Direct Contribution to Employment, Travel & Tourism Total Contribution to Employment from 2000 - 2006

World	2000	2001	2002	2003	2004	2005	2006
<b>Travel &amp; Tourism Direct Contribution to Employment</b>							
<b>Real growth (%)</b>	12.5	-3.1	2.6	2.3	4.4	1.2	3.9
<b>% share</b>	3.5	3.4	3.4	3.4	3.5	3.5	3.6
<b>Travel &amp; Tourism Total Contribution to Employment</b>							
<b>Real growth (%)</b>	-4.1	-3.1	1.5	1.6	4.8	0.6	3.2
<b>% share</b>	9.7	9.2	9.2	9.2	9.5	9.5	9.6

Sources: WTTC data processing

**Table 9:** World Travel & Tourism Direct Contribution to Employment, Travel & Tourism Total Contribution to Employment from 2007 - 2013

World	2007	2008	2009	2010	2011	2012	2013
<b>Travel &amp; Tourism Direct Contribution to Employment</b>							
<b>Real growth (%)</b>	-0.6	0.1	-2.9	0.2	1.2	2.3	1.4
<b>% share</b>	3.5	3.5	3.3	3.3	3.3	3.3	3.3
<b>Travel &amp; Tourism Total Contribution to Employment</b>							
<b>Real growth (%)</b>	2.7	-3.5	-2.9	-1.4	1.3	2.0	2.0
<b>% share</b>	9.7	9.2	8.9	8.6	8.6	8.7	8.7

Sources: WTTC data processing

**Table 10:** World Visitor Exports From 2000 - 2006

World	2000	2001	2002	2003	2004	2005	2006
<b>Visitor Exports</b>							
<b>US\$ bn</b>	549.343	537.305	558.392	615.564	731.456	793.651	864.639
<b>Real growth (%)</b>	7.2	-0.5	-0.5	-1.7	8.3	3.4	4.1
<b>% share</b>	6.8	6.9	6.8	6.5	6.4	6.1	5.7

Sources: WTTC data processing.

*“International tourism is an invisible export in that it creates a flow of foreign currency into the economy of a destination country, thereby contributing directly to the current account of the balance of payments.<sup>51</sup> Like other export industries, this inflow of revenue creates business turnover, household income,*

<sup>51</sup>Rodica Minciuc. Amfiteatru Economic. Tourism growth and its effects in the economy 18.05, 2012  
<<http://www.amfiteatruconomic.ro/ArticolEN.aspx?CodArticol=78>>

employment, and government revenue.<sup>52</sup>Travel and Tourism is one of the world's largest industries accounting for 9% of global GDP. This is more than the automotive industry which account for 8.5%, and only slightly less than the banking sector which accounts for 11%. ”<sup>53</sup>

**Table 11:** World Visitor Exports From 2007 - 2013

World	2007	2008	2009	2010	2011	2012	2013
<b>Visitor Exports</b>							
<b>US\$ bn</b>	993.347	1097.290	977.986	1058.560	1170.590	1165.210	1233.620
<b>Real growth (%)</b>	4.2	2.0	-6.4	4.7	3.8	1.5	1.8
<b>% share</b>	5.7	5.5	6.1	5.6	5.2	5.1	4.9

Sources: WTTC data processing.

**Table 12:** World Visitor Exports From 2014 - 2021

World	2014	2015	2016	2017	2018	2019	2020	2021
<b>Visitor Exports</b>								
<b>US\$ bn</b>	1294.840	1374.670	1462.680	1554.320	1650.330	1750.610	1857.220	1971.430
<b>Real growth (%)</b>	4.2	4.5	3.7	3.4	3.3	3.2	3.2	3.2
<b>% share</b>	4.8	4.7	4.6	4.5	4.4	4.4	4.3	4.3

Sources: WTTC data processing.

However, according to the UNWTO Handbook on Market Segmentation 2007, the scale of participation in international tourism is still relatively low at a global scale. For example, in 1970, there were 4.5 international trips per 100 populations globally, which grew to 11.5 by 2000. This is expected to grow to 21 by 2020, a quadrupling in 50 years, but remains low due to barriers to travel. Yet, what these statistics suggest is that participation in international tourism is still not universally accessible and is unlikely to be so for the foreseeable future for many of the world's population, with constraints such as cost, availability of time, inclination and other restrictions, making it an entirely discretionary activity. This is one factor

<sup>52</sup> Theobald 82.

<sup>53</sup> Travel & Tourism 2011 3.

associated with the increased competition amongst countries and destinations seeking to capture the market for tourism, due to its economic benefits. This is reflected in more than 200 National Tourism Organizations charged with competing for such business for their countries.<sup>54</sup>

In addition, tourism includes hospitality which is an important global growth industry. There are now some 12.7 million hotel rooms around the world, including 4.9 million in the USA and 3.9 million in Europe. In total, the number of new rooms planned or under development (1.3 million) equates to more than 7% of the existing worldwide stock, while in the Middle East and Africa – which together are responsible for almost half the new rooms under construction – the share is more than 20%.<sup>55</sup> Travel and Tourism has clearly demonstrated its resilience over the past decade. Although the industry has weathered its fair share of wars, global recession, health scares, disasters, high oil prices, exchange rate fluctuation, terrorist attacks, pandemics and other health scares, to a whole host of natural disasters including earthquakes and tsunamis, floods, cyclones and forest fires – the negative impact has usually been localized and short term. This is highlighted by the growth in international arrivals worldwide from 2000 to 2010, as recorded by the World Tourism Organization. Furthermore, Arabian Spring caused to down international tourism in 2011. Over the ten-year period, average annual growth was 3.4% – from 674 million in 2000 to 940 million in 2010 – with emerging markets (5.6%) strongly outpacing advanced economies (1.8%). Total arrivals volume declined in only three years during the decade.<sup>56</sup>

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<sup>54</sup> UNWTO, Policy and Practice for Global Tourism 3.

<sup>55</sup> Travel & Tourism 2011 6.

<sup>56</sup> Ibid., 8.

**Table 13:** World Domestic Travel & Tourism Spending, Government Individual Travel & Tourism Spending, Leisure Travel & Tourism Spending, Business Travel & Tourism Spending From 2000 - 2006

World	2000	2001	2002	2003	2004	2005	2006
<b>Domestic Travel &amp; Tourism Spending</b>							
US\$ bn	1594.230	1545.690	1533.510	1686.160	1882.280	2019.720	2192.430
Real growth (%)	4.9	-1.4	-1.5	0.8	3.4	2.4	4.2
% share	4.8	4.7	4.5	4.4	4.4	4.4	4.4
<b>Government Individual Travel &amp; Tourism Spending</b>							
US\$ bn	22.830	10.688	5.288	23.856	35.559	38.231	40.885
Real growth (%)	35.5	-52.3	-48.9	295.9	37.5	3.5	3.2
% share							
<b>Leisure Travel &amp; Tourism Spending</b>							
US\$ bn	1604.440	1549.270	1558.600	1755.500	1997.010	2121.450	2282.090
Real growth (%)	3.8	-1.8	-0.7	2.4	4.8	1.1	3.0
% share	2.4	2.3	2.3	2.3	2.3	2.2	2.2
<b>Business Travel &amp; Tourism Spending</b>							
US\$ bn	562.031	544.630	538.483	569.751	652.574	729.547	815.130
Real growth (%)	11.8	-1.2	-3.8	-3.6	6.1	7.3	7.6
% share	0.8	0.8	0.8	0.7	0.7	0.7	0.8

Sources: WTTC data processing.



**Table 14:** World Domestic Travel & Tourism Spending, Government Individual Travel & Tourism Spending, Leisure Travel & Tourism Spending, Business Travel & Tourism Spending From 2007- 2013

World	2007	2008	2009	2010	2011	2012	2013
<b>Domestic Travel &amp; Tourism Spending</b>							
US\$ bn	2425.350	2573.810	2365.830	2539.210	2791.170	2873.970	3083.040
Real growth (%)	2.3	-1.7	-6.1	2.6	2.6	3.0	3.9
% share	4.3	4.2	4.0	4.0	4.0	4.0	4.0
<b>Government Individual Travel &amp; Tourism Spending</b>							
US\$ bn	45.775	51.255	52.164	55.476	60.311	60.839	63.375
Real growth (%)	3.9	4.1	4.1	2.5	1.7	1.7	2.1
% share							
<b>Leisure Travel &amp; Tourism Spending</b>							
US\$ bn	2551.000	2770.250	2574.000	2775.820	3056.890	3115.230	3325.520
Real growth (%)	2.5	0.3	-4.1	3.3	2.9	2.6	3.1
% share	2.2	2.1	2.1	2.1	2.1	2.1	2.1
<b>Business Travel &amp; Tourism Spending</b>							
US\$ bn	913.377	951.927	822.023	879.316	968.448	987.812	1056.200
Real growth (%)	3.7	-3.1	-11.6	2.9	3.2	2.2	3.8
% share	0.7	0.7	0.6	0.6	0.6	0.6	0.6

Sources: WTTC data processing.

**Table 15:** World Internal Travel & Tourism Consumption, Capital Investment From 2007 - 2013

World	2007	2008	2009	2010	2011	2012	2013
<b>Internal Travel &amp; Tourism Consumption</b>							
US\$ bn	3464.190	3722.300	3395.980	3653.250	4022.070	4100.020	4380.030
Real growth (%)							
% share	4.7	4.6	4.6	4.4	4.4	4.4	4.3
<b>Capital Investment</b>							
US\$ bn	638.178	737.367	646.755	674.799	742.971	764.833	839.354
Real growth (%)	8.0	5.9	-9.7	-0.1	2.4	3.1	5.9
% share	5.0	5.3	5.0	4.8	4.8	4.8	4.8

Sources: WTTC data processing.

## CHAPTER 2

### GENERAL OVERVIEW of TOURISM SECTOR IN MOROCCO

#### 2.1 Country Profile

**Table 16:** Country Profile

Capital		:Rabat
Largest city		:Casablanca
Official language(s)		: French, Arabic
Native languages		:Berber, Moroccan Arabic, Hassaniya.
Ethnic groups		: 99.1% Arab-Berber 0.7% other 0.2% Jews
Denomination		:Moroccan
Government		: Unitary Parliamentary Democracy and Constitutional Monarchy
Legislature		:Parliament
Independence		: from France March 2, 1956 and Spain April 7,1956
Population		: 2011 estimate 34,000,000
GDP (PPP)		:2011 estimate
-	Total	\$158.994 billion (56th)
-	Per capita	\$4,940 (115th)
GDP (nominal)		:2011 estimate
-	Total	\$100. Billion (59th)
-	Per capita	\$3,117 (112nd)
Currency		:Moroccan dirham (MAD)
Rank		: 54th Economy of Morocco

Source: World Bank and IMF Financial Statistics and Republic of Turkey Ministry of Foreign Affairs

## 2.2 Geography and Population

“Officially, the Kingdom of Morocco is a country located in the north region of Africa. It has a population of about 34 million approximately and an area of 710,850 km<sup>2</sup>, including the disputed region of the Western Sahara.”<sup>57</sup> At the same time Morocco is well known as part of the Maghreb region. It shares cultural, historical and linguistic ties with neighborhood countries like Tunisia, Algeria, Mauritania, and Libya.



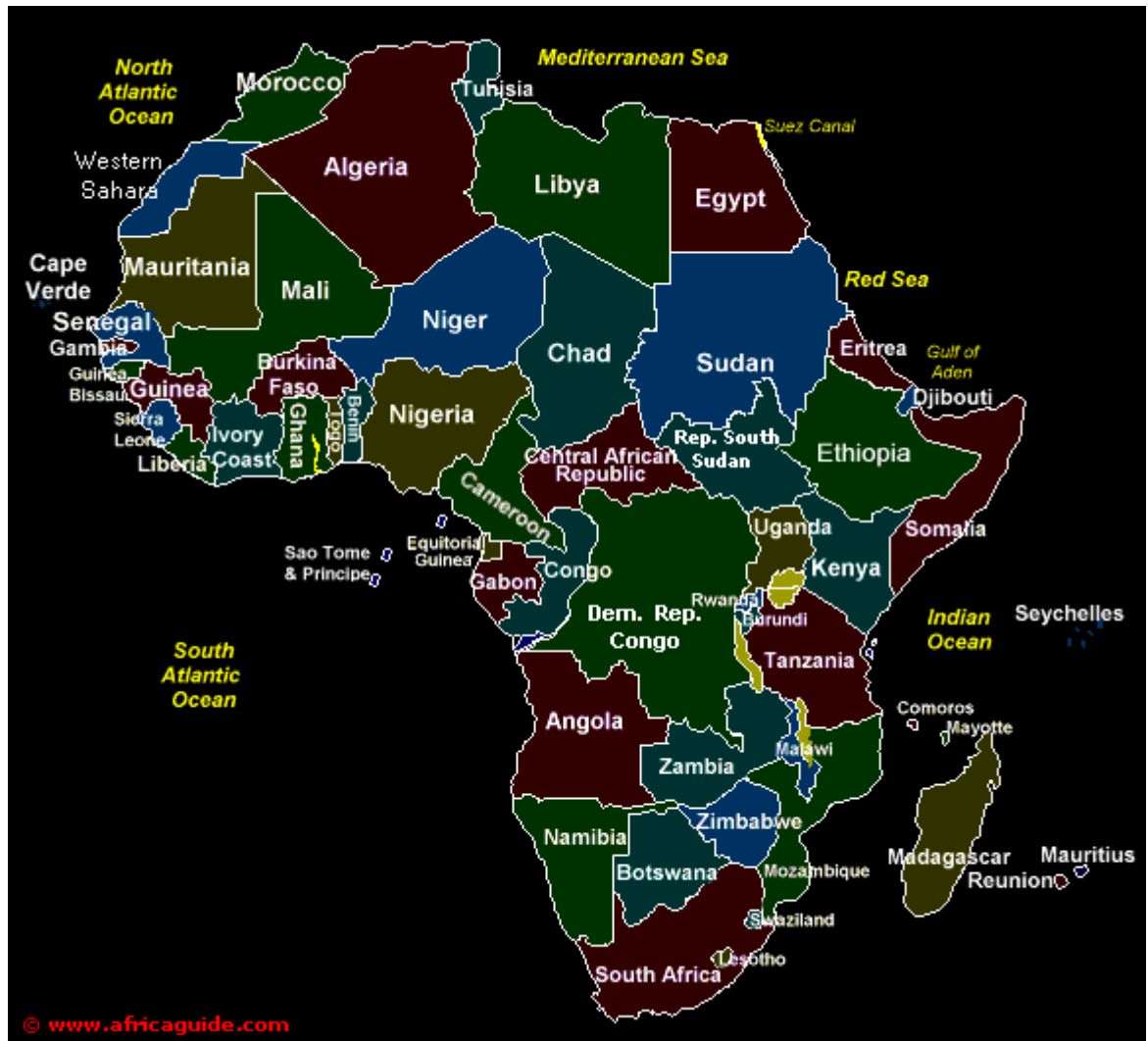
Morocco looks like a gate which has two sides, one opening to Africa and the other to Europe. Moreover, Morocco likes a bridge to other countries. It is well known fact that the Strait of Gibraltar is a very strategic location for the Morocco`s geography. Morocco borders the North Atlantic Ocean and the Mediterranean Sea, between Algeria and Western Sahara; Algeria to the east, and Western Sahara to the south.<sup>58</sup> The borders of the country lie between latitudes 27° and 36°N, and

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<sup>57</sup> Republic of Turkey Ministry of Foreign Affairs, Relations between Turkey and Morocco. 29 Feb. 2011 < <http://www.mfa.gov.tr/relations-between-turkey-and-morocco.en.mfa> >.

<sup>58</sup> The New York Times Company. 24.03.2012. <<http://geography.about.com/library/cia/blcmorocco.htm>>.

longitudes 1° and 14°W, it also lies mostly between 21° and 36°N, to Western Sahara.<sup>59</sup>



<sup>59</sup> Wikimedia Foundation, Inc. and (Relations between Turkey and Morocco)

### 2.3 Language and Law

Literally, the name “al-Mamlakat al-Maghribiyyah” translates as “The Western Kingdom.”<sup>60</sup> The English name “Morocco”, and the Turkish name, known as “Fas”, “comes from the ancient Idrisid and Marinid capital, Fez.”<sup>61</sup>



Government type is monarchy with an elected parliament. Morocco has a parliament, but The King holds all powers, including dissolving the parliament. Executive power is exercised by the government but most importantly by

<sup>60</sup> Republic of Turkey Ministry of Foreign Affairs, Relations between Turkey and Morocco. 29 Feb. 2011 < <http://www.mfa.gov.tr/relations-between-turkey-and-morocco.en.mfa> >.

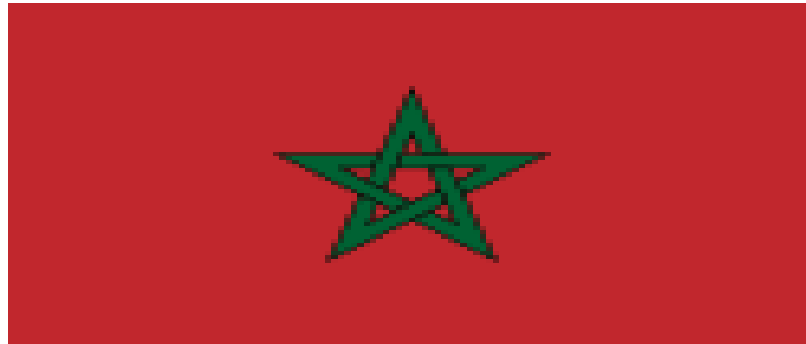
<sup>61</sup> Ibid., and Wikimedia Foundation, Inc.

the king himself.<sup>62</sup> The capital is Rabat and the largest city is Casablanca; other major cities are Marrakesh, Tetouan, Tangiers, Sale, Fez, Agadir, Meknes, Oujda, and Nador.<sup>63</sup>

Official Language is Moroccan, Arabic, and French, also Moroccan Arabic and Berber is a mother tongue; French is often used as the language of business, government, and diplomacy.<sup>64</sup>

Legal system is based on Islamic law; French and Spanish civil law system are used in judicial review of legislative acts in Constitutional Chamber of Supreme Court.<sup>65</sup>

#### Kingdom of Morocco Flag



## 2.4 Climate

The climate is Mediterranean, but becomes more extreme in the interior region. Especially the North terrain and the coastal area are useful for agriculture. Forests cover about 12% of the land, arable land accounts for 18% and only 5% is irrigated. In the Middle Atlas, there are many different climates which allow different species and many plants. A different climate is seen in the mountainous areas. Moreover, on the other side of these mountains, the climate changes, due to the barrier, shelter effect of the mountainous system<sup>66</sup>. It is very dry

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<sup>62</sup> Duke University, Student Affairs.15.05.2012<<http://studentaffairs.duke.edu/blog-entry/flag-week-morocco>>.

<sup>63</sup> Republic of Turkey Ministry of Foreign Affairs, Relations between Turkey and Morocco.

<sup>64</sup> The New York Times Company.

<sup>65</sup> Republic of Turkey Ministry of Foreign Affairs, Relations between Turkey and Morocco. 29 Feb. 2011< <http://www.mfa.gov.tr/relations-between-turkey-and-morocco.en.mfa> >.

<sup>66</sup> Morocco Introduction.15.05.2012,<<http://www.zfhz.org/english/newsdis1.asp?id=870&type=7>>.

and extremely warm during the summer, especially on the lowlands and on the valleys facing the Sahara.<sup>67</sup>

## 2.5 Economy

Morocco is known as a developing country and Morocco's economy is a liberal one. After 1993, the government has followed a economic program which included a policy of privatization of certain economic sectors.<sup>68</sup>

*“Nowadays, Morocco is an important player in the continent`s economic affairs, and is the 5th African economy by GDP. The World Economic Forum sited Morocco as the 2nd most competitive economy in North Africa behind Tunisia, in its African Competitiveness Report 2009<sup>69</sup>. Additionally, Morocco is ranked the 1st African country by the Economist Intelligence Unit' quality-of-life index, ahead of South Africa.”<sup>70</sup>*

*“The economic reforms of government enabled to improve their economy and they achieved sustainable growth. The steady yearly growth was in the region of 4–5% from 2000 to 2007, including 4.9% year by year growth in 2003–2007, helping the Moroccan economy to become much more robust compared to a few years ago.<sup>71</sup> This situation led to more diversification, with new service and industry centers like Casablanca and Tangier. The agriculture sector is being rehabilitated and experienced growth of over 20% in 2009. For 2012, the World Bank forecasts a rate of 4 percent growth for Morocco and 4.2 percent for following year, 2013.”<sup>72</sup>*

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<sup>67</sup> Relations between Turkey and Morocco and Wikimedia Foundation, Inc.

<sup>68</sup> Nuqudy, 01 Mar

2011<[http://english.nuqudy.com/General\\_Overview/North\\_Africa/IMF\\_Gives\\_Morocco\\_P-875](http://english.nuqudy.com/General_Overview/North_Africa/IMF_Gives_Morocco_P-875)>.

<sup>69</sup>Economy of Morocco.15.05.2012< [http://en.wikipedia.org/wiki/Economy\\_of\\_Morocco](http://en.wikipedia.org/wiki/Economy_of_Morocco)>.

<sup>70</sup> World Economic Form. Africa Competitiveness Report. And 16.05.2012

<[http://www.sccs.swarthmore.edu/users/08/ajb/tmve/wiki100k/docs/Economy\\_of\\_Morocco.html](http://www.sccs.swarthmore.edu/users/08/ajb/tmve/wiki100k/docs/Economy_of_Morocco.html)>

<<http://www.weforum.org/en/initiatives/gcp/Africa%20Competitiveness%20Report/index.htm>>.

<sup>71</sup> Economy of Morocco.15.05.2012< [http://en.wikipedia.org/wiki/Economy\\_of\\_Morocco](http://en.wikipedia.org/wiki/Economy_of_Morocco)>.

<sup>72</sup> Ibid.,

## 2.6 Tourism

Morocco is one of the oldest Kingdoms in the world and was independent until it became a French protectorate in 1912. This ancient country was founded in 808 AD. For these reasons Morocco has alley ways and wealth of ancient monuments, palaces and tombs. All of these are focuses of cultural tourism.<sup>73</sup>

*“During the 1970s and 1980s, the government encouraged the tourism market and mass tourism.<sup>74</sup> Between 1980-1990, the country welcomed approximately 1-1,5 million Europeans visitors. Most of them were French or Spanish, with about 100,000 each from Britain, Germany, and the Netherlands.<sup>75</sup> Tourists mostly visited large beach resorts along the Atlantic coast, particularly Agadir. About 20,000 people from Saudi Arabia visited, some of whom bought holiday homes.”<sup>76</sup>*

Moroccans` capacity to generate outbound tourism is considerable and the potential of the country as a tourist destination is extremely large, and physically, the climate is a major potential.

It is clear that the country is truly on the periphery of the Western World`s tourism. However, the country is the focus of international travel and tourism for other groups of the world`s population.

The natural environment is thus hospitable. Historic and cultural resources and all of these factors that might encourage Western inbound tourism can operate in this part of the region, in fact circumstances combine to reduce the likelihood of Western tourism.<sup>77</sup>

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<sup>73</sup> Burton 356.

<sup>74</sup> Ibid.,

<sup>75</sup> MoroccoBoard.com.Morocco News Board Feed, Hamid Mernissi.Tourism In Morocco: Law Of The Far West.15.05.2012 <<http://www.moroccoboard.com/viewpoint/115-hamid-mernissi/809-tourism-in-morocco-law-of-the-far-west->>.

<sup>76</sup> Morocco Tourism Administration. 15.05.2012<[http://www.tourisme.gov.ma/index\\_en.htm](http://www.tourisme.gov.ma/index_en.htm)>

<sup>77</sup> Ibid.,



Better political relationships between Morocco and other countries, accessibility of this country, government's attitude toward the promotion of Western tourism have allowed people to visit this country in growing numbers each year.

Morocco has over 3,500 km of coastline and faces the Atlantic and Mediterranean; the very richness and the diversity of its nature, its age-old history, the legendary hospitality of its people as well as its ancient traditions, have made tourism one of the major levers of socio-economic development.<sup>78</sup> "By means of a rigorous policy based on strong incentives for investment in the sector, a diversified offering meeting the needs of tourists and the continuing adjustment of legislation to the requirements of the tourist industry, Morocco aims to highlight its potentialities and its richness, with a view of reaching the objectives set forth by the 2010 vision."<sup>79</sup> The total volume of Morocco's tourism appears to relate to the developing and achievement of their goals.

In Morocco, tourist activity is more widely spread. Casablanca, Agadir and their hinterland is, of course, the main center for both domestic and international tourists. In addition, the tourism resources of Morocco are varied; long sandy beaches, Sahara, desert and mountain landscapes, ski resorts in the High Atlas and wealth of historic cities.<sup>80</sup>

According to the 2010 Vision:

"The defined objectives are very ambitious both in terms of quantity and quality and aims at achieving the following objectives. Concerning tourist arrivals, it is planned to reach 10 million tourists, 7 million of whom will be international tourists (against 5.5 million in 2005); As regards hotel capacity, 160,000 beds will be created (130,000 beds in seaside resorts and 30,000 beds in the cultural destinations of the country), putting the national accommodation capacity up to 230,000 beds. Investments should reach 8 to 9 billion Euros, (planning of the new seaside tourist resorts, infrastructures, hotel business and entertainment). Receipts are expected to reach Euro 48 billion in foreign currency. 600,000 new jobs will be created. Contribution of

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<sup>78</sup> Morocco Business News.Morocco Tourism.15.04.2012.<<http://www.moroccobusinessnews.com/Sectors/Tourism.asp>>.

<sup>79</sup> Ibid.,

<sup>80</sup> Burton 357.

tourism to the GDP, should annually rise by 8.5% (on average), which would bring it to around 20% by the year in 2010”.<sup>81</sup>

“The Azur Plan which aims at the creation of six new appropriate seaside resorts/stations on six priority sites, notably: Saidia (Berkane), Lixus (Larache), Mazagan (El Haouzia, El Jadida), Mogador (Essaouira), Taghazout (Agadir) and Plage Blanche (Guelmim)”.<sup>82</sup>

The major growth sectors are tourism, telecoms and textile. In addition, the significant resources of the Moroccan economy are sales of fish and sea food, phosphates, and tourism.<sup>83</sup>

Tourism in Morocco is a major resource and “well developed, with a strong tourist industry focused on the country's coast, culture, and history. Morocco has been one of the most politically stable countries in Africa, which has allowed tourism to develop. The Moroccan government created a Ministry of Tourism in 1985.”<sup>84</sup>

The Mediterranean beaches offer very good opportunities for swimming and water sports. The Atlantic coast has many nice beaches, golf, horse riding, tennis facilities, water sports and Sahara desert.<sup>85</sup>

“Morocco's relatively high number of tourists has been aided by its location, tourist attractions, and relatively low price. Cruise ships visit the ports of Casablanca and Tangier. Morocco is close to Europe and attracts visitors to its beaches. Because of its proximity to Spain, tourists in southern Spain's coastal areas take one- to three-day trips to Morocco. Air services between Morocco and Algeria have been established, many Algerians have gone to Morocco to shop and visit family and friends. Morocco is relatively inexpensive because of the devaluation of the dirham and the increase of hotel prices in Spain. Morocco has an excellent road and

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<sup>81</sup> Morocco Tourism Administration. 28.03.2012. <  
<http://www.moroccobusinessnews.com/Sectors/Tourism.asp>>.

<sup>82</sup> Morocco Business News.28.03.2012.  
<<http://www.moroccobusinessnews.com/Sectors/Tourism.asp>>.

<sup>83</sup> Economy of Morocco,28.03.2012 <[http://en.wikipedia.org/wiki/Economy\\_of\\_Morocco#cite\\_note-6](http://en.wikipedia.org/wiki/Economy_of_Morocco#cite_note-6)>.

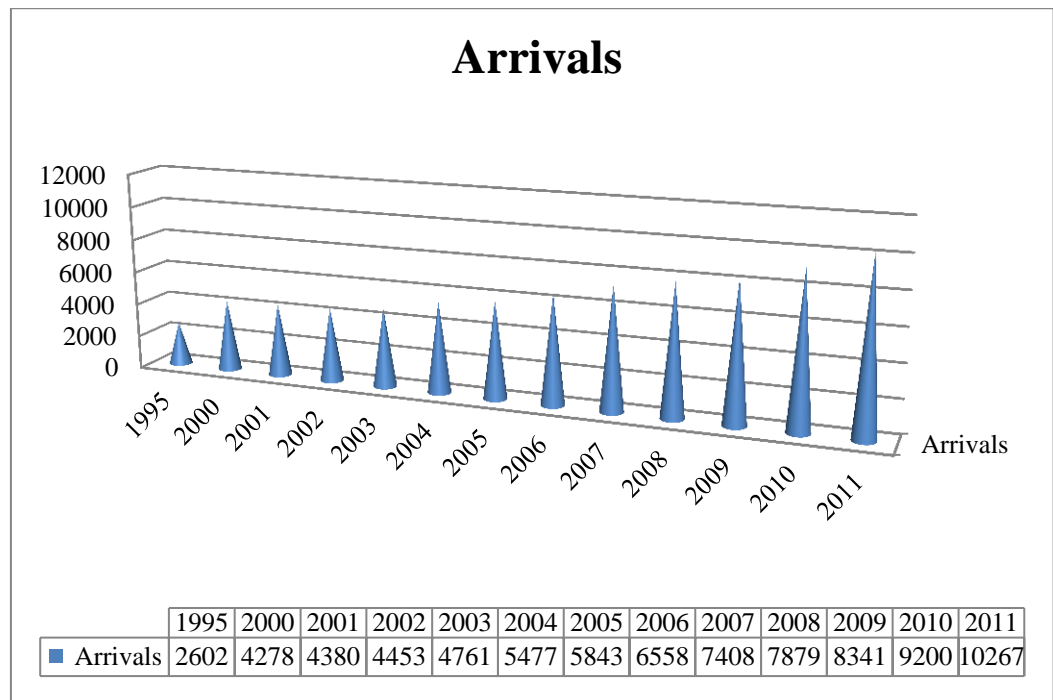
<sup>84</sup> The free encyclopedia.Tourism in Morocco.15.05/2012.<[http://en.wikipedia.org/wiki/Tourism\\_in\\_Morocco](http://en.wikipedia.org/wiki/Tourism_in_Morocco)>.

<sup>85</sup> Burton 258.

rail infrastructure that links the major cities and tourist destinations with ports and cities with international airports. Low-cost airlines offer cheap flights to the country.”<sup>86</sup>

### 2.6.1 Morocco - International Tourist Arrivals

The value for International tourism, number of arrivals in Morocco over the last 16 years has grown systematically from 2,6 million arrivals in 1995 to 4,2 million in 2000, to 5,8 million in 2005, to 8,3 million in 2009 and reaching 8,34, to 9,2 million in 2010 million and 10,2 million in 2011.<sup>87</sup> As the figure 6 shows, over the past 16 years this indicator reached a maximum value of 10,2 million in 2011 and it is increasing and progressing regularly year by year.



**Figure 6 :** Morocco- International Inbound Tourists

Source: Adapted From World Tourism Organization, World Travel - Tourism Council, World Bank Report and Index Mundi

“Receipts from tourism fell by 16.5% in 1990, the year the Gulf War began. In 1994, Algeria closed its border with Morocco after being falsely accused of the Marrakech attack, causing the number of Algerian visitors to fall considerably;

<sup>86</sup> Wikimedia Foundation, Inc. 29.02.2012. <<http://en.wikipedia.org/wiki/Morocco>>.

<sup>87</sup> Index Mundi. Morocco - international tourism. 17.05.2012 <<http://www.indexmundi.com/facts/morocco/international-tourism>>.

there were 70,000 visitors in 1994 and 13,000 in 1995, compared to 1.66 million in 1992 and 1.28 million in 1993.”<sup>88</sup>

*“In 2008 there were 8,34 million tourist arrivals, compared with about 7.4 million in 2007, 7% growth compared to 2007 30% of the tourists in 2008 were one of the 3.8 million Moroccans living abroad.<sup>89</sup> Most of the visitors to Morocco continue to be Europeans, with French nationals making up almost 20% of all visitors.”<sup>90</sup>*

## **2.6.2 Morocco - International Tourist Departures**

According to the statistics, the value for International tourism, number of departures in Morocco was 2,293,000 in 2009. As Figure 7 shows, over the past 16 years, this indicator reached a maximum value of departures 3,058,000 in 2008 and minimum departures of 1,203,000 in 1997. The number of departures was decreasing between 1996 to 1998. It also decreased in 2009; the other years displayed a growth.<sup>91</sup>

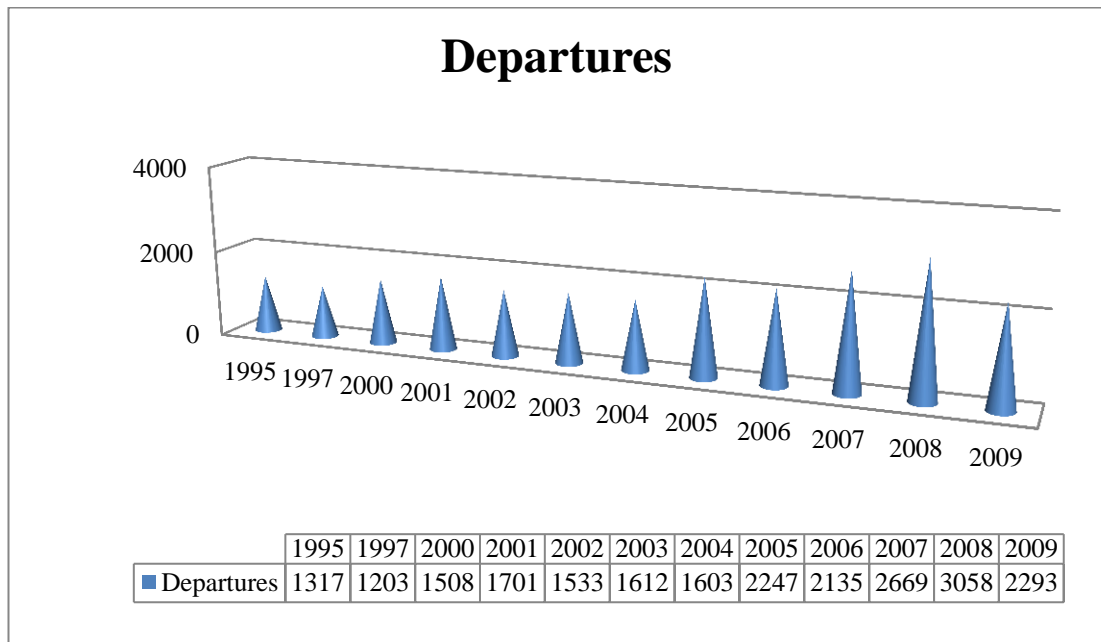
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<sup>88</sup> Morocco Tourism Administration 29.02.2012. <<http://www.tourisme.gov.ma/english/1-Administration-tourisme/3-Organisation/onmt.htm>> and The free encyclopedia.Tourism in Morocco.15.05/2012.<[http://en.wikipedia.org/wiki/Tourism\\_in\\_Morocco](http://en.wikipedia.org/wiki/Tourism_in_Morocco)>.

<sup>89</sup> Hamid Mernissi. Tourism in Morocco. 14.03.2012 <<http://www.moroccoboard.com/viewpoint/115-hamid-mernissi/809-tourism-in-morocco-law-of-the-far-west->>

<sup>90</sup> International Monetary Fund. 04.03.2012 <<http://www.imf.org/external/pubs/ft/weo/2008/02/pdf/c2.pdf>>.

<sup>91</sup> Index Mundi. Morocco - international tourism. 17.05.2012 <<http://www.indexmundi.com/facts/morocco/international-tourism>>.



**Figure 7:** Morocco- International Outbound Tourists

Source: Adapted From World Tourism Organization, World Travel - Tourism Council, World Bank Report and Index Mundi

### 2.6.3 Morocco-International Tourism Receipts (in US\$)

International tourism receipts in Morocco was \$8,176,000,000 in 2010. Over the last 15 years, the value for this statistics has fluctuated between \$8,885,000,000 in 2008 and \$1,469,000,000 in 1995. The receipts were increasing until 2008. But expenditures by international inbound visitors decreased in 2009 and rose again in 2010 and 2011.<sup>92</sup>

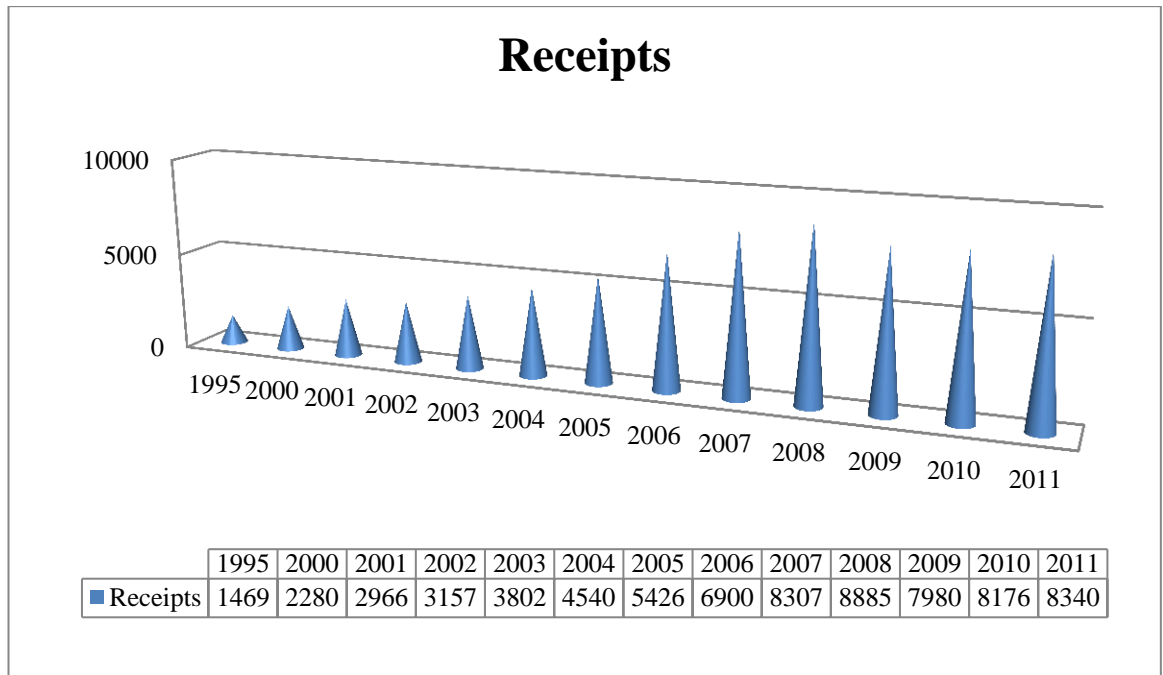
“Tourist receipts in 2007 totaled US\$7,55 billion. Tourism is the second largest foreign exchange earner in Morocco, after the phosphate industry. The Moroccan government is heavily investing in tourism development”<sup>93</sup>

A tourism strategy called Vision 2010 was developed by government. The government has planned that Morocco will have 10 million tourists by 2010, with the

<sup>92</sup> Trading Economics. International Tourism;Receipts(% of total exports) In Morocco 05.03.2012. <<http://www.tradingeconomics.com/morocco/international-tourism-receipts-percent-of-total-exports-wb-data.html>>. and Index Mundi.

<sup>93</sup> Ibid.,

hope that tourism will then have risen to 20% of GDP<sup>94</sup>. “A large government sponsored marketing campaign to attract tourists advertised Morocco as a cheap and exotic, yet safe, place for European tourists.”<sup>95</sup>



**Figure 8:** Morocco-International tourism, receipts (in US\$)

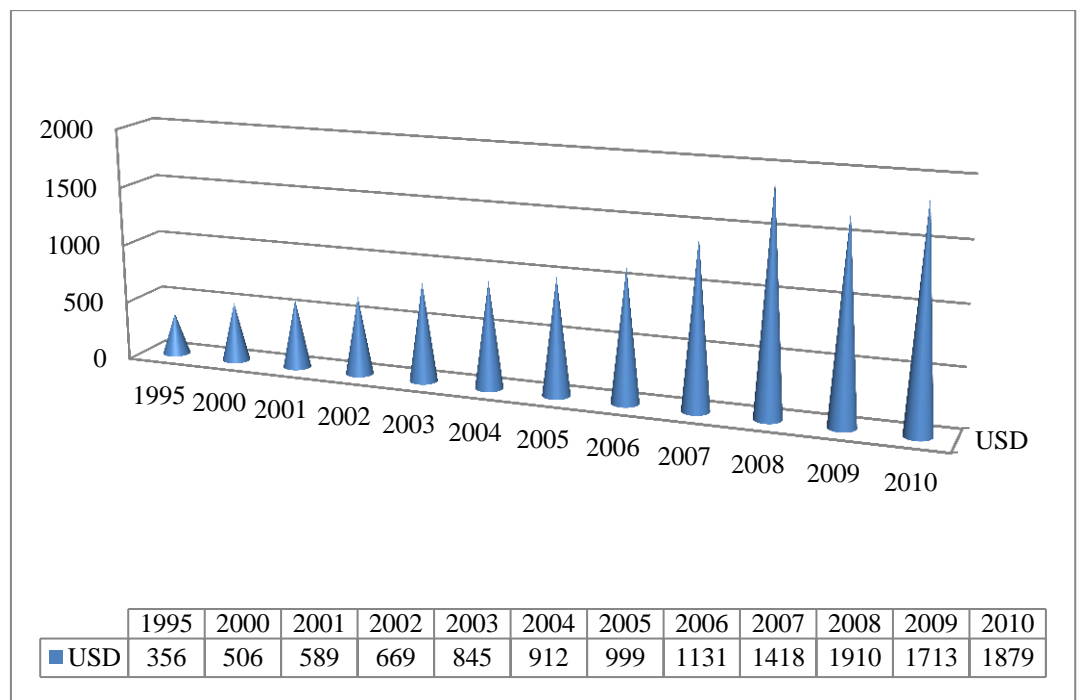
Source: Adapted From World Tourism Organization, World Travel - Tourism Council, World Bank Report and Index Mundi

<sup>94</sup> Tourism in Morocco.13.03.2012 <[http://en.wikipedia.org/wiki/Tourism\\_in\\_Morocco](http://en.wikipedia.org/wiki/Tourism_in_Morocco)>

<sup>95</sup> Central Intelligence Agency. 04.03.2012.<<https://www.cia.gov/library/publications/the-world-factbook/geos/mo.html>>. and Index Mundi.

### 2.6.4 Morocco- International Tourism Expenditures (in US\$)

Morocco-international tourism expenditure was \$1,879,000,000 in 2010. Figure 9 shows us the last 15 years indicators, which have fluctuated between \$1,910,000,000 in 2008 and \$353,000,000 in 1996.<sup>96</sup>



**Figure 9:** International tourism, expenditures (in US\$)

Source: Adapted From World Tourism Organization, World Travel - Tourism Council, World Bank Report and Index Mundi

Morocco is continuing its improvement without giving a break. Despite the impact of Arab spring, Morocco has been growing. This event did not find any sympathizers, because there are a lot of rights and enough democracy despite monarchy. Arab Spring demonstrated that Morocco is one of the most politically

<sup>96</sup> World Tourism Organization, World Travel - Tourism Council, World Bank Report and Index Mundi<<http://www.indexmundi.com/facts/morocco/international-tourism>>.

stable countries in North Africa; moreover, people are satisfied.<sup>97</sup> In spite of the fact that the region was affected by Arab spring, Morocco was not affected by this rebellion. The King announced new reforms and promised to practice them. In order to improve democracy and the rule of law, he invited a commission to write a comprehensive constitutional reform. After that, he declared to form a commission to work on constitutional revisions.

After Morocco had gained independence from France and Spain as the Kingdom of Morocco in 1956, they started to develop. But all indicators and statistics are a proof that tourism has been developing step by step since 1985 in Morocco. Before government started to make an investment plan, the private sector had not planned anything. But now, government is supporting all investment and private sector to do the best. They are aware of the importance of these conditions. For this reason, they are enlarging the human rights and are working very hard to improve themselves in every field. So that they should plan ahead and not just live for the day. Consequently, life is too hard to live in this area, people should be aware of this difficulties against the conditions of life. They should be to achieve a high standard of living.

#### **2.6.5 Morocco- International Tourism Receipts (Percent of Total C Exports)**

“International tourism receipts are expenditures by international inbound visitors, including payments to national carriers for international transport. These receipts include any other prepayment made for goods or services received in the destination country.”<sup>98</sup> *“Morocco-International tourism receipts was reported at 27.14(% of total exports) in 2010, according to a World Bank report released in 2011. The International tourism receipts (% of total exports) in Morocco were 30.25 in 2009, according to a World Bank report, published in 2010. The International*

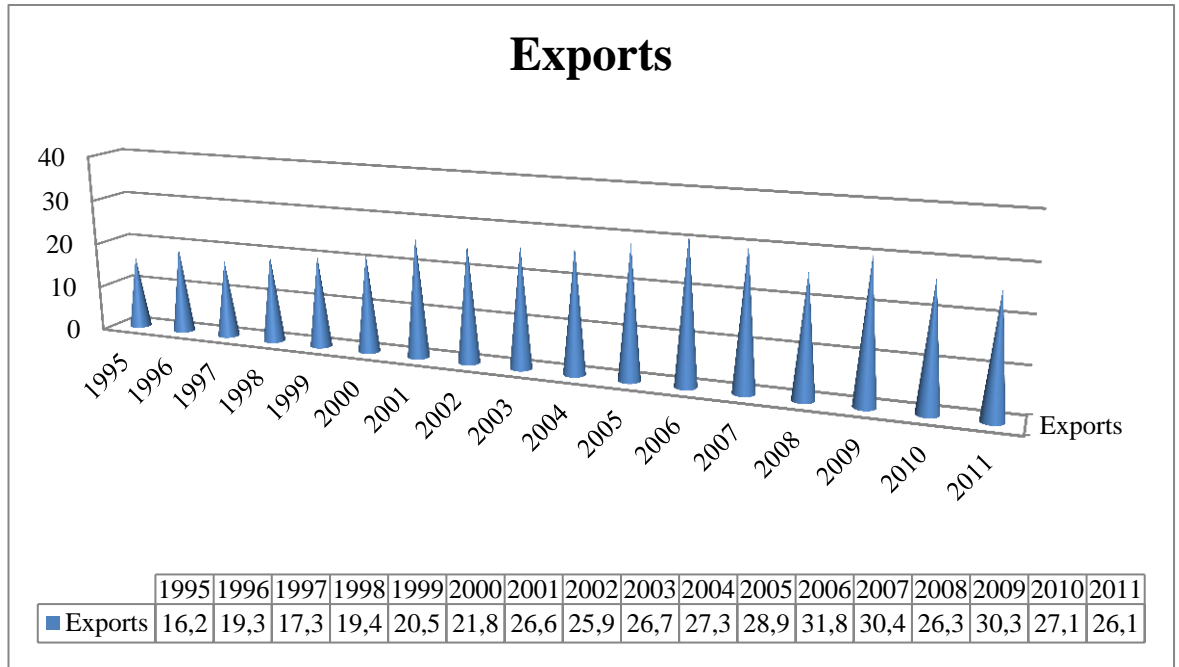
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<sup>97</sup> Moroccan Tourism.14.04.2012 <<http://www.topmorocco.com/en/morocco/tourism/>>.

<sup>98</sup> Trading Economics. International Tourism;Receipts(% of total exports) In Morocco 05.03.2012. <<http://www.tradingeconomics.com/morocco/international-tourism-receipts-percent-of-total-exports-wb-data.html>>



tourism; receipts (% of total exports) in Morocco was reported at 26.33 in 2008, according to the World Bank.”<sup>99</sup>



**Figure 10:** International tourism, receipts (percent of total exports)

Source: Adapted From World Tourism Organization, World Travel - Tourism Council, World Bank Report and Index Mundi

*“Morocco is the fifth largest economy in Africa.<sup>100</sup> The service sector accounts for 50% of the GDP and mining, construction and manufacturing for an additional 25%. The major contributors to country's growth are tourism, telecoms, and textiles. Morocco is the world's third-largest producer of phosphorus.”<sup>101</sup>*

<sup>99</sup> Index Mundi. Morocco International Tourism Receipt.15.04.2012

<<http://www.indexmundi.com/facts/morocco/international-tourism>>

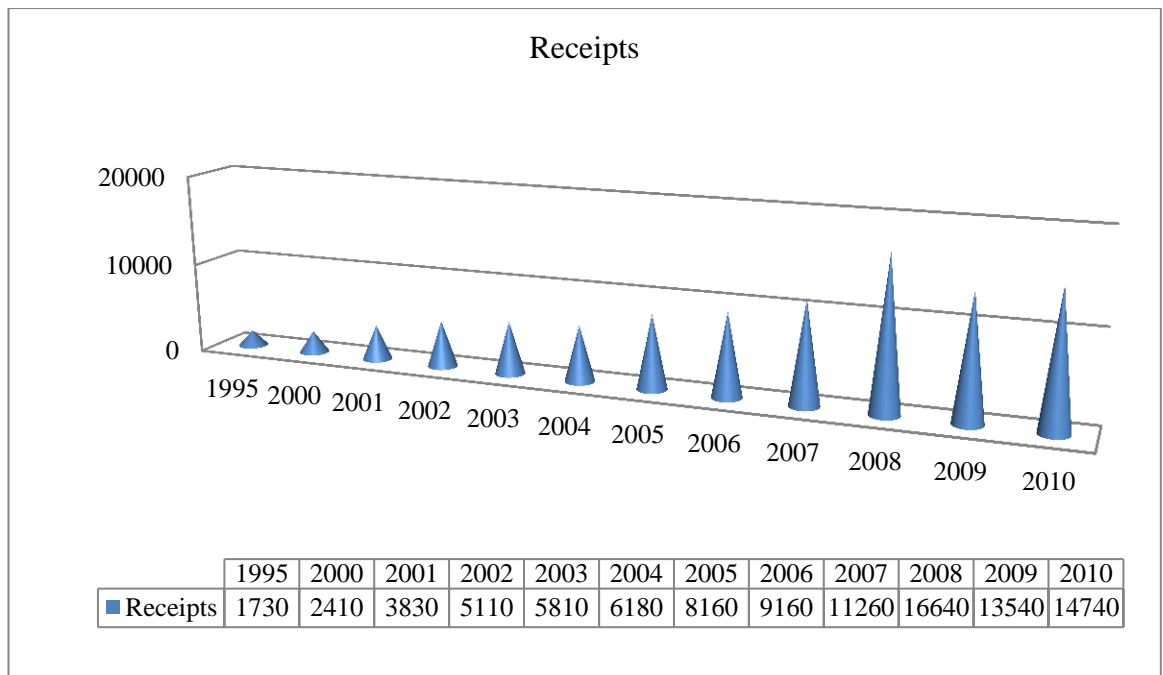
<sup>100</sup> Trading Economics. International Tourism;Receipts(% of total exports) In Morocco 05.03.2012.

<<http://www.tradingeconomics.com/morocco/international-tourism-receipts-percent-of-total-exports-wb-data.html>> and Index Mundi.

<sup>101</sup> Ibid.,

### 2.6.6 Morocco-International Tourism Receipts For Passenger Transport Items (in US\$)

“The latest value for International tourism, receipts for passenger transport items (current US\$) in Morocco was \$1,474,000,000 as of 2010. Over the past 15 years, the value for this indicator has fluctuated between \$1,664,000,000 in 2008 and \$173,000,000 in 1995.”<sup>102</sup>



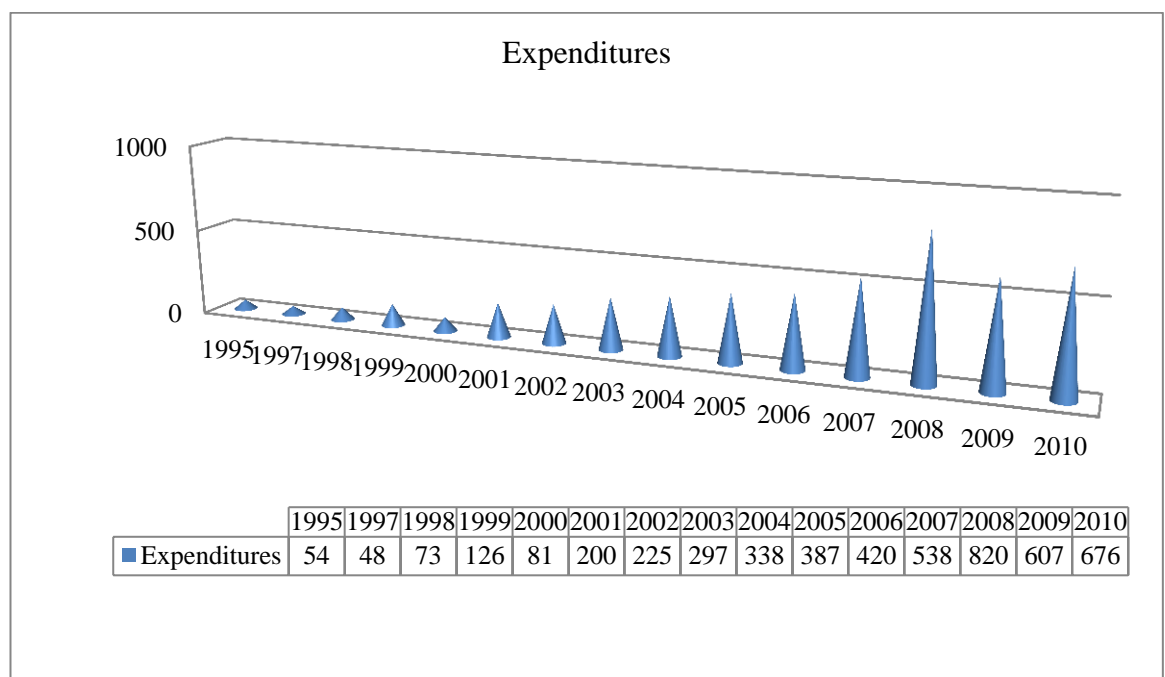
**Figure 11 :** International tourism, receipts for passenger transport items (in US\$)

Source: Adapted From World Tourism Organization, World Travel - Tourism Council, World Bank Report and Index Mundi

<sup>102</sup> Index Mundi. Morocco - international tourism. 26.02.2012.<  
<http://www.indexmundi.com/facts/morocco/international-tourism>>.

### 2.6.7 Morocco- International Tourism Expenditures For Passenger Transport Items (in US\$)

“The latest value for International tourism expenditures for passenger transport items (current US\$) in Morocco was \$676,000,000 as of 2010. Over the past 15 years, the value for this indicator has fluctuated between \$820,000,000 in 2008 and \$48,000,000 in 1997.”<sup>103</sup>



**Figure 12:** International tourism, expenditures for passenger transport items (in US\$)

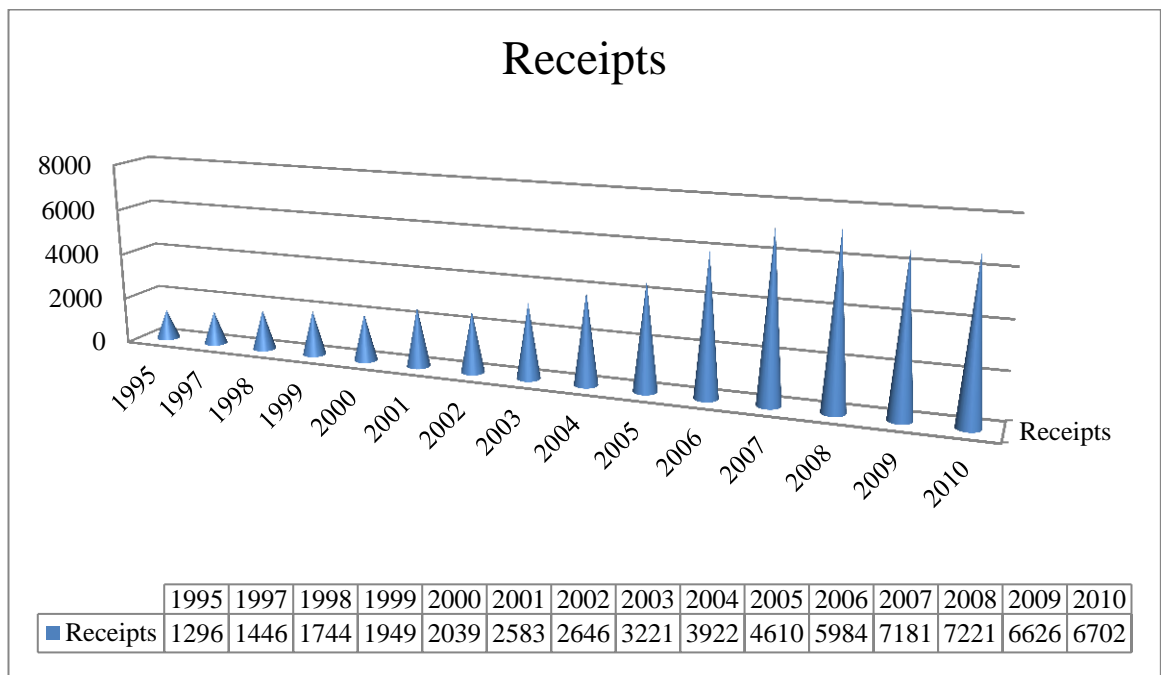
Source: Adapted From World Tourism Organization, World Travel - Tourism Council, World Bank Report and Index Mundi

<sup>103</sup> Ibid.,

## 2.6.8 Morocco-International Tourism, Receipts For Travel Items (in US\$)

International tourism receipts for travel items are expenditures by international inbound visitors in the reporting economy. *“The goods and services are purchased by, or on behalf of, the traveler or provided, without a quid pro quo, for the traveler to use or give away. These receipts should include any other prepayment made for goods or services received in the destination country.”*<sup>104</sup>

“The large amount for International tourism receipts for travel items (current US\$) in Morocco was \$6,702,000,000 in 2010. Over the last 16 years, the amount for this indicator has fluctuated between \$7,221,000,000 in 2008 and \$1,296,000,000 in 1995.”<sup>105</sup>



**Figure 13:** International tourism receipts for travel items (in US\$)

Source: Adapted From World Tourism Organization, World Travel - Tourism Council, World Bank Report and Index Mundi

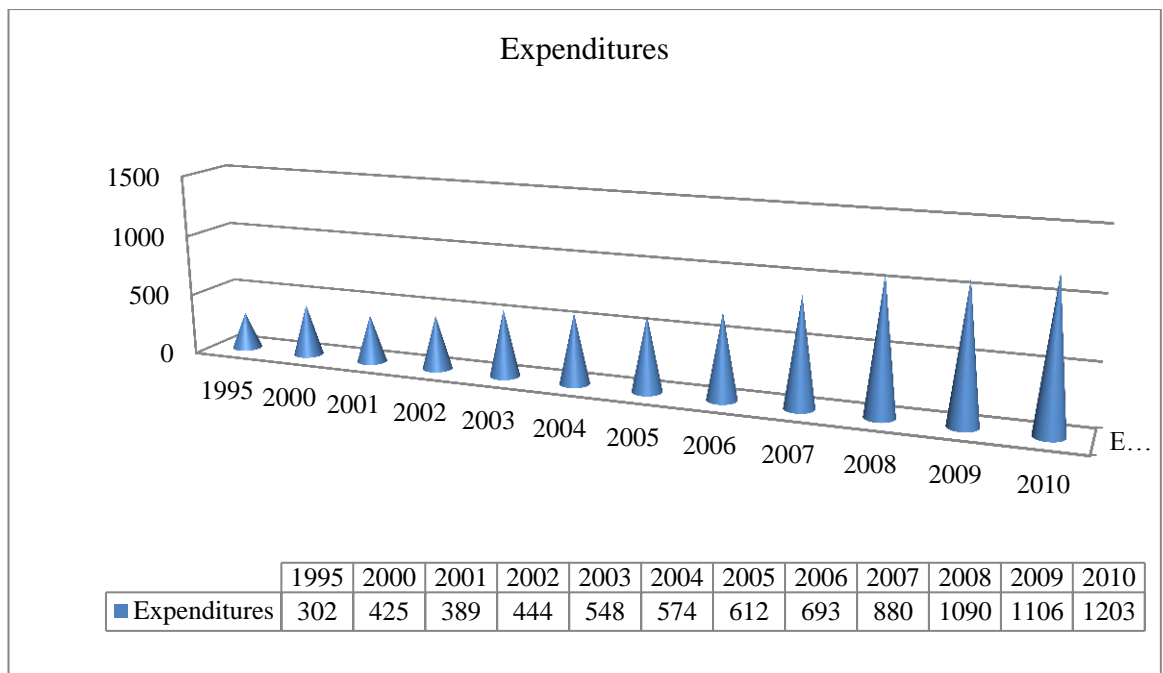
<sup>104</sup> Ibid.,

<sup>105</sup> Ibid.,

### 2.6.9 Morocco- International Tourism Expenditures for Travel Items (in US\$)

This indicator reflects the goods and services that are purchased, by or on behalf of, the traveler or provided, without a quid pro quo, for the traveler to use or give away.<sup>106</sup>

“The highest value for International tourism, expenditures for travel items (current US\$) was \$1,203,000,000 in 2010. Over the 16 years, the value for this indicator has fluctuated between \$1,203,000,000 in 2010 and \$300,000,000 in 1996.”<sup>107</sup>



**Figure 14:** International tourism expenditures for travel items (in US\$)

Source: Adapted From World Tourism Organization, World Travel - Tourism Council, World Bank Report and Index Mundi

<sup>106</sup> Ibid.,

<sup>107</sup> World Tourism Organization, World Travel - Tourism Council, World Bank Report and Index Mundi

### **2.6.10 Morocco -International Tourism Expenditures (Percent of Total Imports)**

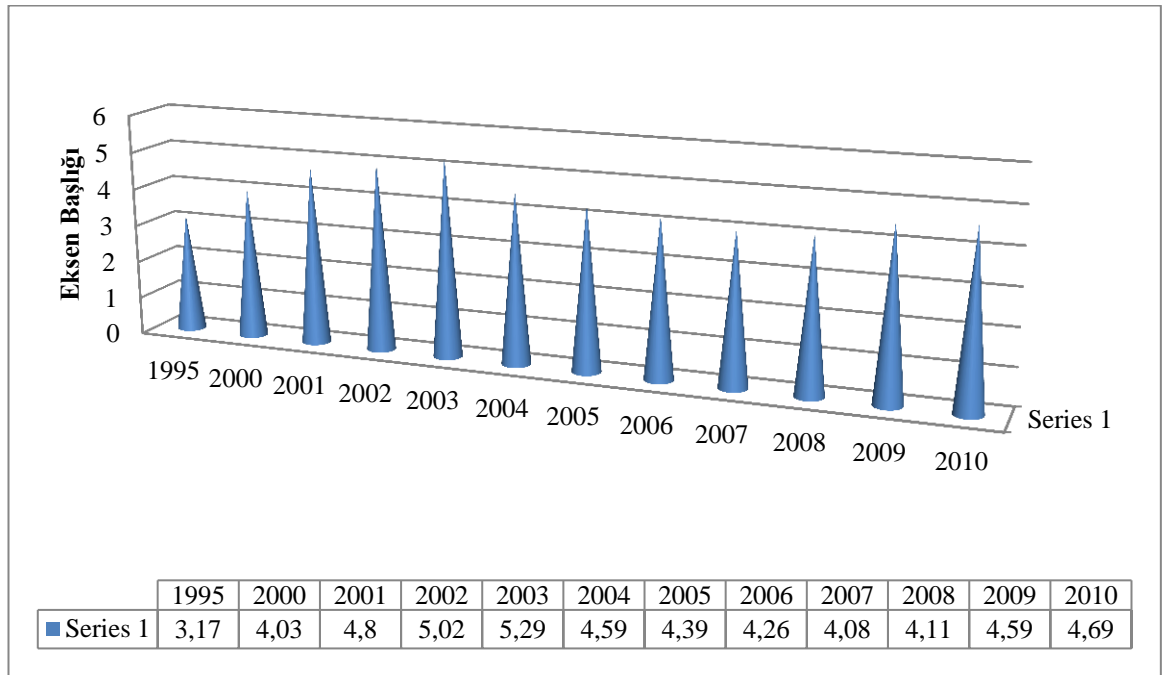
This figure shows that Morocco international tourism expenditures are increasing year by year. These include expenditures of international outbound visitors in other countries, for instance, payments to foreign carriers for international transport, residents traveling abroad and same day visitors.<sup>108</sup> *“This ratio is important because imports, calculated as a ratio to imports of goods and services, comprise all transactions between residents of a country and the rest of the world involving a change of ownership from nonresidents to residents of general merchandise, goods sent for processing and repairs, nonmonetary gold, and services.”*<sup>109</sup>

Morocco International tourism expenditures (% of total imports) are 4.69 as of 2010. The highest value over the last 16 years was 5.29 in 2003; the lowest value was 3.17 in 1995. International tourism expenditures (% of total imports) is an important ratio the showing the importance of service sector and tourism.

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<sup>108</sup> Index Mundi. Morocco - international tourism. 26.02.2012.<  
<http://www.indexmundi.com/facts/morocco/international-tourism>>.

<sup>109</sup> Ibid.,



**Figure 15:** International tourism expenditures (percent of total imports)

Source: Adapted From World Tourism Organization, World Travel - Tourism Council, World Bank Report and Index Mundi

According to all these statistics, Morocco is like a star within the region and all over the world. All indicators are very well and promising. For instance, despite the 2009 economic crisis, Morocco has been growing more than 4,5 percent and tourism increased more than 10 percent in 2010. It is well known fact that 2009 was a very difficult year throughout the World. Moreover, Morocco is a very important country for this region; also it is like a rainbow including all colors. In others a word, Morocco is an African country as well as Arabic one and at the same time it is connecting both of them like a bridge.

Morocco has a potential and it started to use it. Morocco has a developing economy; modern tourist facilities and easy transportation are widely available, though the quality may vary depending on price and location.<sup>110</sup> Moroccan tourism also seems to do just fine. When they set up a goal and followed up, Morocco started to go in the right direction regarding the tourism industry, it all started with setting

<sup>110</sup> Ettammy Zak. Morocco's National Tourism Office, Another Institution In Need Of Rebirth.06.03.2012.<<http://moroccoboard.com/viewpoint/55-zak-ettammy/341-loffice-national-marocain-de-tourisme-another-institution-in-need-of-rebirth->>

up a goal of 10 million visitors per year; then they upgraded the tourism sector's infrastructure, like highways and railroads. When officials follow up these goals and achieve them, Morocco will become attractive because of its proximity, its beautiful art, crafts and architecture.

*“According to the World Tourism Council, the direct contribution of Travel and Tourism to GDP is expected to be 9.1% of total GDP in 2011, rising by 6.2% and (10.5%) in 2021.<sup>111</sup> The total contribution of Travel and Tourism to GDP, including its wider economic impacts, is forecast to rise by 5.7% and 19.5% of GDP in 2011 to 21.6% by 2021. Direct contribution of employment is expected to support directly 918,000 jobs (8.0% of total employment) in 2011, rising by 3.6% pa to 1,314,000 jobs (9.4%) by 2021.<sup>112</sup> The total contribution of employment, including jobs indirectly supported by the industry, is forecast to rise by 3.1% from 2,001,000 jobs (17.3% of total employment) in 2011 to 2,711,000 jobs (19.5%) by 2021. Visitor exports are expected to generate (26.3% of total exports) in 2011, growing by 9.3% (in nominal terms) to (25.7%) in 2021. Investment is estimated at 11.4% of total investment in 2011. It should rise by 4.8% to reach (or 11.4%) of total investment in 2021. Among the top 181 countries Morocco ranks 42. 32. And 43. in total contribution to GDP. Absolute size and relative contribution to national economy.”<sup>113</sup>(See Table 17 through Table 20)*

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<sup>111</sup> World Travel & Tourism Council. Economic Data Search Tool. 08.03.2012. <  
<http://www.wttc.org/research/economic-data-search-tool/>>.

<sup>112</sup> Ibid.,

<sup>113</sup> Ibid.,



**Table 17:** Morocco Travel & Tourism Direct Contribution to GDP, Travel & Tourism Total Contribution to GDP, Travel & Tourism Direct Contribution to Employment, Travel & Tourism Total Contribution to Employment From 1988 - 2000

Morocco	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
<b>Travel &amp; Tourism Direct Contribution to GDP</b>													
<b>US\$ bn</b>	1.102	1.124	1.272	1.218	1.503	1.439	1.568	1.604	1.945	1.743	2.158	2.322	2.365
<b>Real growth(%)</b>	-100	1.3	4.1	-5.0	15.3	0.7	6.4	-12.2	22.8	-3.8	11.2	8.9	11
<b>% share</b>	4.9	4.9	4.9	4.3	5.2	5.3	5.1	4.8	5.3	5.2	5.3	5.8	6.3
<b>Travel &amp; Tourism Total Contribution to GDP</b>													
<b>US\$ bn</b>	2.047	2.113	2.359	2.398	2.860	2.767	2.939	3.318	4.137	3.786	4.552	4.690	4.498
<b>Real growth(%)</b>	-100	2.6	2.7	0.7	11.4	1.8	3.7	-3.1	26.2	-1.8	8.1	4.3	4.5
<b>% share</b>	9.2	9.2	9.1	8.6	10.0	10.2	9.6	10.0	11.2	11.3	11.3	11.8	12.1
<b>Travel &amp; Tourism Direct Contribution to Employment</b>													
<b>Real growth(%)</b>	-100	-0.6	3.6	-10.7	26.2	5.0	-5.7	-6.7	18.9	3.1	3.4	18.7	10.9
<b>% share</b>	4.2	4.2	4.2	3.7	4.5	4.5	4.4	4.1	4.5	4.4	4.6	5.0	5.5
<b>Travel &amp; Tourism Total Contribution to Employment</b>													
<b>Real growth(%)</b>	-100	0.4	2.1	-5.3	22.1	6.2	-8.1	2.8	22.2	5.2	0.5	13.8	4.5
<b>% share</b>	8.1	8.1	8.0	7.6	8.8	9.0	8.5	8.8	9.9	9.9	10.0	10.4	10.7

Sources: WTTC data processing.

**Table 18:** Morocco Travel & Tourism Direct Contribution to GDP, Travel & Tourism Total Contribution to GDP, Travel & Tourism Direct Contribution to Employment, Travel & Tourism Total Contribution to Employment From 2001-2003

Morocco	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
<b>Travel &amp; Tourism Direct Contribution to GDP</b>													
<b>US\$ bn</b>	2.89	3.10	3.79	4.60	5.40	6.67	7.90	8.55	8.041	8.113	8.887	9.038	10.14
<b>Real growth (%)</b>	29.0	3.5	5.5	11.1	15.6	20.7	6.2	-3.3	-3.6	4.7	3.6	8.2	5.6
<b>% share</b>	7.6	7.6	7.6	8.0	9.0	10.1	10.5	9.6	8.8	8.9	8.9	9.3	9.3
<b>Travel &amp; Tourism Total Contribution to GDP</b>													
<b>US\$ bn</b>	5.61	5.96	7.32	9.30	11	13.6	16.8	18.6	17.49	17.69	18.87	19.08	21.47
<b>Real growth (%)</b>	31.6	2.4	5.9	16.4	16.8	21.0	10.5	-0.8	-4.1	4.9	0.9	7.6	5.9
<b>% share</b>	14.8	14.7	14.6	16.3	18.5	20.8	22.4	21.0	19.2	19.4	18.9	19.6	19.8
<b>Travel &amp; Tourism Direct Contribution to Employment</b>													
<b>Real growth (%)</b>	20.7	2.8	3.6	7.1	12.4	16.6	4.8	-7.2	-7.2	2.3	2.3	6.5	2.9
<b>% share</b>	6.6	6.6	6.6	7.0	7.8	8.8	9.1	8.4	7.7	7.8	7.8	8.1	8.2
<b>Travel &amp; Tourism Total Contribution to Employment</b>													
<b>Real growth (%)</b>	23.1	1.6	3.9	12.1	13.5	16.8	8.8	-5.0	-7.5	2.5	-0.4	5.8	3.1
<b>% share</b>	13.2	13.0	13.0	14.5	16.4	18.5	19.8	18.6	17.1	17.3	16.8	17.5	17.6

Sources: WTTC data processing.

**Table 19: Morocco Visitor Exports, Internal Travel & Tourism Consumption, Capital Investment From 2001 - 2013**

Morocco	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
<b>Visitor Exports</b>													
<b>US\$ bn</b>	2.95	3.14	3.78	4.51	5.39	6.86	8.264	8.842	7.940	8.136	8.943	9.286	10.4
<b>Real growth (%)</b>	37.3	2.6	3.8	9.4	17.7	24.2	7.8	-4.3	-8.0	6.3	4.0	10.5	5.7
<b>% share</b>	26.5	25.7	26.4	27.0	28.0	30.5	30.7	26.5	30.4	27.1	25.6	24.2	24.3
<b>Internal Travel &amp; Tourism Consumption</b>													
<b>US\$ bn</b>	4.11	4.38	5.37	6.48	7.64	9.40	11.1	12.213	11.387	11.582	12.7	13.01	14.5
<b>Real growth (%)</b>	26.3	2.6	5.7	10.6	16.0	20.2	6.6	-2.4	-4.5	5.5	4.3	8.5	5.4
<b>% share</b>	8.2	8.1	8.2	8.4	9.3	10.2	10.2	9.1	8.9	8.9	8.7	8.8	8.9
<b>Capital Investment</b>													
<b>US\$ bn</b>	0.394	0.487	0.714	1.050	1.420	1.960	2.880	3.710	3.360	3.130	3.122	3.215	3.620
<b>Real growth (%)</b>	4.7	19.1	26.4	34.8	33.2	34.8	31.6	15.1	-7.2	-3.3	-5.5	9.6	5.9
<b>% share</b>	4.2	4.7	5.7	7.0	8.6	10.6	12.2	12.6	11.9	11.2	10.2	10.7	10.8

**Table 20:** Morocco Domestic Travel & Tourism Spending, Government Individual Travel & Tourism Spending, Leisure Travel & Tourism Spending, Business Travel & Tourism Spending From 2001 - 2013

Morocco	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
<b>Domestic Travel &amp; Tourism Spending</b>													
<b>US\$ bn</b>	1.13	1.20	1.54	1.92	2.19	2.48	2.85	3.302	3.37	3.373	3.749	3.653	4.054
<b>Real growth (%)</b>	5.0	2.7	10.7	13.6	12.3	10.7	3.2	3.1	4.5	3.8	5.2	3.7	4.4
<b>% share</b>	3.0	2.9	3.1	3.3	3.6	3.7	3.8	3.7	3.7	3.7	3.7	3.7	3.7
<b>Government Individual Travel &amp; Tourism Spending</b>													
<b>US\$ bn</b>	0.03	0.03	0.04	0.05	0.05	0.06	0.06	0.070	0.08	0.070	0.080	0.080	0.090
<b>Real growth (%)</b>	9.1	2.0	6.6	9.0	6.8	3.0	1.0	-0.4	11.5	0.1	4.6	4.3	4.4
<b>% share</b>	3.4	3.4	3.5	3.5	3.5	3.5	3.5	3.5	3.5	3.5	3.6	3.6	3.6
<b>Leisure Travel &amp; Tourism Spending</b>													
<b>US\$ bn</b>	3.56	3.83	4.78	5.75	6.67	8.20	9.80	10.72	9.91	10.11	11.16	11.42	12.82
<b>Real growth (%)</b>	29.1	3.7	7.5	10.3	14.3	20.0	7.0	-2.2	-5.2	5.8	4.5	8.9	5.7
<b>% share</b>	6.5	6.6	6.7	7.1	7.8	8.8	9.1	8.3	7.6	7.7	7.7	8.1	8.1
<b>Business Travel &amp; Tourism Spending</b>													
<b>US\$ bn</b>	0.54	0.54	0.58	0.73	0.96	1.19	1.38	1.492	1.47	1.471	1.612	1.596	1.750
<b>Real growth (%)</b>	10.8	-3.9	-6.5	13.6	29.6	21.8	3.4	-3.6	0.8	3.8	3.7	5.3	3.2
<b>% share</b>	1.0	0.9	0.8	0.9	1.1	1.2	1.3	1.1	1.1	1.1	1.1	1.1	1.1

Sources: WTTC data processing

**Table 21:** Morocco Travel & Tourism Direct Contribution to GDP, Travel & Tourism Total Contribution to GDP, Travel & Tourism Direct Contribution to Employment, Travel & Tourism Total Contribution to Employment, Visitor Exports, Domestic Travel & Tourism Spending, Government Individual Travel & Tourism Spending, Internal Travel & Tourism Consumption, Leisure Travel & Tourism Spending, Business Travel & Tourism Spending, Capital Investment From 2014 - 2021

Morocco	2014	2015	2016	2017	2018	2019	2020	2021
<b>Travel &amp; Tourism Direct Contribution to GDP</b>								
US\$ bn	10.604	11.195	12.126	13.150	14.186	15.368	16.647	17.953
Real growth (%)	6.5	5.3	5.8	5.5	5.0	5.4	5.3	5.1
% share	9.4	9.5	9.6	9.7	9.7	9.8	9.8	9.9
<b>Travel &amp; Tourism Total Contribution to GDP</b>								
US\$ bn	22.600	23.929	25.890	28.049	30.230	32.660	35.271	37.952
Real growth (%)	7.2	5.6	5.6	5.4	4.9	5.1	5.0	4.9
% share	20.2	20.4	20.5	20.7	20.7	20.8	20.9	21.0
<b>Travel &amp; Tourism Direct Contribution to Employment</b>								
Real growth (%)	3.7	2.7	3.0	2.8	2.2	2.6	2.4	2.3
% share	8.3	8.4	8.5	8.6	8.6	8.7	8.8	8.9
<b>Travel &amp; Tourism Total Contribution to Employment</b>								
Real growth (%)	4.2	2.8	2.8	2.6	2.0	2.2	2.0	1.9
% share	18.0	18.2	18.4	18.5	18.6	18.7	18.8	18.9
<b>Visitor Exports</b>								
US\$ bn	11.039	11.769	12.788	13.904	15.016	16.306	17.699	19.127
Real growth (%)	7.7	6.4	6.1	5.8	5.1	5.7	5.5	5.3
% share	23.3	22.8	22.8	22.8	22.8	23.0	23.2	23.4
<b>Domestic Travel &amp; Tourism Spending</b>								
US\$ bn	4.138	4.275	4.594	4.949	5.331	5.743	6.195	6.647
Real growth (%)	4.0	3.1	4.9	4.8	4.9	4.8	4.8	4.6
% share	3.7	3.6	3.6	3.6	3.6	3.6	3.6	3.6
<b>Government Individual Travel &amp; Tourism Spending</b>								
US\$ bn	0.090	0.090	0.100	0.107	0.114	0.122	0.131	0.140
Real growth (%)	4.5	4.3	4.2	4.1	4.1	4.1	4.1	3.9
% share	3.6	3.6	3.7	3.7	3.7	3.7	3.7	3.7
<b>Internal Travel &amp; Tourism Consumption</b>								
US\$ bn	15.266	16.137	17.482	18.960	20.462	22.172	24.025	25.914
Real growth (%)	6.7	5.5	5.8	5.5	5.1	5.4	5.3	5.1
% share	8.9	8.9	8.9	9.0	9.0	9.0	9.1	9.1
<b>Leisure Travel &amp; Tourism Spending</b>								
US\$ bn	13.456	14.258	15.459	16.781	18.121	19.650	21.306	23.000
Real growth (%)	6.8	5.7	5.9	5.6	5.1	5.5	5.4	5.2
% share	8.3	8.3	8.4	8.5	8.5	8.6	8.7	8.7
<b>Business Travel &amp; Tourism Spending</b>								
US\$ bn	1.812	1.880	2.023	2.179	2.342	2.523	2.720	2.915
Real growth (%)	5.4	3.5	5.1	4.8	4.6	4.8	4.8	4.5
% share	1.1	1.1	1.1	1.1	1.1	1.1	1.1	1.1
<b>Capital Investment</b>								
US\$ bn	3.990	4.329	4.688	5.081	5.477	5.882	6.302	6.752
Real growth (%)	12.2	8.3	5.7	5.5	4.9	4.5	4.1	4.4
% share	11.6	12.0	12.1	12.2	12.2	12.2	12.1	12.2

Sources: WTTC data processing.

## CHAPTER 3

### BRIEF OVERVIEW OF THE RELATIONS BETWEEN TURKEY AND MOROCCO

#### 3.1 Economic, Political and Cultural Relations



Turkey's affinity with Morocco extends back to the times of the Ottoman Empire, these means, relations Turkey and Morocco may be trace back to the Ottoman Empire. They extend over a period of several centuries, from the early 16th century to the 19th century when Northern Africa was taken over by France.<sup>114</sup> As the Ottomans occupied Algiers (1516-1529), they established the first relationships with Morocco. Relationships progressively increased and became very close at around 1545. The Ottomans fought against Spanish and Portuguese invades of North Africa. Mevlay Ahmed El Mansur was supported by Ottomans and who helped him

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<sup>114</sup> Republic of Turkey Ministry of Foreign Affairs, Relations between Turkey and Morocco, 29.02.2012 < <http://www.mfa.gov.tr/relations-between-turkey-and-morocco.en.mfa>>.

to king.<sup>115</sup> Although the Ottomans contributed to the final establishment of a steady Moroccan rule, Morocco was not at any time a part of the Ottoman Empire and remained independent thereafter. Hence, the relations between the two nations have been on a very friendly basis hitherto.<sup>116</sup>

Today, the diplomatic relations between the two countries are based a joint declaration of the Governments of both countries on April 17, 1956 following the announcement of the independence of the Kingdom of Morocco.<sup>117</sup>

The absence of any political controversy between the two countries has set up strong basis for the current friendly relations. Furthermore, from the Moroccan perspective, Turkey is a modern and developed country which also keeps its national identity.<sup>118</sup>

In the 1980s, the trade between Turkey and Morocco was very low and restricted to a narrow range of products. It did not exceed \$70 million. In 1990s, it reached \$110 billion. In 2000s, it consistently increased every year. Today, it is more than 1,4 billion. This means it has increased more than 10 times.<sup>119</sup>

Today, bilateral relations between countries are mostly increasing. Since the Turkish' government is committed to a policy of "zero problems with neighbors," it aims to preserve the independence of and good relations with all countries. Turkey has been especially interested in all African countries; for his propose, 2005 was announced as the African year. Given these conditions, the Free Trade Agreement with Turkey could provide Turkish products further access to African market. It is important thing in the integration process within the region, as it gives some advantage against the other competition, like China. For example, "Turkey's largest discount retail chain, BIM, was embarking on an overseas expansion strategy," expecting to manipulate faster than its rivals to exploit a significant discount chain

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<sup>115</sup> Wikimedia Foundation, Inc.

<sup>116</sup> Türkiye Cumhuriyeti Rabat Büyükelçiliği. 15.04.2012 <<http://rabat.be.mfa.gov.tr/>>

<sup>117</sup> Relations between Turkey and Morocco.

<sup>118</sup> Türkiye Cumhuriyeti Rabat Büyükelçiliği. 15.04.2012 <<http://rabat.be.mfa.gov.tr/>>

<sup>119</sup> Ibid.,

potential in African markets.<sup>120</sup> Morocco has been the first market to be involved. The first and only foreign market BIM has stores in Morocco. BIM entered the country in 2009.<sup>121</sup> The chain has 76 stores in Morocco and expects to add 50 new stores with TL 20 million in investments this year.<sup>122</sup>

Bilateral relations between two countries are established on common approaches. As it is known, Mediterranean is a very important region for two countries. Likewise, they share the same ideas on security, immigration issues around the region, and the situation in the Middle East. In 2005, during Turkey's Prime Minister Recep Tayyip Erdogan's visit to Morocco, Morocco's King 6th Muhammad said, "We take Turkey as an example." It is well known fact that there are many common factors between two countries, such as trade policies, beliefs, norms etc. All these similarities support the development of relations and growing economic cooperation day by day. "Morocco regards highly the strategic position, potential and power of Turkey."<sup>123</sup> She sees Turkey as a country having a significant position in its region and in the Islamic world, influence in Caucasia and Central Asia and admires its roles being a bridge between the East and the West as well as the Christian and Muslim worlds.<sup>124</sup> Hence, the Mediterranean policy of Morocco has three main axes including Turkey, the EU and Arab countries."<sup>125</sup>

"Turkish and Moroccan economic relations develop steadily every day. The total amount of Turkish investments in Morocco is more than 240 million USD. In

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<sup>120</sup> Today's Zaman. Discounter Bim Eyes Retail Spring In Arab Markets Enters Egypt. 22 March 2012 <html <http://www.todayszaman.com/news-274257-discounter-bim-eyes-retail-spring-in-arab-markets-enters-egypt.html>>.

<sup>121</sup> The Report Morocco 2011. books.google.com. 22 March 2012

<<http://books.google.com.tr/books?id=ncqqQra-2ToC&pg=PA100&dq=bim+fas'ta+mAGAZA+ACTI&hl=tr&sa=X&ei=SqBkT9vwBaGm0QXZ5vGnCA&ved=0CDoQ6AEwAQ#v=onepage&q=bim%20fas'ta%20mAGAZA%20ACTI&f=false>>.

<sup>122</sup> Today's Zaman. Discounter Bim Eyes Retail Spring In Arab Markets Enters Egypt. 22 March 2012 <html <http://www.todayszaman.com/news-274257-discounter-bim-eyes-retail-spring-in-arab-markets-enters-egypt.html>>. Review of economic relations between Morocco and Turkey. 16.05.2012. Abhatoo<[www.abhatoo.net.ma](http://www.abhatoo.net.ma)>.

<sup>123</sup> Republic of Turkey Ministry of Foreign Affairs 15.04.2012<<http://www.mfa.gov.tr/relations-between-turkey-and-morocco.en.mfa>>

<sup>124</sup> Ibid.,

<sup>125</sup> Ibid.,



addition the share of Turkish firms in the construction and infrastructure projects materialized in recent years in Morocco is approximately 1.4 billion USD.”<sup>126</sup>

Agreements/ Protocols featured in the juridical framework of Moroccan-Turkish cooperation can be itemized as follows:

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<sup>126</sup> Republic of Turkey Ministry of Foreign Affairs 15.04.2012<<http://www.mfa.gov.tr/relations-between-turkey-and-morocco.en.mfa>>

**Table 22: Turkey and Morocco's Economic-Commercial Relations**

Turkey and Morocco's Economic-Commercial Relations
Visa Exemption Agreement (November, 1966)
Cultural Agreement (November, 1966)
Trade Agreement (May, 1972)
Economic, Scientific, and Technical Partnership Agreement (June, 1984)
Partnership Agreement between the Moroccan Centre for the Promotion of Export (CMPE) and its Turkish counterpart (June, 1984)
Air Transport Agreement (September, 1985)
Agreement on Maritime Transport (March, 1987)
Establishment of the Intergovernmental Agreement on the Permanent Commission Between Turkey and Morocco (July, 1988)
Agreement to set up a Moroccan-Turkish Business Council between the Chambers of Commerce, Industry, and Services in the two countries (November 1990)
Partnership Agreement relating to tourism (August 1992)
Partnership Agreement between the Office for Industrial Development (ODI) and its Turkish counterpart (September 1996)
Agreement for reciprocal investment promotion and protection (April 1997)
Turkey and Morocco's Economic-Commercial Relations(cont.)
Partnership Agreement relating to handicrafts (September 2000)
Agreement Protocol between the General Confederation of Moroccan Enterprises and its Turkish counterpart (October 2000)
Agreement on Mutual Administrative and Technical Assistance in Customs Matters (May, 2000)
Agreement on Avoidance of Double Taxation (April, 2004)
Free Trade Agreement (April, 2004)
Turkey and Morocco, 8. Joint Economic Commission Term Meeting Protocol (April, 2004)
Highways, Transportation Infrastructure Technical and Scientific Cooperation Agreement (March, 2005)
Agreement on Cooperation in the Field of Health (March, 2005)
Agreement on Cooperation between Turkish Industrial and Commercial Property Patent Institute Office with the Moroccan (OMPIC) (May, 2006)
Agreement on Technical Cooperation in the Field of Water (November, 2008)

Source: T.C. Başbakanlık Dış Ticaret Müsteşarlığı Anlaşmalar Genel Mudurluğu and Dış İlişkiler ve İş Geliştirme Müdürlüğü Fas Ülke Raporu

*“The Turkish-Moroccan Free Trade Agreement (FTA) was put into practice on January 1, 2006.<sup>127</sup> The foreign trade balance between the two countries is in approval of Turkey. Except the decline in 2009 as a result of the global economic crisis, the level of annual bilateral trade has been over 1 billion USD.<sup>128</sup> In 2010, the trade amount increased by 22 % and reached 1.02 billion USD of which 624 million USD is the export capacity of Turkey. Turkey is the 12th export and 10th import partner of Morocco.”<sup>129</sup>*

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<sup>127</sup> Review of economic relations between Morocco and Turkey.16.05.2012. Abhatoo<[www.abhatoo.net.ma](http://www.abhatoo.net.ma)>.

<sup>128</sup> Republic of Turkey Ministry of Foreign Affairs 15.04.2012<<http://www.mfa.gov.tr/relations-between-turkey-and-morocco.en.mfa>>

<sup>129</sup> Fas Ülke Raporu 2010. 18.04.2012  
<http://www.musavirlikler.gov.tr/haberdetay.cfm?HaberID=11664&dil=TR&ulke=FA>

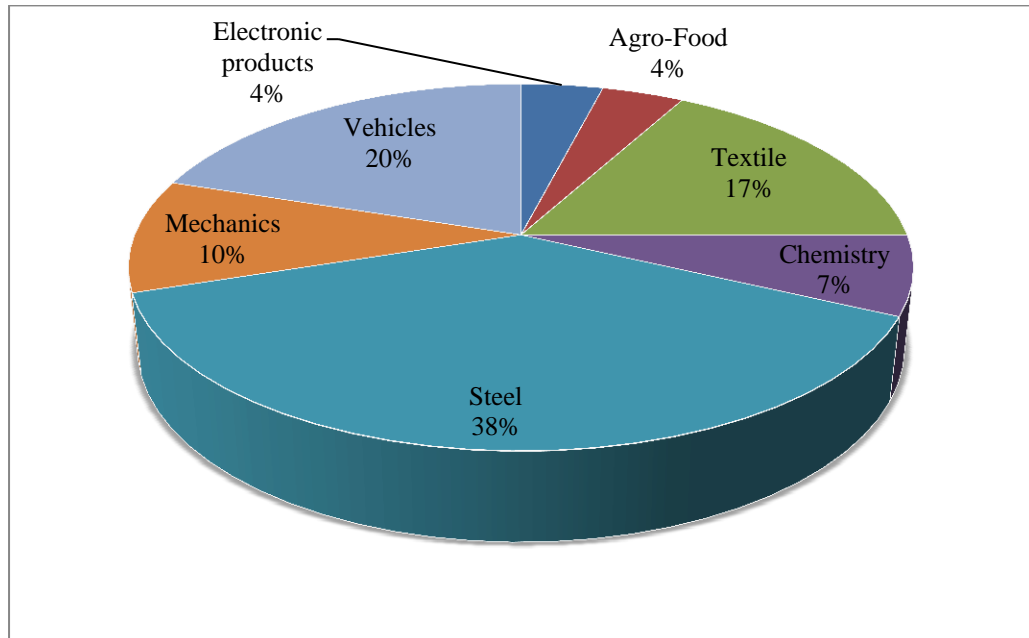
**Table 23:** Turkish Exports and Imports to Morocco 1999-2010, in USD.

Years	Exports	Imports
1999	90.444.182	44.468.557
2000	70.413.097	72.983.361
2001	98.149.000	38.193.569
2002	138.330.675	68.314.867
2003	180.779.232	76.989.910
2004	330.058.660	105.778.116
2005	370.824.723	143.231.172
2006	551.377.105	173.902.433
2007	721.594.690	198.460.090
2008	957.784.423	360.519.629
2009	600.456.000	234.729.000
2010	624.318.000	396.797.000

Source:<http://www.musavirlikler.gov.tr/altdetay.cfm?AltAlanID=368&dil=TR&ulke=FA>

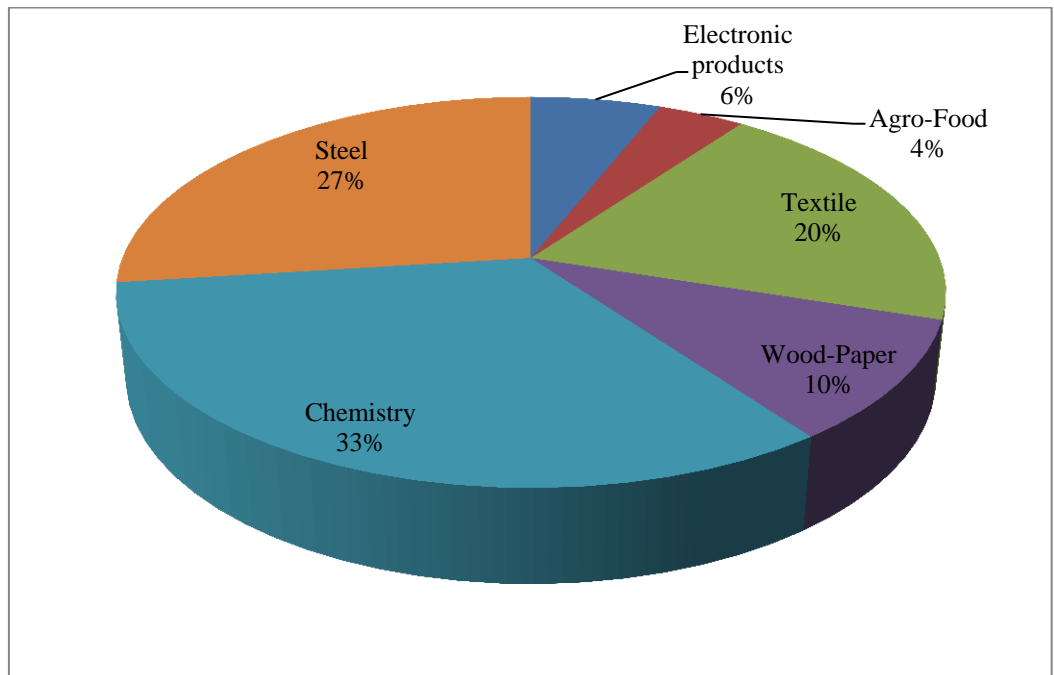
Turkish exports to Morocco principally include industrial vehicles, farming tractors, cotton cloth, formed metal and steel shapes, bars steel sheet pile, wiring, metal and steel blooms and outlines. Moroccan exports include scrap metal, iron metal debris and waste, metal and iron, pulp, metal sheets, phosphate chemical products like phosphoric acid.<sup>130</sup>

<sup>130</sup> Review Of Economic Relations Between Morocco and Turkey.



**Figure 16:** Approximate Distribution of Moroccan Imports From Turkey, by Sector

Sources: <http://www.ekonomi.gov.tr/upload/0E8D7811-D8D3-8566-45200939D0C69EEA/fas.pdf> and Review of economic relations between Morocco and Turkey



**Figure 17:** Approximate Distribution of Moroccan exports to Turkey, by sector

Sources: <http://www.ekonomi.gov.tr/upload/0E8D7811-D8D3-8566-45200939D0C69EEA/fas.pdf> and Review of economic relations between Morocco and Turkey

*“By the end of 2010, the number of Turkish people recorded in the Consular Section of the Turkish Embassy in Rabat was 505.<sup>131</sup> However, it is a well known fact that many Turkish citizens going to Morocco for several reasons such as marriage, work or investment do not declare themselves.<sup>132</sup> On the other hand, Turkish contractor firms carrying out infrastructure projects in Morocco generally prefer to employ Turkish engineers or qualified workers on a temporary basis. Thus, Turkish population in Morocco is estimated at approximately 2.000 citizens.”<sup>133</sup> According to Turkish Embassy in Rabat and Royal Air Maroc Office in Istanbul, there are 78 Turkish companies in Morocco.<sup>134</sup>(See Appendix A)*

<sup>131</sup> Republic of Turkey Ministry of Foreign Affairs

<sup>132</sup> Ibid.,

<sup>133</sup> Ibid.,

<sup>134</sup> Türkiye Cumhuriyeti Rabat Büyükelçiliği and Royal Air Maroc Office in Istanbul

### 3.2 Turkey-Morocco Tourism Relations

According to the information, provided by Minister of Tourism, a Tourism Cooperation contract has been signed between Turkey and Morocco in 1992 in Rabat.<sup>135</sup> The agreement includes a comprehensive cooperation between Turkey and Morocco. Briefly stated, it focuses on subjects, such as the encouragement of the mutual touristic relations between the two countries, provision of cooperation between the tourism facilities, facilitation of the travel formalities between the two countries, the exchange of information, experience and documentation in the field of tourism. The visit of Prime Minister Recep Tayyip Erdoğan to Morocco in 2005 with a group of tourism representatives, in addition to involvement by TURSAB, has quickened the economic relations between the two countries. Also a visit has been made to Morocco in the same year for ICDDT - Islam Commerce Development Center, the head office of which is situated in Morocco and 1st Islamic Countries Tourism Exhibition.<sup>136</sup>

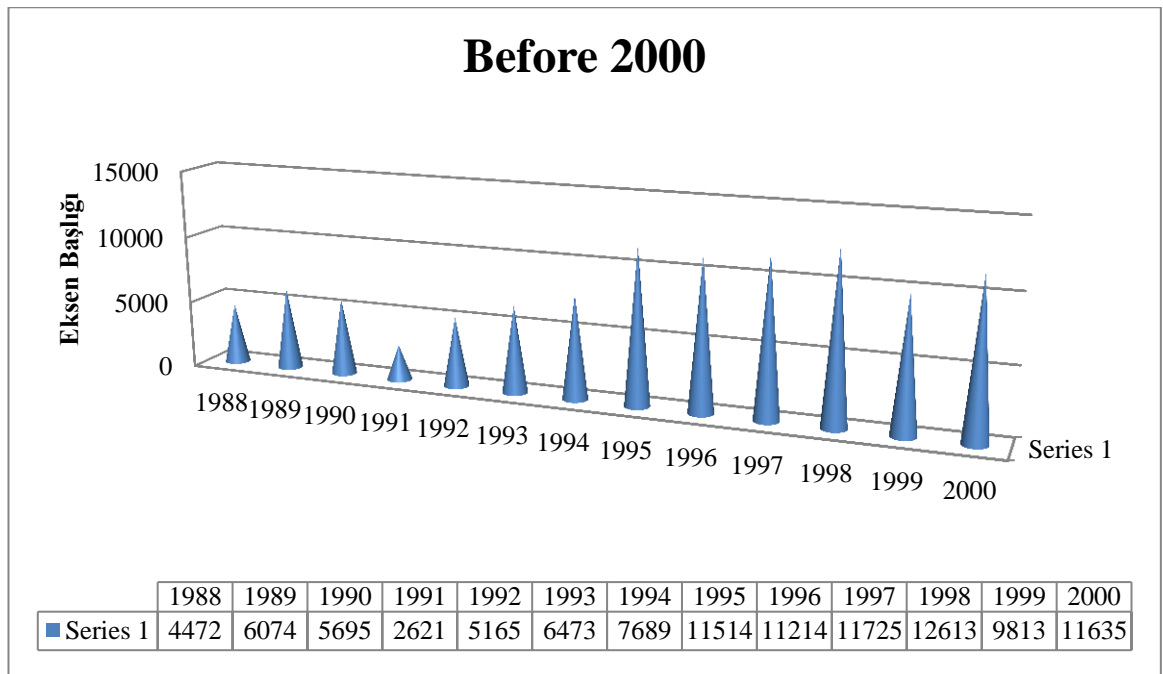
Figure 18 is giving information that over the 23 years the number of visitors from Morocco to Turkey has fluctuated between 4.472 in 1988 and 68.600 in 2011. Statistics about inbound and outbound tourism are useful and necessary. They enable us to describe and explain such tourism activity, how they form and mobilize, what they try to achieve and how we can improve it. These statistics may be examined in two groups; before the year 2000 and after 2000, as in figure 18 and 19, respectively. The highest number of visitors from Morocco to Turkey was 68.600 in 2011. Visitors were decreased to 2.621 in 1991 and rose again in 1992. Since 1995, the number of visitors from Morocco to Turkey has been increasing year by year. In 1995, approximately 11.514 Moroccans visited Turkey. The number of visitors has fluctuated around 10-15 thousand until 2005. After 2005, these numbers increased considerably to around 25.000. This number doubled to 44.023 in 2008. Only 7.700 of the visitors stayed in accommodation facilities with operating certificate in 2005.

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<sup>135</sup> Türkiye Cumhuriyeti Kültür ve Turizm Bakanlığı

<sup>136</sup> Cengiz Yucel, Afrika'da Bir Renk Cumbusu, TURSAB ,May 2007

Approximately 20 percent of the Moroccans who came to Turkey in the 2000s, visited our country on a transit pass and 95 percent of the Moroccans who stayed in Turkey in the 2000s chose Istanbul. The percentage of those who referred typical holiday destinations, such as Mugla and Antalya, is only 1%. In the data of the Republic of Turkey, Ministry of Culture and Tourism, among the purposes of travel, travel and leisure ranks top with approximately 25 percent; culture ranks second with 15 percent; visiting relatives has a rate of 15 percent; trade has a rate of 19 percent and various others 24 percent.<sup>137</sup>

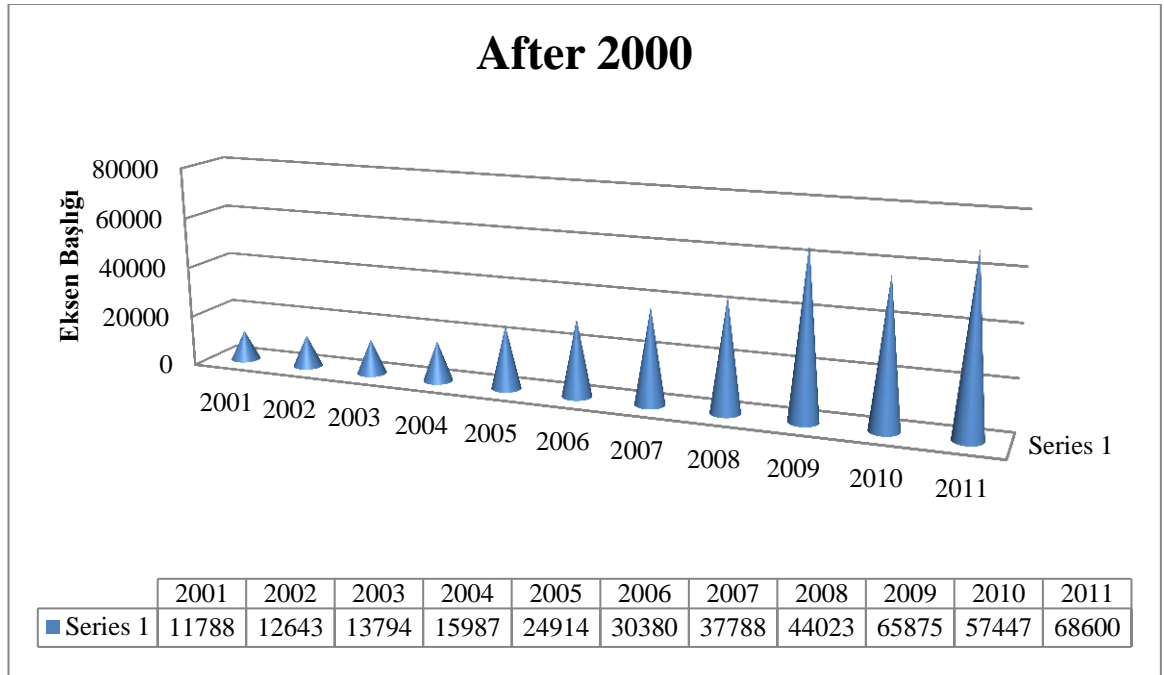


**Figure 18:** Number of Visitors from Morocco to Turkey between 1988- 2000

Source: Republic Of Turkey Ministry Of Culture And Tourism

<sup>137</sup> Ibid., 4-8.





**Figure 19:** Number of Visitors from Morocco to Turkey between 2000- 2011

Source: Republic Of Turkey Ministry Of Culture And Tourism

Although Tourism relations between Turkey and Morocco are developing day by day, it is not high enough and is not expected to reach a considerable level due to the insufficiency of promotion by both countries. In recent years, Turkey has become a popular destination, attracting Moroccan citizens, as well as Morocco has become an attractive destination for Turks. Although the numbers are not very high, the interest in this country increases every day. According to the data of UNWTO, approximately 8,000 Turkish citizens have visited Morocco in 2004 and 26.000 in 2011.<sup>138</sup>

<sup>138</sup> UNWTO and Yucel



Economic conditions encourage both countries to develop their relations. The establishment of direct flights and visa exemptions facilitate travel between two countries. For instance, there are more than 10 flights each week. Turkish Airlines is operating flights every day, Royal Air Morocco is operating four times and Air Arabia is operating three times each week. All these facilities enable to develop mutual relations, such as cultural, economic, commercial and touristic.

The following statement by the Moroccan Minister of Tourism is evidence that both countries are eager to develop their relations:

AA; According to the report given by the Moroccan Minister of Tourism, Lahsan Haddad; “We have a lot of special history relationship. Turkey is one of safe region sharing border with us. In present time we have a lot of political and economic relations especially in International arena. In between Morocco and Turkey free business agreement with foundational projects are also included in our relations, in present time the two countries have no any cultural outlook. Turkey is one of our important market. In between Turkey and Morocco there is every day flight. Candidly, in between two countries Ministries have

ignored these important relations. But we have designed a program to work-out these issues.

For the past year, approximately 26 thousand tourists had came to Morocco from Turkey, with this. We can said there is a positive development.

We are highlighting to increase up this number. Turkish have little access to our sea side, but have much access to cultural tourism. This is a wlug we are planning to concentrate much on cities rehabilitation. Morocco is cultural and educational capital and Turkish have shown desire. In field of tourism we concern a lot. We have talked about tourism sectors, ambitions with 2020 project during the Istanbul Tourism Trade Fair. We have discovered that the Turkish have desire in Moroccan deposit. We have also discovered that in present years Turkey own a progressive skill, in the field of tourism.

In Morocco, the last election winning party `Justice and Development Party` which was Islamic party have derived uncomfortableness to the western tourists. We are looking `to ease this issue in positive diplomatic ways. The division of leadership was democratic developments. Without negative interrogation, Moroccan politics, economic and security perspective, is going to be stable to support the tourism.

Along with the world economic crises Morocco had been affected with `classic` marketing. Despite all the situations experienced by our neighborhood countries we still experienced security problem. From the western region, this pushed back our marketing out-look from the Arabian Spring. Any time from now, the new global tourism is to raised up countries across the globe. Brazil, Chine, India, Korea and others are going to affect Moroccan tourism along with the western countries.

For Moroccan tourists, we will give a wide range of selection, to increase the number of the tourists we are not going to give quality from wood, we are not looking at salt tourists, totally, we are concentrating from the economic benefit, quality, is the symbol of Moroccan tourism.”<sup>139</sup>

In this section, I attempted to elaborate mutual relationships and how we can categorizes as kind of mutual relations in order to improve its. This situation mainly addresses to develop and contribute mutual relationships; we need to develop

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<sup>139</sup> <http://www.haberciniz.biz/fas-turizm-bakani-lahsan-haddad-fas-tarih-te-ilm-ve-kultur-baskentidir-ve-turkleri-hep-cezbetmistir-turkiye-bizim-bolgedeki-guvenilir-muttefikle-1328976h.htm>

bilateral relation. At the same time, we should realize that according to bilateral relation what is important is the reality.

## **CHAPTER 4**

### **RESEARCH METHODOLOGY**

In order to develop an understanding of the Factors Influencing the Development of Tourism between Turkey and Morocco, the following approach was used. The chapter is divided into four sections such as: 1) Statement of methodology; 2) The population and sample; 3) Collection of the data; and 4) Data Analysis

The research used three types of investigation: Literature review, personal interviewing and personal observations and experience. The literature review comprised publications by. 1) World Tourism Organization; 2) World Tourism and Travel Council; 3) World Bank; 4) Turkish Statistical Institute; 5) Republic Of Turkey Ministry Of Economy; 6) Republic Of Turkey Ministry Of Culture And Tourism; 7) Morocco's Ministry of Tourism; 8) The tourism literature and annual tourism reports dealing international tourism and travel etc.

My personal observations are based on my 12- years of experience in the tourism sector as a direction, consultant and education.

Interviewees were selected from among individuals with personal knowledge, opinion and experience about factors influencing tourism between Turkey and Morocco. I found participants from University Professors, students, travel agencies, tourists visiting the country, Turkish citizens that reside in Morocco and people in NGOs who were active in Morocco. Their references were also helpful in finding participants. Interviews were conducted by telephone or face to face, and some of them were recorded on a tape recorder, but others just manually recorded and noted. I asked participants open-ended questions. I attempted to draw out both personal views and opinions from the participants.

More specifically, the research population includes of members of groups who have roles in Turkey and Morocco tourism. The seven main participation groups in the study were as follows: 1) Royal Air Maroc employees; 2) Travel Agencies employees; 3) Academics; 4) Officials of NGOs; 5) Students; 6) Businessman; and; 7) Turkish citizens that have been to or reside in Morocco

**Table 24:** Participants of the Interviewing Process

Participants	Total Number of Participants
<b>Royal Air Maroc employees</b>	<b>3</b>
<b>Travel Agencies employees</b>	<b>4</b>
<b>Academics</b>	<b>2</b>
<b>Officials of NGOs</b>	<b>2</b>
<b>Students</b>	<b>6</b>
<b>Businessman</b>	<b>3</b>
<b>Turkish citizens that have or reside in Morocco</b>	<b>10</b>
Total Number of Participants	30

The literature analysis took place from September 2011 to March of 2012. This period of time was a handicap because of the Arab Spring. This resulted in a long time period and thus the process could not be finally completed until the end of February 2012.

## **CHAPTER 5**

### **FINDINGS AND ANALYSIS**

#### **5.1 Factors Influencing The Development Of Tourism Between Turkey And Morocco**

Chapter five presents the findings from the study. The subject of this study, the factors influencing the development of tourism between Turkey and Morocco. This chapter is including two main points. The first point describes my opinion, experience and analysis. The second point provides the the interviews. It is a significant event that search and find the reason of developments of tourism relations between two countries. In the effort made in this chapter to explain its reasons. I hope to show that it is necessary and possible, to go beyond the analysis that can only deal with factors influencing the development of tourism between two countries that is restricted in location, undesirable event such as Arab Spring and narrow material objectives. Indeed, factors that characterize and explain developments in those terms may not be seen any cases, just particular tourism studied here. It is then possible to hope this study may highlight the aspect and dimensions of tourism study that have typically been understand for two nations and to honor the global representation of the industry and those involved in Morocco-Turkish tourism, within the study.

An analysis of the interviews was undertaken within 12 subject areas:

1. Visa Exemption
2. Direct Flight
3. The Vision Of Turkey and the Rising Image of Turkey
4. Similarities, Culture, Religion, Norms
5. Diplomatic Relations
6. Advertisement and Promotion
7. TV movies, series
8. Commercial Relations
9. Non-Governmental Organizations
10. Geographical Location, Climate and Green
11. History and Sympathy
12. Education and Language

The findings from the interviews will be discussed within each of the subject areas.

### 5.1.1 Visa Exemption

Visa is official authorizations appended to a passport permitting entry into and travel within a particular country or region. A citizen of a foreign country who seeks to enter Turkey or another country generally must first obtain a visa, which is placed in the traveler`s passport, a travel document issued by the traveler`s country of citizenship. Visa Application Process generally includes planning ahead of time, qualifying for a visa, applying for a visa, providing required documentation, paying required visa application fees, providing additional documentation as requested, attending visa application interview process etc.<sup>140</sup>

Visa Restrictions and Bilateral Travel are very important for international tourism. Many countries are imposing visa restrictions on travelers from some foreign countries. These restrictions are causing to deter foreign visitors and decrease “the flow of tourists, businesspeople, and other travelers` from affected countries and thus damage a country`s tourism industry, reduce its trade, and affect its scientific, cultural, and other exchanges with foreign countries.”<sup>141</sup> *“A visa limitation depicts a significant obstacle to and discouragement against unwelcome visitors that is binding before visitors even arrive at one`s borders. Firstly, there is the additional expense and inconvenience of applying for the visa before travel which can take days, weeks or months; by way of a professional visa service provider, travel agency; or in person, “which implies traveling to the embassy or one of the few consulates and often waiting, possibly for hours, for service. Secondly, the issuing consulate or embassy can, of course, and sometimes does, deny the application without giving any reason.”*<sup>142</sup>

All interviewers see eye to eye with each other and share the same idea that underlined the effect of visa restrictions on bilateral travel. The results show that

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<sup>140</sup> Scribd. 24.03.2012. <<http://www.scribd.com/doc/34618705/Impact-of-US-VISA-Regulations>>

<sup>141</sup> Eric Neumayer, London School of Economics and Political Science, Visa Restrictions and Bilateral Travel,04.05.2012 <[www2.lse.ac.uk/.../pdf/visa\\_bilateraltravel..](http://www2.lse.ac.uk/.../pdf/visa_bilateraltravel..)>

<sup>142</sup> Ibid.,



bilateral travel is significantly and affected by such restrictions. According to Visa Exemption Agreement (November, 1966) between Turkey and Morocco, these two countries` citizens do not need visa for travels. This situation is believed to have increased tourism activity by 50 to 60 percent.

Furthermore, a participant from Morocco states:“I think, visa exemption is more important than others, during the choice of a destination and decisions to go there, because when you want to go you can go and you do not wait or deal with any bureaucratic procedure; if you have a passport in your pocket, it is very easy to go.”

### **5.1.2 Direct Flight**

At present, most tourists from Morocco to Turkey come by plane, and this volume is growing rapidly. The tourism statistics shows that the proportion of tourists traveling by air to Turkey rose every year, respectively. Turkish Airlines has been operating flights since 2005. As Turkish Airlines has, until 2007, been the sole airline operating flights to Maroc, the problem of limited seats to accommodate rising demand in the high tourism season usually arises. After 2006, Royal Air Maroc and Air Arabia started to operate direct flights from Turkey to Morocco. Furthermore, there are more than 15 direct flights each week and they are planning to increase daily flights.<sup>143</sup>The key factors that drive mutual tourism activity are the launch of direct flights to Turkey which can create stronger tourism of this country. Previously, traveling from Morocco to Turkey was quite convenient because there were more than two airlines flying directly to Turkey, but at a relatively high price. Other kinds of traveling to Turkey take longer time because visitors have to go to different countries and take a ferry or flight to Turkey. For example, in 2007, Royal Air Maroc inaugurated the first direct flight to Turkey. According to the flight schedule, they now have 5 flights a week and they are planning to increase the number. The ticket reservations show that they are eager to flight directly. After this route becomes recognized, it is expected that 95 percent out of the seats will be filled. Direct flight to Morocco plays a vital role to support the aviation network and

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<sup>143</sup> Royal Air Maroc Istanbul Office

traveling international route. At present, there are approximately 70,000 passengers of three Airways, who want to get connected flights between Turkey and Morocco per year. Asides from the flights provided by Three Airways there are chartered flights. The launch of direct flight to Turkey will surely increase tourist arrivals to Istanbul and generate higher earnings to related businesses.

All interviewers stressed that direct flights are very important conveniences to travel and that they it contribute to development of tourism between Turkey and Morocco.

### **5.1.3 The Vision of Turkey and the Rising Image of Turkey**

Image, as a simple definition, is a concept, value and a picture shaped in the mind about a specific country, nation, subject or a product. In today's world, positive country image has a great role in international tourism. In addition, image has a considerable impact on tourists from different countries and therefore influences their subsequent choice of the destination decisions.<sup>144</sup>

Between the 15th-18th centuries Istanbul was one of the most populous and famous cities in Europe; with the downfall of the Ottoman Empire, Istanbul also lost its prestigious position as one of the most appreciated touristic destination. In recent years however, with economical boom, Istanbul once again has been regaining its previous position in the world. As matter of fact, Istanbul was the most visited capital in the continent of Europe. In 2005, during Turkey's Prime Minister Recep Tayyip Erdogan`s visit to Morocco, Morocco's King 6th Muhammad said, “We take Turkey as an example.”<sup>145</sup>

Three participants from Morocco emphasized:“We are proud of Turkey because it represents us in international arena and it plays very important roles in the

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<sup>144</sup> Katharina P. Roth, University of Vienna, Adamantios Diamantopoulos, University of Vienn Advancing the Country Image Construct 29.03.2012 <[http://homepage.univie.ac.at/katharina.roth/research/Review\\_CoIScales\\_JBR.pdf](http://homepage.univie.ac.at/katharina.roth/research/Review_CoIScales_JBR.pdf)> and<<http://www.bledcom.com/uploads/papers/Tunca.pdf>>

<sup>145</sup> Fas Ülke Raporu 2010. Dış İlişkiler ve İşGeliştirme Müdürlüğü.28.03.2012.<<http://www.aso.org.tr/kurumsal/media/kaynak/TUR/haberler/Fas.pdf>>.

international arena for all Muslim countries. In addition we expect a big brother role from Turkey all over the world.”

Some comments by interviewees are given below:

“Thanks to its very good image in the international arena and a stable, growing economy and young population, quite a few entrepreneurs have decided to start businesses in Turkey, recently.”<sup>146</sup>

“Turkey is excessively dynamic and extremely huge to remain static to such a position. Turkey is a global force to reckon with; it is becoming or at least acting as a global power in the making.”<sup>147</sup>

Jacques Couvas stressed that;

“The Arab Spring has given an opportunity to Ankara to change its image in the international arena. Assurances to women by the winners of the Tunisian elections that they will be free not to wear the Muslim veil has come as music to the ears of Turkish secularists. It was another signpost confirming Turkey’s growing position and influence among Arab countries. On a week-long trip in early September to Northern Africa, Erdogan became the evangelist of secularism as a model of governance for the nations in the region that just rid themselves of their despots. Tunisians were also skeptical about the Turkish model at first. But it now seems that the paradigm is attracting supporters, both among Arab liberals and moderate Islamists. Erdogan, now a household name in the Middle East and Northern Africa (MENA), has concocted a recipe that skillfully blends inclusive democracy, chastising Israel’s policy towards the Palestinian territories, and hope for prosperity. Meanwhile, Turkish foreign-language media and TV sitcoms, propagated from Istanbul to antennas across the Middle East and North America (MENA) have built the picture of a society that lives as happily and leisurely as any Hollywood-made bourgeois neighborhood. Turkey has become the benchmark for moderate Muslims. The current popularity of Turkey in the Arab streets and among the business communities in Cairo, Tunisia, Beirut or Tripoli are the fruit of a long-term strategy that began in 2003, and whose objectives became apparent in 2009 with the appointment of Ahmet Davutoglu to the post of minister of foreign affairs. Davutoglu, a former political science professor in Istanbul and at the Islamic university of Malaysia, has been a close advisor to Erdogan

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<sup>146</sup> Terry Mathews Business Turkey [businesssturkeytoday.com](http://www.businesssturkeytoday.com). 29.03.2012.<  
<http://www.businesssturkeytoday.com/more-foreign-entrepreneurs-coming-to-turkey-to-establish-business.html>>.

<sup>147</sup> Ayesha Villalobos. Radio Free Jigjiga. Turkey Rising To Its Past Glory! 27.03.2012.  
<[http://www.radiojigjiga.com/news/turkey\\_rising\\_to\\_its\\_past\\_glory.html](http://www.radiojigjiga.com/news/turkey_rising_to_its_past_glory.html)>.

since 2003. His book ‘Strategic Depth’ published in 2001, in which he argues Turkey’s historic and geographic destiny in a greater MENA extending from the Black Sea and Western Asia to the Atlantic coast of Morocco, has influenced recent Turkish foreign, trade and defense policy.’<sup>148</sup>

“Turkish foreign policy is by no means immune to either the influence of the international system or the effects of its neighborhood’s transformations. Given this background, after the end of the Cold War, the neglected historical and geographical reality of interconnectedness between Turkey and its environs resurfaced. Interconnectedness did not only open up new horizons and create opportunities but also posed new problems and conflicts for Ankara. With the turn of a new century, Turkey became more able and willing to benefit from increasing interconnectedness in its vicinity. Hence, this paper emphasizes the significance of the interplay between domestic and regional dynamics and the effects of the unprecedented level of economic interdependence in contemporary Turkish foreign policy.’<sup>149</sup>

#### **5.1.4 Similarities, Culture, Religion, Norms**

Morocco has similarities to Turkey. It is a well known fact that two countries are sharing many similarities, such as the same religion.

Today, all Islamic countries are interested in developing regional and intra Muslim tourism and touristic activity. Furthermore, all Islamic countries are speaking of developing Islamic tourism and trying to promote Islamic culture and international tourism. For this reason, they “encourage regional flows, in order to strengthen community ties and to express cultural specificity.”<sup>150</sup>

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<sup>148</sup> Jacques Couvas. Turkey's Rising Influence Among Arab Nations. AlterNet 28.03.2012.<[http://www.alternet.org/world/152991/turkey's\\_rising\\_influence\\_among\\_arab\\_nations/](http://www.alternet.org/world/152991/turkey's_rising_influence_among_arab_nations/)>.

<sup>149</sup> Kadri Kaan Renda. Insight Turkey. Turkey’s Neighborhood Policy: An Emerging Complex Interdependence? 29.03.2012.<[http://www.insightturkey.com/Insight%20Turkey\\_Volume\\_13\\_Number\\_1\\_2011\\_Kadri\\_Kaan\\_Renda.pdf](http://www.insightturkey.com/Insight%20Turkey_Volume_13_Number_1_2011_Kadri_Kaan_Renda.pdf)>.

<sup>150</sup> Masoud Imani Kalesar. Developing Arab-Islamic Tourism in the Middle East: An Economic Benefit or A Cultural Seclusion? International Politics, Vol.3, No. V, Winter & Spring 2010.27.03.2012.<<http://www.intpolitics.com/Articles/No5/Developing%20Arab%3FIslamic%20Tourism%20in%20the%20Middle%20East%20AnEconomic%20Benefit%20or%20A%20Cultural%20Seclusion.pdf>> .

Islamic Tourism are including as a cultural and religious concept. Turkish Tourism authorities and private businesses should discover and rehabilitate Islamic cultural heritage, such as shrines, tombs, mosques etc. <sup>151</sup> Islamic tourism plays a significant role in all over the world and supporting economic, social and cultural communication between Islamic countries promoting to between Muslims and society and also international understanding. As an instance, the type of Islamic hotels and touristic activity seem to be more and more popular between Muslims. <sup>152</sup> Furthermore, there are some Islamic resorts and hotels in Turkey and the number of tourists who are choosing these type of hotels is increasing. These developments are signs of a new approach which is Islamic tourism and requires a new market segmentation and new marketing.

October 2009, Forum of Islam and Tourism in Sana'a decided to encourage "the Arab and Islamic peoples` religious unity, belief, the convergence of customs and traditions, cultures and interests, and to achieve the strengthening of linkages, mutual benefits and science, and gain experience, knowledge and build bridges of trust." <sup>153</sup> At the same time, they encouraged Muslim people to join in intra regional and intra Islamic tourism activity. <sup>154</sup>

Only two participants said: "I am going to holiday for just one week and I am not interested in religion, culture and norms because I am a tourist," but the others think that similarities influence the preference of destination. Furthermore, Moroccan people are familiarized with Turkey and Turkish culture in their school days. Because when I asked how they got information about Turkey, whether their organizations try to learn about Turkey. They answered yes, we learned in our school because we took history lesson and interesting Ottoman history.

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<sup>151</sup> Ibid.,

<sup>152</sup> Ibid.,

<sup>153</sup> Masoud Imani Kalesar. Developing Arab-Islamic Tourism in the Middle East: An Economic Benefit or A Cultural Seclusion? International Politics, Vol.3, No. V, Winter & Spring 2010.27.03.2012.<<http://www.intpolitics.com/Articles/No5/Developing%20Arab%3FIslamic%20Tourism%20in%20the%20Middle%20East%20AnEconomic%20Benefit%20or%20A%20Cultural%20Seclusion.pdf>> .

<sup>154</sup> Ibid.,

### 5.1.5 Diplomatic Relations

Tourism affects countries and communities many ways, some of them are political, economic, social, diplomatic and cultural impacts. Tourism can contribute to positive international relations and to national economies. At the same time, diplomatic relations can contribute to positive international tourism and touristic activities. Diplomacy and diplomatic relations constitute an important structure of bilateral and may affect the overall size of tourism flows.

“Diplomatic relations between Turkey and Morocco were stated previous chapter and it were stressed again. Diplomatic relations between Turkey and Morocco were established on 17 April 1956 by a joint declaration of the Governments of the two countries following the proclamation of independence of the Kingdom of Morocco.”<sup>155</sup>

**Table 25:** Government and State Visits, since 1980

Visits from Turkey to Morocco
President Kenan Evren - 16 January 1984
President Kenan Evren - 30 March 1987
President Suleyman Demirel - 12 to 14 December 1994
President Suleyman Demirel - 25 July 1999
Prime Minister Tansu Ciller - 30 October 1994
Prime Minister Recep Tayyip Erdogan- 30 March 2005
Visits from Morocco to Turkey
Prime Minister Driss Jettou – 6 April 2004

Source: <http://www.anatoliagrup.com/tr/uluslararasi-pazarlar/afrika-kitasi/fas>

Relations between Turkey and Morocco, though always close, have undergone positive changes over the past three decades. During the 1980s, President Kenan Evren visited twice; in the 1990s Suleyman Demirel visited twice and Prime

<sup>155</sup> Republic of Turkey Ministry of Foreign Affairs. Relations between Turkey and Morocco.14.04.2012 <[http://www.mfa.gov.tr/turkiye-fas\\_siyasi-iliskileri.tr.mfa](http://www.mfa.gov.tr/turkiye-fas_siyasi-iliskileri.tr.mfa)>

Minister Tansu Ciller visited once and in the 2000s Prime Minister Recep Tayyip Erdogan visited once. The election of Prime Minister Erdogan in November 2003 signaled a new chapter in Turkey-Morocco relations; Erdogan is quite popular in this region and Morocco. For these reasons, diplomatic relations between two countries has been increasing more rapidly during the last ten years. The two Mediterranean countries continue to cooperate widely in international security and political issues, both bilaterally and through numerous international organizations. There were more than 9 agreements which were signed after 2000. All bilateral relations such as tourism and trade between Turkey and Morocco proceed parallel to these diplomatic relations. Furthermore, Morocco's foreign and defense policies are usually in harmony with those of Turkey.

In addition to such high level government visits between Turkey and Morocco, relations at all levels increase every day.

All these good relations support increasing tourism activity between the two countries. All interviewees underlined that diplomatic relation is a factor influencing the development of tourism between Turkey and Morocco. The proof is that the number of tourists coming from Morocco to Turkey has been increasing year by year since the 2000s.

Turkey and Morocco should decide to work jointly and open tourism offices in each other's capital and big cities to further develop tourism relations, leaders of both countries should increase hosting each other. All these will help develop bilateral cooperation between Turkey and Morocco. Furthermore, two countries should share their deep experience and knowledge of development with more versatile relations, as underlined by Ayesha Villalobos:

“Turkey has also shifted from security perception based on enmity relations with its neighbours to note, if not goodwill, at least stronger convergence of interests, Greece, Iran, Syria, Armenia, Russia and Iraq to mention a few of the countries with whom Turkey had an aperture from cold to aggressiveness kind of relationship, but Turkey at present have become a part of their expanding diplomatic and economic association. The above-stated changes accompanied by Turkey's foreign and security policy heighten an increase in the aspect of material capabilities; specifically it's economic and co-equal recognition of

its undeniable significance in the international platform. Turkey's, politicians recognise that Turkey is a great power in the "making" rather than a "present" reality. For one thing is sure, Turkey is on the rise with a determined effort. It will rise to her past glory maybe sooner than most expect it to be."<sup>156</sup>

"Moroccan Foreign Minister Saad Dine El Otmani started on Sunday a three-day official visit to Turkey, which is supposed to lay the basis for a privileged partnership" between Ankara and Rabat in order to give a fresh impetus to the bilateral relations, marked in recent years by strong momentum at all levels. The visit offers, thus, an opportunity to explore the prospects for strengthening economic relations and increase trade between the two countries, given the remarkable growth of bilateral cooperation in the wake of entry into force, in January 2006, of the free Trade agreement. On this occasion, Morocco and Turkey will sign a series of agreements relating to road transport, promotion of SMEs and cooperation between Moroccan and Turkish foreign ministries' diplomatic academies of studies. Examination of new mechanisms to promote cultural exchange between Moroccan and Turkish peoples is also on the agenda of El Otmani's discussions in Turkey. Rabat and Ankara work together to promote peace and stability in the Middle East and North Africa, and coordinate within international organizations, he said. Morocco and Turkey have agreed to further strengthen their cooperation both bilaterally and multilaterally, encouraged by the convergence of their views on all regional and international issues, said, on Monday in Ankara, Moroccan Foreign Minister Saad Dine El Otmani. Morocco and Turkey, which are bound by strong, long-standing relations, share the same concerns at regional and international levels and are driven on by a strong desire to further strengthen their cooperation in all fields, El Otmani told a joint press conference after talks with his Turkish peer Ahmet Davutoglu."<sup>157</sup>

### **5.1.6 Advertisement and Promotion**

Turkish Government's, Ministry of Tourism, through its Turkish Tourism "Offices overseas endeavors to position Turkey in the tourism generating markets as a preferred tourism destination, to promote various Turkish tourism products via a vis

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<sup>156</sup> Ayesha Villalobos. Radio Free Jigjiga. Turkey Rising To Its Past Glory! 27.03.2012. <[http://www.radiojigjiga.com/news/turkey\\_rising\\_to\\_its\\_past\\_glory.html](http://www.radiojigjiga.com/news/turkey_rising_to_its_past_glory.html)>.

<sup>157</sup> Morocco World News Morocco's FM starts official visit to Turkey. 27.03.2012 <<http://morocoworldnews.com/2012/03/moroccos-fm-starts-official-visit-to-turkey/31866>>.



competition faced from various destinations and to increase Turkey's share of the global tourism market.”<sup>158</sup>

“The above objectives are met through an integrated marketing and promotional strategy and a synergized campaign in association with” Association of Turkish Travel Agencies (TURSAB), Governmentships and Turkish Missions.<sup>159</sup> “The specific elements of promotional efforts undertaken overseas include advertising in the print and electronic media, participation in fairs and exhibitions, organizing seminars, workshops, online advertising, road shows and Turkish nights, printing of brochures and collaterals, brochure support, joint advertising with travel agents, tour operators, inviting the media and travel trade to visit the country under the hospitality program etc.”<sup>160</sup>

In Morocco, Turkish advertisements and promotions are insufficient. Fortunately, Moroccan people are learning about Turkey from internet and news. In order to advertise and promote, Turkey should prepare a comprehensive advertisement study and focus to give information about Turkey and Turkish touristic products.

All interviewers explained that they need advertisement to learn proper information about Turkey; otherwise, reaching appropriate information is very difficult. If someone knows or has information about a destination, he or she would like to go there; for this reason Turkey should try to create such as awareness.

### **5.1.7 Movies and Tv Series**

It is a well known fact that television is very important tool for advertisement management because it is a comprehensive tool which shows what you want to stress and it reaches masses.

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<sup>158</sup> Turkish Tourism Offices. 27.03.2012. <

<http://www.turkeytravelplanner.com/details/TouristOffices.html>>

<sup>159</sup> Ibid.,

<sup>160</sup> Republic Of Turkey Ministry Of Culture And Tourism.26.03.2012.<  
<http://www.kultur.gov.tr/EN/ana-sayfa/2-0/20120327.html>>

Interviewees confirmed that tv is very important for advertisement. Today, in Morocco, Turkish films are very popular and all Moroccan people like to watch these films. These films are affecting people to come Turkey. Furthermore, in order to see what they watched, many tourists are coming from Morocco to Turkey. In addition, there are only Turkish films on Moroccan channels. The level of interest is thus increasing day by day and transforming into tourism activity.

### 5.1.8 Commercial Relations

The effect of international commerce and international tourism on bilateral relations go hand in hand. If you want to develop your commercial relations, you can see that tourism is following it. “International trade means exchange of goods and services between countries,”<sup>161</sup> including bilateral investment. “This type of trade and investment gives rise to local and world economy, in which prices, or supply and demand, affect and are affected by global events.”<sup>162</sup> In addition, International trade and investment allow countries to expand their markets for both goods, services and tourism. As a result of international trade and investment promote their destination. Furthermore, trading globally gives people and countries the opportunity to have information about goods, services, touristic products and destination not available in their own countries.<sup>163</sup> Almost every kind of touristic product can be found on the international market. International trade not only results in increased efficiency but also allows countries to participate in a touristic activity such business tourism, encouraging the opportunity of travel agencies to open new offices, individually or together with foreign companies. In this way, tourism can therefore grow more efficiently and can more easily develop all types of relations.<sup>164</sup>

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<sup>161</sup> Sharif University of Technology  
Graduate School of Management and Economics. What is international trade? 16.05.2012  
<<http://gsme.sharif.edu/~trade/>>

<sup>162</sup> Ibid.,

<sup>163</sup> Ibid.,

<sup>164</sup> Global Business Environment.  
28.04.2012<[http://catalogue.pearsoned.co.uk/assets/hip/gb/hip\\_gb\\_pearsonhighered/samplechapter/0273752634.pdf](http://catalogue.pearsoned.co.uk/assets/hip/gb/hip_gb_pearsonhighered/samplechapter/0273752634.pdf)>

Business travels are playing a significant role between Turkey and Morocco. There is a significant percentage of tourists who come to Turkey on business. They connect their holiday and business.

### **5.1.9 Non-Governmental Organizations**

As has been widely recognized, the Non-Governmental Organization is one of the most important for society and for tourism sectors. They are playing an essential role in raising awareness of all values in a country. Recently, they are contributing to exhibit touristic products and values. At the same time, the number of NGO is rising day by day. Some of their social activities are promoting interest in tourism and helping to bring many tourists for different purposes, such as business organization.<sup>165</sup>

One participant explained: “Non-governmental organization contributes to develop bilateral relations and tourism. Before I met NGO, I had no information about Turkey. But now I have been in Turkey for the fourth time.”

Furthermore, some participants emphasized that NGO`s are playing significant roles to bring people together between two countries. They should increase their activity in Turkey and Morocco.

### **5.1.10 Geographical Location, Climate and Green**

Turkey's geographical location is very important in the world and make it the land bridge between Europe and Asia. At the same time, Turkey has the advantage of widely varied geographical and climatic conditions; there are four seasons in Turkey and this situation enables the production of almost every type of fruit and vegetable. In addition sea-sun-sand, beaches, bays, coves, ports, islands and peninsulas are richly available in Turkey. Historical ruins, archaeological sites, natural resources and cultural heritages are other significant values for Turkey.

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<sup>165</sup> Journal of Educational Travel Volume 1, Number 1, January 2010 tourism destination sustainability and non-governmental organizations (ngo`s): a case study of beypazari, turkey 29.03.2012.<<http://acikarsiv.atilim.edu.tr/browse/495/09.pdf?show>

Furthermore, three sides of Turkey are surrounded by seas; Mediterranean, Aegean, Black Sea and Marmara Sea. "Turkey is a country located at a very strategic point where the three continents of the old world (Asia, Africa, and Europe) are closest to each other and where Asia and Europe meet."<sup>166</sup>

"Because of geographical location, Turkey has always been important throughout history and is the birth place of many great civilizations. A spectacular country surrounded by sea on three sides, with more than 300 natural and 130 artificial lakes, and almost %35 of its lands covered by forests and mountains."<sup>167</sup>  
"Several rivers cutting the beaches to reach the seas makes the country even more attractive Turkey has been called "the cradle of civilization" and by travelling through this historic land, tourists will discover exactly what is meant by this phrase."<sup>168</sup>

"The other unforgettable experiences are majestic mountains and valleys, lakes, rivers, waterfalls and grottoes perfect action and sportive activities seekers. Skiing fans, mountain climbers, trekkers, hikers in Turkey."<sup>169</sup>

Moroccans especially choose to go firstly to Istanbul and secondly to Bursa. They desire to see green areas. They are interested in greenery and snowy winter because their country is dominated by desert topography and climate.

#### **5.1.11 History and Sympathy**

History and historical background are very important things for nations. Furthermore, history is important for bilateral relations as well as for tourism. The Ottoman Empire's ideas, attitudes and events of this period have shaped and influenced various kind of mobilization all over the world. Ottoman influence in those eras directly affected Morocco and Africa. Since 1956, efforts by Moroccan and Turkish people have been underway to bring various good relations together. In

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<sup>166</sup> Turkey Tourism. 29.03.2012.<  
[http://www.turkeytourism.com/why\\_turkey\\_tourism\\_holiday.html](http://www.turkeytourism.com/why_turkey_tourism_holiday.html)>.

<sup>167</sup> Ibid.,

<sup>168</sup> Turkey Tourism. 29.03.2012.<  
[http://www.turkeytourism.com/why\\_turkey\\_tourism\\_holiday.html](http://www.turkeytourism.com/why_turkey_tourism_holiday.html)>.

<sup>169</sup> Ibid.,

addition, there are many historical values in Turkey. Moroccan Students have been reading history of Ottoman Empire in their schools and they have been interested in this history. This is affecting the choice of Turkey. In the recent past, the continent and the region as a whole has lived through its most depressed periods, whether considered from the point of view of morality, education, traditions and tourism industry but their eyes have now opened. Two participants emphasized that history is important to choose Turkey and we should increase our relations. Because, since the darkest ages, we support each others.

Today, two countries` peoples should get a chance to see each other`s historical wealth. Turkey and Morocco should decide to work together and promote their tourism activity and further develop bilateral ties; leaders of both countries should announce and emphasize historical relations.

#### **5.1.12 Education and Language**

Education is an important factor for mutual relations, because, education provides the bridge in bilateral relations to raise it to a higher level. Furthermore educational relationship must be at a level of partnership between the state`s institutions such as universities. We can say that education is important for matters of tourism policy, advertisement and cultural understanding.

The participants who are students stressed that education is playing a significant role to develop tourism sector between Turkey and Morocco. A Moroccan who is a student in Turkey explained that:“My family comes to Turkey every year and they advise our neighbors to come to Turkey.”

“There is little doubt that skills in the language of another country are invaluable when communicating with people from that country. This is nowhere

more apposite than in the context of the cross-cultural interface between tourism enterprises and visitors.”<sup>170</sup>

Language is very important for tourism. Tourists always want to contact, communicate and speak with local peoples. The role that communication can play is to share experiences, information and exchange of knowledge. The development of communication enables tourists to be satisfied and come again.

All participants confirm that language is very important factor influencing development of tourism between Turkey and Morocco. Turkey needs tourist guides who speak Arabic.

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<sup>170</sup>D. Leslie and H. Russell, *Tourism Management*, The importance of foreign language skills in the tourism sector: A comparative study of student perceptions in the UK and continental Europe, Volume 27, Issue 6, December 2006, 23.04.2012<<http://www.sciencedirect.com/science/article/pii/S0261517705001986>>

## CONCLUSION

It is well known fact that tourism is a key sector in the economic development strategy of Turkey, and these has been an increasing interest in understanding the main factors which influence tourism activities and visitation levels. This study attempted to identify and elaborate such factors that influence international tourism demand between Turkey and Morocco. It covers data series between 1988-2011.

Tourism over the past few decades has been spurred by the rise in living standards, industrialization and development of technology. Human needs have increased day by day. To meet increasing human needs, people have faced with the new alternatives and new technologies affecting human life positively. People in many countries are exploring new leisure activities and life styles. As a result of all these changes, people have started to travel from their countries to others in order to see cultural, historical and natural differences. Therefore, touristic places have started to attract interests of people and many different sectors have been added to the tourism industry. Moreover, companies have started to prepare themselves to enhance their own shows in the tourism sector.

This study focuses on examination of all tourism activities and the support of developing international tourism between Turkey and Morocco. It is well known fact that tourism is very important for a country. For this reason, each country has to try to develop their tourism sector. Nowadays, African countries are very popular because these countries represent potentials markets for all sectors. African countries have many touristic places and attractions for visitors to see. If we know how to use these potentials we can contribute to develop this sector.

The statistics show that the number of tourists coming from African countries is not considerable compared to the tourists from other continents. However, tourism between Morocco and Turkey shows considerable promise. This study examined the reason of all those activities and their effects to incomes of these two countries.

This paper provided information about following subjects: How much is Turkey known to Moroccans? Why do Moroccans prefer Turkey? How much is the current tourism income and how we can estimate future of tourism? How many days do Moroccan tourists spend in Turkey? Where do they want to sightsee? And what kind of accommodation do they prefer? etc. All of these contribute to develop tourism activities of each country. There are 54 African countries in this continent; all of them have tourism potential but Turkey has mutual tourism activities and relations with some of them only. If we know what are the factors influencing development of tourism with these countries, we can make new efforts to overcome these obstacles or give rise to the tourism potential between these countries; therefore we can benefit more in terms of better tourism income.

This study points out 12 factors influencing the development of tourism between Turkey and Morocco:

1. Visa Exemption
2. Direct Flight
3. The Vision of Turkey and The Rising Image of Turkey
4. Similarities, Culture, Religion, Norms
5. Diplomatic Relations
6. Advertisement and Promotion
7. Movies and Tv Series
8. Commercial Relations
9. Non-Governmental Organizations
10. Geographical Location, Climate and Green
11. History and Sympathy
12. Education and Language

The study shows that Moroccan people are willing to come to Turkey and to participate at tourism activities. All Moroccan tourists stressed that “we are eager to come Turkey again and we want to live second experience because we like Turkey.” And this result shows us that Turkey should develop a new approach and new marketing strategies. Tourism and touristic product advertisements should increase and oriented to Moroccan people to visit Turkey. Turkey should enrich its touristic promotion and advertising. According to this study, Moroccans of all social classes want to come to Turkey. And Turkey should act sensitively on this subject.



Moreover, companies should especially pay attention to promotion activities and should increase their activities in this direction and should develop their contents.

When we examine the Moroccan tourism, we can realize that more than three million people are participating in international tourism activity. For this reason, Turkey should prepare a new concept which should include and stress that there are many reasons to go to Turkey. These are visa exemption, direct flight, similarities geographical location, climate, green etc. In addition, one of the most important things is that Turkey is a part of European and it is a European country. Because, Moroccan people do not have enough information about Turkey also they think that Turkey is like the 3th World countries. It is necessary that we should give appropriate information about our country. According to the Tourism Minister of Morocco; Moroccan peoples choose to go to European countries for holiday. In order to bring people to Turkey, we should learn why they go to Europe and how we can make Turkey charming so they prefer Turkey to other countries.

Turkey should increase mutual diplomatic and commercial relations between two countries. Because, these relations encourage people to have more information and raise their curiosity about Turkey.

The activities of advertisement and promotion should be increased in numbers, frequency and diversity. For instance, an invitation of famous people and media representers may be a good application of such promotions.

As was stated, the Moroccan interviewers stressed that Turkish Series are very popular in Morocco. Furthermore, there is no foreign TV series but just Turkish ones. This is an opportunity which Turkey should use by producing new series that would include more acquaintance of Turkey's features such as nature, culture, history, sea, sun and beaches, etc.

Turkey may prepare some social activities such as Turkish day in Morocco, and support the Non-Governmental Organizations` activities.

In order to increase passengers and transit passenger numbers, Turkish Airlines may prepare a city tour program such as a one day stay in Istanbul for transit passengers.

The government and Ministry of Tourism may encourage the investors and travel agencies to invest and establish new travel agencies or open branches in Morocco to bring more tourists. Furthermore they may encourage joint investments between Turkey and Morocco.

Actually, two countries may organize a tourism meeting and invite stakeholders who are interested in tourism. They can discuss how they raise the supply and demand between two countries.

Creation of an African Tourism Secretariat and a Position of Morocco- Turkey Tourism Coordinator.

The size of the tourism activity between Turkey and Morocco is increasing. The considerable complexity of the development and implementation of tourism policy, is requiring to create the large number of tourism agencies and tourism operators and an African Secretariat a position of Morocco-Turkey tourism coordinator for coordination. This research shows a rising level of concern in the current lack of a coordinated approach between two countries.

It would be highly desirable for the Governments of the two countries to develop a tourism secretariat. This new body would have primary responsibility to coordinate all tourism activity between Turkey and Morocco. It would not replace the authority or the functions of individual agencies; it would enhance their operation through coordination and shared activities.<sup>171</sup> This body would assist in the implementation of many of the other recommendations that follow later in this thesis. A project for this position should start in Morocco and then once it is established, the Secretariat should spread the experience obtained in Morocco to the rest of Africa.<sup>172</sup>

Industry representatives often comment on the lack of effective personnel in various agencies, tourism operators need timely advice on a wide range of activities,

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<sup>171</sup> Janet R. Marquez And Paul F.J. Eagles. Working Towards Policy Creation For Cruise Ship Tourism In Parks And Protected Areas Of Nunavut 07.05.2012 <<http://www.Cre-Premus.Uwaterloo.Ca/~Eagles/Documents/Marquzandeaglespaperintourisminmarineenvironments.Pdf>>.

<sup>172</sup> Ibid.,

including qualified personnel etc. It would be highly desirable if each government and each government agency created a position of tourism coordinator.<sup>173</sup>

Turkey may prepare a guide book which stress religion tourism such as Agri mountain; Prophet Noah and his ship, Urfa; Prophet Abraham who is very important for Judaism, Christianity and Islam, Efhesus and Virgin Mary; Prophet Jesus etc. In addition, Turkey can make a packet tours for hajji such as before going to Kaaba to Mecca and Medina, They can stay in Turkey and visit above areas.<sup>174</sup>

Moroccan generally prefer to go Istanbul and Bursa. Bursa is very green and has a lot of historical wealth and Ulu Mountain. Turkey may advertise and stress Black Sea Region for green and high mountains. They can desire to see snow and Turkey may be promote Palandoken and Erciyes Mountains.

Turkey has been started to make use of their geographical location the end of years. For example, Turkish Airlines has been flying all over the world and transit passengers are choosing to fly with Turkish Airlines. In order to have more transit passengers, Turkey may state geographical location.

I would like to conclude my thesis with these sentences: Turkey firstly should try to put in practice all these above for Morocco. After that, Turkey can spread all region and then all this continent. Because, Morocco is like a gate which is opening to Africa. I believe that if we put in practice in Morocco, we can accomplish to other African countries.

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<sup>173</sup> Ibid.,

<sup>174</sup> Abdullah Aymaz, Bakip Goremediklerimiz, Goze Takilanlar 2, (Izmir:Isik Yayinlari, 2007) 153.

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## APPENDIX A

### Turkish Companies in Morocco

No	COMPANY	ADDRESS	ACTIVITIES
1	AC KITCHEN	Bd, Mohamed VI N25 Marjane 2- Meknes Maroc	KITCHEN CABINET
2	AL ISTANBULI	Kissariat Arriwak Al Jadid, 55-59 Avenue Houmane Al Fetouaki, Derb Omar - CASABLANCA	APPLIANCES
3	ANATOLIA IMPORT EXPORT	21, Rue Ibn Katir, lot. Al Mawlid, Maarif - CASABLANCA	FURNITURE
4	ANATOLIA INTERNATIONAL ENGINEERING GROUP S.A.R.L.	N°29 Blvd 11 Janvier, 3ème Etagé, Bureau n°5 - CASABLANCA	CIVIL ENGINEERING
5	ARENA FOOD	Av. Ibn Haitam, Q.I. Sidi Brahim, Lot 26 - FES	IMPORT EXPORT
6	AYDAN S.A.R.L.	Twin Center, Tour Ouest, 16 ème étage, Angle Bd. Zerktouni et El Massira - CASABLANCA	TEXTILE
7	BİM	Parc Logistica, Route 3000, Ain Harrouda - CASABLANCA	SUPERMARKET
8	CEBELI TARIK SARL	7, rue 7, étg RC, Lots Miamar - CASABLANCA	CONSULTING AND TOURISM
9	COURANT BLEU	Rte Ben Slimane, km 3.7 BOUZNIKA	PLASTIC
10	CROMEVIER S.A.R.L.	R'mel Lahlal, Bouskoura, Préfecture de Nouasser - CASABLANCA	TEXTILE
11	DECOROMA	42, Bd. Emile Zola - CASABLANCA	INSULATION DECORATION
12	DOGUS İNSAAT ES	Autoroute Marrakech - Agadir, Chantier de la construction Tronçon Argana - Amskroud	CIVIL ENGINEERING
13	MENSOY	Angle Boulevard Mohamed V et Omar Ibn Al Khatab, Résidence Mas Palomas I, N°30, 1 er étage. 90000 Tanger - Maroc	RENTAL MAT.CONSTRUCTION
14	FARENCO S.A.R.L. SNT S.A.R.L.	Hay Farah 2 N°21 - MOHAMMEDIA	TEXTILE
15	GALAKSIKA MAROC	Rue 77 N°25 Hay El Oulfa Azhari II - CASABLANCA	TEXTILE
16	GROUPE SCOLAIRE MOHAMMED AL FATIH	Miamar Rue 7 N°7 Californie - CASABLANCA	EDUCATION
17	HOBİ MOBİ	396, Rés. Essalam, Bd. Zerktouni près du restaurant Chinois "Les	IMPORT EXPORT

		Hirondelles" - CASABLANCA	
18	HÜNKAR S.A.R.L (TURKOM)	10, Rue Zineb Ishaq, Bd. Ibn Tachfine - CASABLANCA	COSMETIC PLASTIC
19	İNTER CRISTAL	Douar Ouled Si Abbou, C.R. Sidi Hajjaj, Tit-Mellil - CASABLANCA	DECORATION
20	İSKO MAROC S.A.	5, bd. Abdellatif Ben Kaddour, 20100 Maarif - CASABLANCA ANFA	TEXTILE
21	ISOHAN S.A.R.L	59, Bd Zerktouni, Residence les fleurs 9eme etage Appt 26 20100 Casablanca ANFA	
22	ISTANBUL BUILDING S.A.R.L.	Bd. Med.V, 5,étage, N°7 - 50507 Marjane II - MEKNES	CIVIL ENGINEERING
23	ISTANBUL CHEESE	Zone Industrielle Al Hamra 2 Rue 03 N° 23 Ain Chock - CASABLANCA	CHEESE - FRUIT UTJ
24	ISTANBUL HISAR	4, Angle boulevard Oqba et rue El Bayrouni, No:3, Agdal - RABAT	CIVIL ENGINEERING
25	ISTANBUL MAKSOUĐ SACANE	MARRAKECH	CIVIL ENGINEERING
26	ISTAMBOULE TRAVAUX DIVERS "SOSTADIV" S.A.R.L.	N°24, Alem2, Olm, El Bassatine - MEKNES	RENTAL MAT.CONSTRUCTION
27	ISTEK SUN POWER S.A.R.L.	53, RUE Zoubair Bnou El Aouam, Roches Noires 20303 in Sebaa Hay Mohammadi - CASABLANCA	SOLAR ENERGY
28	JAMALEK S.A.R.L. (TRADE MARK: VITA)		CLEANING MATERIALS
29	KAWAI GROUP	14, Bd Zerktouni, 9ème étage, n°18 - CASABLANCA	ELECTRICAL PRODUCT
30	KING SARL	Bd. Ghandi Lot Attabib Im 5 Apt - 20000 CASABLANCA	CONSULTING
31	KIRAZLI DEKOR	Résidence Mehdi, Rue Abou Elvakt, Quartier Bourgogne - CASABLANCA	FURNITURE
32	MAK-YOL İNSAAT	Bella Vista Rue 6 N° 1 Malabata - TANGER	CIVIL ENGINEERING
33	MAKSEM DEVELOPMENT	353, Angle Bd. Mohamed V et Bd. La Résistance, Appt. 4, étage 4 - CASABLANCA	CIVIL ENGINEERING
34	MAR STAR	Z.I. Ain Sayarni - BERRECHID	BISCUIT
35	MAVI GROUP CO.	N°29 Blvd 11 Janvier, 3ème Etage, Bureau n°5 - CASABLANCA	RESTORATION
36	MENSOY	Route de Tétouan, Sebt Zinat, Chaouia n°1 - TANGER	RENTAL MAT.CONSTRUCTION
37	MERT FONDERIE MAROC	Douar Ouled El Hajjala Route N°1 KH 24 - MOHAMMEDIA	STEEL

38	MINT'S TEXTIL	Lot 97 rue 1 Zone Industrielle My Rachid Ben M'sik Sidi Othman - CASABLANCA	TEXTILE
39	MT PLASTIQUES SARL	Rue Sale 43 Kenitra	PLASTIC RECYCLING
40	NAZAR NEGOCE SARL	Douar Oulad Moumen, Sidi Moussa Ben Ali, Beni Yakhlef - Mohammedia	EXTINGUISHER
41	N'KA INDUSTRIE S.A.R.L	143, Zone industrielle Ouest - MOHAMMEDIA	FURNITURE
42	OSMANLI SARL	Jamila 7, Rue 9, No:23 CD Casablanca	TEXTILE
43	ÖZÇELIK INTERNATIONAL	Angle Rue de Provins et Rue de Lille - CASABLANCA	WOODWORKING MACHINE
44	ÖZ-KA IMPORT-EXPORT	Ex. rue François Ponsard, résidences Zahia II, 4 <sup>e</sup> étage N°244, Abdelmoumen - CASABLANCA	IMPORT EXPORT
45	ÖZTAŞ İNŞAAT VE GIDA SANAYI TICARET LIMITED ŞİRKETİ	Univers Acier Route Nationale 9 km 10 Ahl Loughlam - CASABLANCA	CIVIL ENGINEERING
46	POLAT İNSAAT	23, Rue Amr Bennacer Zemmouri Agdal /RABAT	CIVIL ENGINEERING
47	PREMIUM CHEMICALS MOROCCO	14, Rue Ibnou Jahir, Bourgogne - CASABLANCA	APPLIANCES
48	REPCON SARL	Angle Bd. Zerktouni et rue Ibnou Bouraid 3e Etage Maarif 20100 - CASABLANCA	CONSULTING
49	RIAD L'FAKIA	Mahaj Riad, C - 21 Imm No:5 Hay Riad - RABAT	CANDY
50	RIMAY-CAZAVIS	Aïn Chok rue 2 N°15 Bd. Modibo Keita P.B 712- CASABLANCA	HARDWARE
51	ROZA HALI	12, Rue Jaafar Bnou Atia, Bourgogne - CASABLANCA	CARPET
52	SAY IMPORT EXPORT	159, bd Yacoub El Mansour, 5 <sup>e</sup> me étage N°19 - CASABLANCA	TEXTILE
53	SIRAT SARL	Residence Jasmina 11 Rue Rossillons Q.H. 3 Etage Apt 7 CASABLANCA	IMPORT EXPORT
54	SIEGE PILOT MAROC S.A.R.L	443, Place Al Jacire, appt N°1, 1 <sup>e</sup> étage, Belvédère - CASABLANCA	BEDROOM DETACH. TRUCK
55	SORADYA S.A.R.L.		IMPORT EXPORT
56	SPEED CENTER	Z.I. Mly Rachid, Lot. N° 122, Rue 3, Ben M'Sik, Sidi Othman - CASABLANCA	TEXTILE
57	STAR VELOURE SARL	Douar Lahnancha Sidi Hajaj Oued Hassar - CASABLANCA	TEXTILE

58	SU-FI TRADE	Appt 35, Résidence Aganim, Km 7500, Route de Rabat, Ain Sebaa	PRODUCT PHARME.
59	SUBAŞI HALI VE ÇEYİZ	Hay Ryad, N° 783, magasin 2 - BOUZNIKA	CARPET
60	SULTANGAZ S.A.R.L	R.N.9 Km.24 Médiouna - CASABLANCA	IMPORT EXPORT
61	T. METAL SWISS CONCEPT S.A.R.L.	58, Bd. Anoual 20360 - CASABLANCA	CIVIL ENGINEERING
62	TEKFEN E.S.	Route Cotiere- BP: 675- Mohammedia-Gare - 20800 MOHAMMEDIA	CIVIL ENGINEERING
63	TOPKAPI CONSTRUCTION	Km: 10,5 Lotissement Est No: 10/5, Ain Sebaa - CASABLANCA	CIVIL ENGINEERING
64	TUNC CONSULTING	17, Place Pasteur-Rés. Build Pasteur, 6ème ét., Bur. N°5 - CASABLANCA	CONSULTING
65	TURAB EXPO FUARCILIK ORGANIZASYON REKLAMCILIK S,A,RL	124 bd la grande ceinture 1er étage N°1/ CASABLANCA	ORGANISTION FAIR
66	TURKISH AIRLINES	Tour des Habbous, Avenue des FAR 7ème étage - CASABLANCA	AIRLINE
67	TURKUAZ	Titmelil - oued Hassar 20672 - CASABLANCA	PVC
68	TURQUIE - MAROC DEVELOPPEMENT SARL	Rés. Dar El Hamra Imm. C N 8 Av. Allal El Fassy - 40 000 MARRAKECH	IMPORT EXPORT
69	UNIVERS ACIER	Route 9 (ex Route 107) Km 10, Ain Harrouda, Commune Ahl Loghlam - CASABLANCA	STEEL
70	UNLUER MAROC - NOUVEAUX ABATTOIRS DE CASABLANCA	Bd 10 Mars, Hay Lalla Meriem - CASABLANCA	SLAUGHTERHOUSE
71	VAYA VOYAGES	4 Rue Al Kassar, 3ème étage, à cote Twin Center, Maarif - CASABLANCA	TOURISM
72	YAPI MERKEZI	15, Bd. Zerktouni, 4ème étage, appt 12 - CASABLANCA	CIVIL ENGINEERING
73	YILMAZ S.A.R.L	9, Rue Omar Slaoui Mers Sultan, CASABLANCA	HYGIENE PRODUCTS
74	ZORLU S.A.R.L.	Zone Industrielle Hay Moulay Rachid Rue2bis N° 40.41 1er étage Sidi Othmane - CASABLANCA	TEXTILE
75	ÇILEK	9, Av. Bin El Ouidane, Agdal - Rabat	FURNITURE
76	İSTIKBAL	34, rue Rahael Mariscal - 302300 CASABLANCA	FURNITURE
77	KILIM	42, Bd. Emile Zola - CASABLANCA	FURNITURE

78	TEKBIR	90, av Al Amir Fal Ould Oumeir, 10000 - RABAT	TEXTILE
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Source: <http://www.fasder.net/index.php?pid=6>