



INTERNATIONAL FORUM ON FAIR TOURISM AND
SUSTAINABLE DEVELOPMENT
(FITS Morocco 2012)

Taroudannt, October 20th to 23th 2012

1 – International forum on fair tourism sustainable development

The first International forum on fair tourism and sustainable development (FITS) was held in Marseille in 2003. It was organized at the initiative of regional actors of « another tourism », more social, more ecological, more responsible, more fair, more sustainable.

After France, other FITS occurred, in Mexico in 2006 and in Mali in 2008. They were supported by the French Government, the Regional Authority of Provence-Alpes-Côte d'Azur and the patronage of UNWTO and UNESCO.

A specific forum, the *FITS Med*, was organized in Marseille in 2008. It was destined to treat more particularly the problems of tourism in the Mediterranean countries.

2 – An initiative of the Moroccan civil society

In October 2011, the Franco-Moroccan association Migration & Development has suggested the organization of the next FITS Med in Taroudannt in the Province of Souss-Massa-Drâa, in Morocco, at the end of 2012.

The proposal has been validated and incorporated in November 2011, during the FITS Days in Marseille, as a major event on the international calendar in 2012 in the field of solidarity and responsible tourism.

The National Organizing Committee in Morocco now combines the main representatives of the Moroccan civil society and, particularly, the Moroccan Network of Social and Solidarity Economy. It is supported by the Ministry of Tourism.

3 – The FITS project Morocco 2012

Objectives

- To sensitize the public and private actors of territorial development in the interest of developing a responsible and fair tourism;
- To increase awareness, at the international level, of the tourism potential that contain some depressed areas of the Mediterranean, particularly in Morocco;
- To promote exchange of good practices and cooperation between local actors involved in the development of territories of the Mediterranean;
- To formulate concrete suggestions to help strengthen tourism development in sensitive areas of the Mediterranean countries.

Topics

Role of tourism in the sustainable development of disadvantaged countries of the Mediterranean
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- Climate change and impacts on tourism
- Economic and social crisis and impact on Mediterranean tourism
- Appropriate technology and sustainable development
- The role of migrants in tourism development
- Conservation of heritage and culture, tourism and traditional values
- Marketing of tourism products, quality approaches
- Role of local communities and decentralized cooperation
- Participation and planning processes of territorial development
- Strengthening abilities of actors in the tourism sector.
- Tourism and Social and Fair Economy
- Rural tourism and agriculture

The audience

The purpose of the Moroccan National Organizing Committee is to make this FITS an excuse for massive national mobilisation of actors in the social and fair economy. Local events (conferences, seminars, exhibitions etc..) will be organized at the initiative of local actors. Administrations, associations, cooperatives, travel agencies and tour operators, local authorities, NGOs, bilateral and multilateral cooperation, enterprises, universities, media will be invited. All Mediterranean countries will be invited to the Forum.

4 – The program

FITS Morocco 2012 will consist of 3 elements articulated together: 1) regional seminars, 2) solidarity caravans, 3) the International Forum with its field workshops. Participants may choose to participate at all, or only to a particular part of the Forum.

Regional seminars (Tangier, Oujda, Oct. 15)

Upstream of the Forum, associations are proposing to organize, with support from regional councils and development agencies, regional seminars, decentralized events of one day, on "*Solidarity tourism and regional development.*"

Solidarity caravans (October 16 to 19)

Caravans will allow participants to join the Forum in Taroudannt in convoy by participating in various events on the journey. Caravans will start from several cities, from Tangier in the north and from Oujda in the east. These caravans and animations are, as experience has already shown, a great way to raise awareness on the theme of solidarity and responsible tourism across the country.

World Congress of OITS (Essaouira, 18 and 19 October)

For its 50th anniversary, the International Organization of Social Tourism (OITS) will hold its World Congress in Essaouira. Participants interested in the two events will be able to participate in the OITS Congress and in the FITS which will be immediately following.

Show of Tourism and Regional Handicrafts - STAR (Taroudannt, October 18 to 21)

Organized by the Province of Taroudannt and its partners, this first regional show will help to promote touristic products and traditional productions of the area.

International Forum (October 20 to 23)

Field workshops (20 and 21 October)

The voluntary participants will travel for 2 days to places of *field workshops*. These workshops will be held in Taliouine (Taroudannt), Tiznit-Taфраout (Tiznit), Dades-Tinghir (Ouarzazate) and Agdz-Zagora (Zagora).

International Forum (Taroudannt, 22 and 23 October)

The Forum itself will last 2 days. After the opening by the officials, it will include conferences in plenary session, roundtables and workshops. It will take stock from summaries of work completed during field workshops.

Languages during the FITS Morocco: French and Arabic only.

More information on the forum: www.tourisme-solidaire.org
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