



Sustainable Tourism Switzerland-Morocco, Phase II (STSM II)

STSM II is the second phase of a successful Swiss Programme promoting sustainable tourism in Morocco in collaboration with public and private sector partners.

Rationale

STSM II intends to continue developing sustainable rural tourism in the Béni-Mellal-Khénifra region, one of the first basins of origin for people undertaking a migratory journey to Europe, to reduce poverty, generate income opportunities, create new jobs and improve existing jobs in the region, particularly for young people and women. It intervenes in some targeted destinations of the Azilal province, like Demnat, Ait Bouguemez Tabant, Ait Bou Oulli, Zaouiat el Ansal, Taghia and Cathédrale Imsfrane (Tilouguite).

Objectives and activities

The Programme aims to consolidate the results of STSM I, apply the lessons learned and is based on four pillars: improving collaboration and the environment conducive to the development of sustainable tourism in the target destinations, developing tourism products of the private sector, strengthening the provision of training and support services in the field of sustainable tourism and reinforcing the sustainable tourism practices of public and private actors at the national level.

Outputs

- The management skills and motivation of players are enhanced.
- Players are made aware of and informed about tourism-related regulations.
- The capacity of local businesses to access financing opportunities is strengthened.
- Tourism sustainability standards are adopted.
- The quality of infrastructure is improved. In the case of lodgings being renovated during the first phase, the focus is on training activities.
- The capacities and incentives to improve and diversify the supply of sustainable tourism products are strengthened.
- Events, structures and processes to stimulate entrepreneurship and innovation for the development of tourism products are organized.
- Service providers are empowered to offer high-quality training in the field of tourism.
- Innovative training models are developed and anchored in key institutions.
- The tourism strategy of national players is strengthened.

Country/region

Morocco

Executing agency

Swisscontact

Duration

2025-2029

Total budget

CHF 4,400,000

SECO contribution

CHF 4,000,000

Morocco contribution

CHF 400,000

Outcomes

- Destination management stakeholders in selected BMK destinations improve collaboration and the enabling environment for sustainable tourism development.
- Leading enterprises promote improved quality and sustainability of tourism products.
- Public, private and civil society tourism training and consultancy operators improve the supply and quality of services for sustainable tourism development.
- National public and private tourism stakeholders adopt good practices at national level.

Project governance

Swisscontact is the implementing agency of STSM II, which was selected through a public tender and has a dedicated local office in Morocco. Such a structure allows to have an important presence on the ground, to increase visibility and ensure stakeholder engagement. For the purposes of coordination and monitoring of the Programme, a Local Committee brings together the public and private stakeholders involved in the Programme. A National Steering Committee including SECO/the Swiss Embassy in Morocco monitors the Programme and takes strategic decisions.



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Results of the previous phase

STSM I played an important role in the development of the national strategy and the definition of the business plan of the Société de Développement Régional Atlas, one of the main destination management organizations of the region. The Programme has attracted many investments and led to the renovation of 20 lodges and an increase in their overall average rate of compliance with the quality and sustainability standards. Finally, the training courses have developed the capacities of mountain sports providers and a module for guides. This component has enhanced the coordination of key players in the sector, ensured access to international certifications and allowed to integrate the local guide training module into the national curricula.

How to get involved

Swisscontact is the main entry point to the STSM II. The Swiss Cooperation Office in Morocco can also provide information on the Programme.

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Integration in value chains



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WEHU, May 2025