



**Hungarian University of Agriculture and Life Sciences**

**Gyöngyös Campus**

**Tourism Management**

**Master's Degree**

**The Impact of international conferences on Morocco's tourism sector and  
local economy**

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## Summary

This thesis has meticulously examined the multifaceted impact of international conferences on Morocco's tourism sector and local economy, delving into historical narratives, contemporary trends, and future prospects. By tracing Morocco's trajectory as a host nation for international gatherings and analyzing themes covered in conferences, the research has illuminated the country's pivotal role in shaping regional cooperation, fostering global dialogue, and driving economic growth.

Furthermore, the study has provided valuable insights into the strategic positioning of Morocco as a preferred destination for international conferences, highlighting its robust infrastructure, strategic location, and rich cultural heritage as key enablers of its success in attracting global events. Through meticulous analysis of attendance patterns and economic contributions, the research has underscored the significant role played by international conferences in boosting tourism and stimulating economic development in Morocco.

In addition to documenting the past and present landscape of international conferences in Morocco, this thesis has also explored the transformative role of these gatherings in fostering innovation, collaboration, and cultural exchange. By examining case studies and success stories, the research has showcased the tangible benefits derived from hosting international conferences, including increased visibility on the global stage, enhanced diplomatic relations, and opportunities for knowledge sharing and capacity building.

Moreover, the thesis has critically evaluated the challenges and opportunities posed by the COVID-19 pandemic, highlighting Morocco's resilience in adapting to virtual conference formats and exploring hybrid models for future events. This adaptability underscores Morocco's commitment to remaining at the forefront of the conference industry and ensuring continued growth and prosperity in the post-pandemic era.

In conclusion, this thesis serves as a comprehensive exploration of the intricate interplay between international conferences, tourism, and economic development in Morocco. By providing a nuanced understanding of the dynamics at play and offering strategic recommendations for future growth, the research lays a solid foundation for further inquiry and underscores Morocco's enduring legacy as a global leader in conference hosting and diplomatic engagement.