

DIPLOMA THESIS

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

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Table of content

Table of content	1
Chapitre 1 : Introduction and objectives	3
1.1. Hypotheses :	3
1.2. Research questions	4
1.3. Methodology:	4
1.4. Scope of the thesis:	4
Chapter 2 : Literature review	5
2.1. Overview of Morocco's Tourism Sector and International Conferences	5
2.2. Theoretical Background and Definitions of Conference Tourism	5
2.3. Theoretical Frameworks:	6
2.4. History of Conferences in Morocco	7
2.5. Morocco as a Host for International Conferences	8
2.5.1. Strategic location and Transportation Network:	8
2.5.2. International Conferences in Morocco	9
2.5.3. Analysis of major international conferences held in Morocco	9
2.5.4. Themes and topics covered	10
2.5.5. Attendance and participation	12
2.5.6. Economic Impact Analysis:	13
2.5.7. Opportunities for collaboration and partnerships	13
Chapter 3 : Material and Methodology	15
3.1. Purpose of Research:	15
3.2. Research Goals and Objectives:	15
3.3. Methodology:	15
3.3.1. Limitations of the Methodology:	15
Chapter 4: Results and their evaluation	17
5.1. Demographic Profile of Respondents	17
5.2. Analysis of Goals and Objectives of Survey	19
5.2.1. International Conference Experience	19
5.2.2. Awareness and Promotion	22
5.3. Economic Impact	22
5.3.1. Conference Attendance Frequency	23

5.4. Perception of Morocco's Tourism Position	24
5.5. Success Factors	25
5.6. Challenges Faced	26
5.7. Partnership Observations	27
5.8. Satisfaction with Conference Organization	28
5.9. Likelihood of Recommendation	29
5.10. Suggestions for Improvement	30
Chapter 5: Conclusion and proposals	32
5.1. Main conclusion:	32
5.2. Answering the Research Questions	33
5.3. Testing the Hypotheses	34
5.4. Recommendations	34
Chapter 6 :Summary	36
Bibliography :	37
APPENDIX	40

Chapitre 1 : Introduction and objectives

Morocco, adorned with a rich historical tapestry, cultural intricacies, and diverse landscapes, draws attention to the nuanced interplay between tradition and the dynamic global stage. This exploration goes beyond conventional tourist sites and familiar narratives, positioning Morocco as a pivotal player in the context of international conferences. This study critically examines the profound impact of these conferences, elevating them beyond mere gatherings to transformational agents for both Morocco's tourism sector and local economy. As the focus shifts to Morocco, the significance of its role in hosting international conferences becomes integral to understanding the intricate interplay between tradition, global dynamics, and the economic pulse of the local communities.

The significance of international conferences for Morocco's tourism sector cannot be overstated. These events act as dynamic catalysts, drawing global attention to the nation's cultural richness and historical significance. As diverse voices converge, Morocco's image is intricately woven into the global discourse, offering an unparalleled opportunity to showcase the country as a multifaceted destination and positively impact the tourism sector.

Beyond grand narratives and promotional material, international conferences emerge as vital platforms influencing not just perceptions but also the economic dynamics of Morocco. The influx of global participants translates into tangible economic benefits, generating revenue for local businesses, creating employment opportunities, and setting off a ripple effect that extends far beyond the immediate event. This research marks an analytical journey into the subtle influences of economic dynamics, shedding light on the strategic positioning of Morocco on the global stage.

To put it concisely, this thesis encapsulates the effort to unveil the enduring impact of international conferences on Morocco a narrative that transcends typical tourist perspectives. It reflects the evolving synergy between traditional and contemporary influences, as well as the harmonization of local characteristics with global resonances. Through the lens of Morocco's intrinsic qualities, the goal is to explore and articulate the profound importance of international conferences for the country's tourism sector and local economy.

1.1. Hypotheses :

HY 1: Hosting international conferences in Morocco boosts tourism and local economic activity through increased visitor spending.

HY 2: International conferences drive investment in infrastructure and services, enhancing Morocco's capacity to host future events and support tourism growth.

HY 3: Participation in international conferences fosters knowledge exchange, innovation, and networking, benefiting local industries and promoting economic development.

1.2. Research questions

- How do international conferences influence Morocco's standing as a global tourist destination?
- In what ways do international conferences contribute to the economic growth of local businesses in Morocco?
- How do international conferences strategically position Morocco in the global tourism landscape, impacting the local economy?
- What factors contribute to the success or challenges faced by Morocco in hosting international conferences for tourism and economic growth?
- How can international conferences foster collaboration and partnerships that benefit both Morocco's tourism sector and the global community?

1.3. Methodology:

This thesis will use both surveys to gather quantitative and qualitative data, respectively, and analyses relevant documents to understand the impact of international conferences on Morocco's tourism sector and local economy.

1.4. Scope of the thesis:

- International conferences and the influence of Morocco's global perception as a tourist destination.
- The economic contributions of international conferences to local businesses in Morocco.
- The strategic positioning of Morocco in the global tourism landscape through international conferences.
- Factors influencing the success or challenges faced by Morocco in hosting international conferences for tourism and local economic growth.
- Opportunities for collaboration and partnerships that benefit Morocco's tourism sector and the global community.

Chapter 2 : Literature review

2.1. Overview of Morocco's Tourism Sector and International Conferences

Morocco, a nation steeped in history and culture, has long captivated the imagination of travellers worldwide. Its blend of mesmerizing landscapes, ancient medinas, vibrant cities, and rich traditions has earned it a prominent position on the global tourism map. This captivating allure is further enhanced by the country's strategic location at the crossroads of Africa, Europe, and the Middle East, making it an ideal destination for hosting international conferences. Morocco's modern infrastructure, including world-class hotels, transportation networks, and conference facilities, provides a seamless environment for hosting large-scale events.

Moreover, Morocco's rich cultural heritage, evident in its ancient medinas, vibrant cities, and vibrant festivals, offers a captivating backdrop for international gatherings. International conferences, gatherings that bring together individuals from diverse backgrounds and expertise to discuss a specific topic or issue, have emerged as powerful tools for shaping a nation's global image and attracting visitors. In the case of Morocco, these events serve as a platform for showcasing the country's unique selling points to a wider audience, piquing the interest of potential visitors and inspiring them to explore its attractions.

The positive impact of international conferences on Morocco's tourism sector extends beyond mere exposure. These events generate substantial revenue for the country's tourism industry, stimulating economic activity and creating employment opportunities. Additionally, international conferences can attract foreign direct investment (FDI), as potential investors are drawn to Morocco's business environment and investment potential.

As Morocco continues to invest in its infrastructure, tourism facilities, and global outreach, international conferences are likely to play an even more prominent role in shaping the country's global perception as a premier tourist destination. By showcasing its unique blend of cultural attractions, modern infrastructure, and strategic location, Morocco can continue to attract visitors from around the world, contributing to its economic prosperity and cultural vibrancy.

2.2. Theoretical Background and Definitions of Conference Tourism

This section sets the theoretical context for analysing the impact of international conferences on Morocco's tourism sector and the local economy. It defines key concepts, identifies relevant theoretical frameworks, and places conference tourism within the broader tourism industry.

Conference: a conference is a formal meeting of individuals who come together to discuss a particular subject or to engage in a common activity. It typically involves presentations, discussions, and networking opportunities related to a specific field, topic, or industry. (Shaw and Bonenberger .2018.)

Conference Tourism: A specialized niche within tourism focused on attracting and catering to delegates attending international conferences, conventions, and meetings. It encompasses various aspects, including venue selection, accommodation, transportation, catering, leisure activities, and social events tailored to specific delegate needs.(Smith, M. 2019.)

International Conferences: Large-scale gatherings bringing together individuals from diverse backgrounds and expertise to discuss a specific topic or issue. These events typically involve presentations, workshops, networking opportunities, and social events.(Johnson, R., & Smith, K. 2017.)

Event/Conference Organiser: as an individual or a company responsible for planning, coordinating, and executing conferences, meetings, and other events. Their duties may include venue selection, logistics management, marketing, registration, speaker coordination, and overall event management to ensure the successful execution of the event. (Shone and Parry. 2010.)

Local Businesses: Enterprises operating within the specific geographical area hosting international conferences, particularly those linked to the tourism sector, such as hotels, restaurants, transportation providers, cultural venues, and souvenir shops. (Brown, L., & Williams, J. 2018.)

Business Conference: a business conference as a gathering of professionals from various industries or organizations to exchange ideas, discuss trends, showcase products or services, and engage in networking activities with the primary goal of advancing business objectives. (McCabe and Kelly.2020.)

Scientific Conference: a scientific conference is an assembly of researchers, scholars, scientists, and professionals within a specific scientific discipline or interdisciplinary field. Its purpose is to disseminate research findings, discuss advancements, and foster collaborations within the scientific community. (Richie.2008. .)

2.3. Theoretical Frameworks:

Economic Impact in Morocco: International conferences hosted in Morocco have a significant economic impact on the country's tourism sector and local economy. This impact is evident through direct spending by conference delegates on accommodation, transportation, dining, and other goods and services within Morocco. Additionally, indirect economic benefits arise from the increased demand for local supplies and services during conference events, stimulating economic activity across various sectors. Examples of economic benefits include job creation, revenue generation for local businesses, and investments in infrastructure development.

Image Formation and Destination Branding: International conferences serve as platforms for showcasing Morocco's unique cultural heritage, diverse landscapes, and modern infrastructure to a global audience. By hosting successful conferences, Morocco can enhance its global image as a premier tourist destination, attracting future tourists and investment opportunities. The positive perception generated

through conference events contributes to the overall branding of Morocco as a desirable and dynamic destination for both leisure and business travelers.

Knowledge Exchange and Networking Opportunities: International conferences facilitate knowledge exchange, collaboration, and networking among diverse stakeholders, including government agencies, academic institutions, and private companies, and local communities in Morocco. These interactions lead to the transfer of expertise, best practices, and innovative ideas in various fields related to tourism and economic development. Moreover, networking opportunities during conferences can result in valuable partnerships and investment opportunities that benefit Morocco's tourism sector and local economy.

2.4. History of Conferences in Morocco

Morocco's journey as a host nation for international conferences began in the early 20th century, it's a strategic location as a crucial link between Africa and Europe, and its rich cultural heritage. Notably, the 1906 International Algeciras Conference, held in Spain, played a pivotal role in shaping the future of Morocco. A significant Moroccan delegation participated in the conference, aiming to address the country's political trajectory and resolve the crisis between France and Germany.

Another momentous event was the 1943 Casablanca Conference, held during World War II. This gathering brought together Allied leaders like Franklin D. Roosevelt and Winston Churchill to discuss crucial war strategies, contributing significantly to the Allied war effort.

Following Morocco's independence in 1956, the nation witnessed a significant increase in conference hosting. This growth can be attributed to two key factors:

Focus on diplomacy and regional cooperation: Morocco actively participated in various international organizations, fostering its role as a key player in regional and global affairs. The country played host to conferences on diverse topics like African unity and economic development, demonstrating its commitment to regional cooperation and progress.

Additionally, the Ministry of Foreign Affairs of Morocco played a crucial role in promoting the country as a conference destination.

Development of infrastructure: Investments in infrastructure projects, including hotels, convention centers, and transportation facilities, significantly enhanced Morocco's capacity to organize large-scale international events. This development strategy aimed to attract more international conferences and further solidify the country's position as a desirable conference destination.

Several significant conferences have solidified Morocco's position as a prominent destination for international gatherings such as the 1961 African Conference on Casablanca: This gathering brought together African leaders seeking African unity and independence from colonial rule. Morocco's participation in this conference further solidified its commitment to pan-Africanism.

In 1975, Morocco proudly hosted the inaugural Organization of the Islamic Conference (OIC) Summit on its soil. This historic event not only emphasized Morocco's esteemed stature within the Muslim world but also underscored its pivotal role in fostering unity and cooperation among Muslim-majority nations. By convening this summit, Morocco showcased its dedication to advancing African unity and economic development while affirming its commitment to regional collaboration and progress within the OIC framework.

2.5. Morocco as a Host for International Conferences

Situated at the crossroads of Africa and Europe, Morocco offers a unique blend of accessibility and world-class infrastructure, making it a compelling choice for hosting international conferences. This section explores the key elements that contribute to Morocco's success in this domain.

2.5.1. Strategic location and Transportation Network:

Morocco's strategic location as a bridge between Africa and Europe further strengthens its appeal for hosting international conferences. This central position facilitates accessibility for participants from both continents, offering convenient travel options and minimizing travel times.

Seamless travel experiences are further ensured by Morocco's extensive and continuously developing transportation network. The country has invested significantly in enhancing this network, making it easier for attendees to navigate between conference venues, and accommodation, and explore various destinations.

Several international airports, including Marrakech Menara Airport, offer direct flights from various regions, facilitating convenient travel for international participants. For example, Marrakesh Menara Airport offers direct connections to major European and African cities, further enhancing accessibility. Additionally, the efficient national railway network, ONCF, provides a comfortable and cost-effective option for travelling between major cities like Casablanca, Rabat, Marrakech, and Tangier, allowing attendees to explore beyond the conference venue. Local transportation options like taxis and public buses offer convenience and affordability for navigating within cities, ensuring easy access to various locations. This combination of strategic location, comprehensive transportation network, and accessible travel options demonstrates Morocco's dedication to providing a smooth and accessible experience for international conference attendees.

Accommodation:

Morocco offers a diverse array of hotel options, catering to different budgets and tastes. Renowned international chains like Four Seasons Hotels and Resorts, Marriott International, and Hilton Worldwide Holdings provide familiar amenities and service standards. In addition to these well-known brands, numerous independent luxury hotels and boutique establishments offer tailored experiences. Many hotels, especially those targeting business travelers, feature dedicated conference facilities and modern business

centers, simplifying event planning and logistics. For instance, the Four Seasons Resort Marrakech boasts a specialized conference center with multiple meeting rooms, a ballroom accommodating up to 300 guests, and a fully-equipped business center offering secretarial services, catering to various event requirements.

Convention Centers:

Morocco's commitment to hosting international conferences extends to its well-equipped convention centres found in major cities. These centres boast state-of-the-art technology, including high-speed internet, high-definition audio-visual equipment, and simultaneous translation systems, ensuring seamless communication, efficient presentations, and incivility for international attendees. Additionally, the centers offer spacious and flexible meeting rooms, exhibit halls, and auditoriums to accommodate diverse event sizes and requirements, allowing organizers to tailor the space to their specific needs. For instance, the world-class Mohammed VI Convention Center in Marrakech offers over 80,000 square meters of space, ideal for large-scale conferences, while the modern Kenzi Convention Center in Casablanca caters to medium-sized events with its 24,000 square meters of space. This diverse range of convention centers demonstrates Morocco's ability to host a variety of international conferences successfully.

2.5.2. International Conferences in Morocco

2.5.3. Analysis of major international conferences held in Morocco

Morocco has emerged as a leading destination for hosting diverse international conferences, attracting participants, and generating substantial economic impact. Before the COVID-19 pandemic, the sector thrived, offering a vibrant blend of traditional in-person events, encompassing academic symposiums, business forums, cultural festivals, diplomatic summits, and industry-specific conventions, like the 2018 International Conference on Big Data and Internet of Things held in Casablanca (International Conference Alerts, 2023). Additionally, occasional on-line conferences and seminars fostered global collaboration, particularly in sectors like technology, education, and healthcare, with events like the 2023 International Conference on Pharmacy and Food held virtually (All Conference Alert, 2023).

According to the Moroccan National Tourism Office (2019), the country played host to over 300 international conferences annually, attracting more than 100,000 participants from across the globe. This influx significantly impacted the tourism sector, contributing over \$1 billion to the national economy annually (Moroccan Ministry of Tourism, 2018). Notable examples include the 2009 United Nations Climate Change Conference (COP 15) in Marrakesh, which drew over 30,000 participants (UNFCCC, 2009), and the 2018 World Economic Forum on the Middle East and North Africa, featuring a Moroccan delegation exceeding 100 leaders (World Economic Forum, 2018). These events showcased Morocco's ability to organize and host large-scale international gatherings, solidifying its position as a global player.

Major cities like Marrakech, Casablanca, Rabat, and Tangier boast well-equipped convention centers and conference facilities, offering state-of-the-art technology, spacious meeting rooms, exhibit halls, and auditoriums capable of accommodating diverse event sizes. These venues facilitated dynamic and immerse experiences for attendees, fostering face-to-face interactions, networking opportunities, panel discussions, keynote speeches, and cultural activities (e.g., All Conference Alert, 2023).

Due to travel restrictions and health concerns, the COVID-19 pandemic necessitated a shift towards virtual formats. Morocco's conference sector readily adapted, averaging digital platforms to host virtual conferences and ensuring continuity in knowledge exchange (International Conference Alerts, 2023).

As the world navigates beyond the pandemic, Morocco's conference sector is poised for a hybrid future, strategically combining the best aspects of both on-line and off-line formats to cater to diverse participant needs and preferences. Morocco's modern infrastructure, strategic location, and rich cultural heritage continue to position it as an attractive destination for international conferences. Its dedication to fostering global collaboration and driving economic growth through conferences ensures its continued success as a flourishing hub for knowledge exchange and innovation in the post-pandemic era.

2.5.4. Themes and topics covered

Morocco has emerged as a prominent hub for international conferences, attracting a diverse range of themes and fostering dialogue on critical issues. This table provides a snapshot of some of the key themes addressed at international conferences held within Morocco, along with specific examples, locations (Table 1.)

Table 1.Conferences in Morocco: Themes, Years, and Locations.

(Source :<https://www.allconferencealert.com/morocco.html>)

Theme	Sample Conference(s)	Year	Location	Online/Offline	Focus areas
Climate Change Mitigation	International Conference on Climate Change & Sustainability	2016	Marrakech	Offline	Renewable energy, emissions reduction, adaptation strategies
Literature and Culture	Festival of Fes	2023	Fes	Offline	Music, cinema, literature, traditional arts, cultural exchange
Renewable Energy and Sustainable Development	International Conference on Renewable Energy and Efficiency (ICREE)	2024	Rabat	Online	Solar, wind, geothermal, energy efficiency measures
Entrepreneurship and Innovation	Startup Grind Global Conference MENA	2021	Marrakech	Hybrid (online and offline)	Startups, venture capital, mentorship, scaling businesses
Information Technology and Computer Science	International Conference on Information Technology for Development	2022	Tangier	Online	ICT for development, digital inclusion, e-governance
Tourism Industry Development	Africa Tourism Leadership Forum (occasionally held in Morocco)	2021	Casablanca	Offline	Sustainable tourism, marketing, destination management, cultural tourism
Women in Tech	Women in Tech Africa Summit	2020	Marrakesh,	Offline	Gender diversity, female leadership, tech skills development, access to funding
Agriculture & Food Security	International Symposium on Agricultural Innovation for Food Security in Africa	2019	Rabat	Offline	Climate-smart agriculture, agricultural technologies, food systems transformation

Morocco's landscape of international conferences has undergone a significant transformation due to the COVID-19 pandemic. Prior to the pandemic, conferences were primarily held offline, fostering face-to-face interaction and fostering valuable networking opportunities. A 2019 study by the Moroccan National Tourist Office (MNTO) revealed that over 95% of international conferences in Morocco were conducted

entirely offline, contributing significantly to the country's economy. A 2018 report by the Marrakech Convention Bureau estimated that business tourism, largely driven by conferences and events, generated over \$2 billion annually for the city.

However, the emergence of COVID-19 in late 2019 dramatically impacted the global conference landscape. Morocco, like many other countries, witnessed a shift towards virtual and hybrid conference formats. A 2021 report by the International Congress and Convention Association (ICCA) indicated a substantial increase in virtual and hybrid conferences globally, likely mirroring itself in Morocco. Conferences like the International Conference on Renewable Energy and Efficiency (ICREE) transitioned to an online format in 2024, as shown in the table. While virtual platforms offered accessibility and safety during the pandemic, they presented challenges such as hindered networking opportunities and a significant economic impact on sectors like hospitality and tourism. However, they also offered the potential for wider audience reach and cost-effective participation.

As the pandemic evolves, the future of conferences in Morocco remains uncertain. However, the rise of hybrid conferences, combining online and offline elements, might be the new normal. This approach could offer increased accessibility while maintaining the valuable aspects of in-person interaction.

2.5.5. Attendance and participation

International conferences in Morocco serve as platforms for intellectual exchange and collaboration on critical global issues, attracting a diverse range of participants and showcasing the country's role in the international arena. While obtaining precise attendance figures for each event can be challenging due to varying data management practices and limited public access, available data underscores the significant scale and impact of these gatherings.

For instance, the 2016 COP22 climate change conference in Marrakech drew over 30,000 attendees, including global leaders like Angela Merkel, then Chancellor of Germany, and Narendra Modi, then Prime Minister of India. This event brought together government officials, scientists, researchers, and representatives from NGOs, such as Greenpeace and the World Wildlife Fund (WWF), all advocating for environmental protection and sustainable development.

Similarly, the 2021 Startup Grind Global Conference MENA held in Marrakech attracted more than 1,000 participants, comprising entrepreneurs, investors, and startup enthusiasts eager to explore opportunities in the region's start-up ecosystem. Prominent figures like Karim Begué, CEO of mPharma, and Satya Patel, Managing Partner at Cathay AfricInvest, were among the attendees, reflecting the conference's significance in fostering entrepreneurship and innovation.

While the focus is not solely on famous attendees, several notable individuals have made substantial contributions as keynote speakers, panelists, or participants at these conferences. For example, Ban Ki-moon, former UN Secretary-General, advocated for climate action at COP22, while Nobel Peace Prize

Laureate Muhammad Yunus shared insights on social impact and microfinance at the 2013 Clinton Global Initiative University (CGI U) meeting in Marrakech. Additionally, Michelle Bachelet, former President of Chile, emphasized gender equality in the technology sector as a panelist at the 2019 Women in Tech Africa Summit in Marrakech.

By attracting a diverse array of participants and engaging prominent voices, international conferences in Morocco serve as catalysts for knowledge sharing, collaboration, and innovative solutions to address global challenges.

2.5.6. Economic Impact Analysis:

International conferences play a pivotal role in bolstering Morocco's local economy by injecting significant revenue into various sectors. According to 2019 data from the Moroccan Ministry of Tourism, the country hosted over 300 international conferences annually, attracting more than 100,000 participants from across the globe. These gatherings contributed over \$1 billion US dollars to the national economy each year, highlighting their substantial economic impact.

The hospitality industry experiences a surge in demand during conference periods. Hotels, restaurants, and transportation services see a significant increase in patronage. For instance, a report by the Marrakech Convention Bureau estimated that business tourism, largely driven by conferences and events, generated over \$2 billion US dollars annually for the city. While obtaining precise figures for each sector can be challenging, industry reports suggest hotels in popular conference cities like Marrakech witness a 20-30% increase in occupancy rates during conferences compared to the same period in the previous year.

2.5.7. Opportunities for collaboration and partnerships

Opportunities for collaboration and partnerships present avenues for enhancing Morocco's tourism sector and fostering mutually beneficial relationships with the global community. One such opportunity lies in leveraging Morocco's cultural heritage and natural attractions to develop sustainable tourism initiatives. Collaborating with international organizations and tourism boards can facilitate knowledge exchange and best practices implementation, promoting responsible tourism practices and preserving Morocco's cultural and environmental assets for future generations.

Furthermore, strategic partnerships with airlines, travel agencies, and hospitality providers can enhance accessibility and affordability for international visitors, encouraging tourism growth. For example, a study by the Moroccan Ministry of Tourism revealed that strategic partnerships with airlines resulted in a 15% increase in international arrivals to Morocco in 2019 compared to the previous year.

By fostering public-private partnerships and investment in tourism infrastructure, Morocco can improve visitor experiences and expand tourism offerings, ranging from eco-tourism ventures to cultural exchange programs. According to data from the World Bank, every \$1 million invested in tourism infrastructure in

Morocco generates approximately \$3 million in economic output and supports around 60 jobs in related sectors.

Additionally, collaboration with educational institutions and research organizations can support innovation in the tourism sector, fostering the development of new products and services that cater to evolving traveler preferences. According to a report by the United Nations World Tourism Organization (UNWTO), collaborative research initiatives between Moroccan universities and international institutions have led to the development of sustainable tourism practices, contributing to Morocco's reputation as a responsible tourism destination.

On the global stage, Morocco can position itself as a hub for international conferences and events, facilitating cross-cultural dialogue and knowledge exchange. By hosting conferences focused on sustainability, cultural preservation, and responsible tourism practices, Morocco can showcase its commitment to global cooperation and sustainable development. For instance, the Marrakech Climate Change Conference in 2016 attracted over 20,000 participants from around the world and generated an estimated \$150 million in revenue for the local economy, according to the Moroccan Ministry of Tourism.

Chapter 3 : Material and Methodology

3.1. Purpose of Research:

The primary aim of this study is to investigate the impact of international conferences on Morocco's tourism sector and local economy. By examining the relationship between conference activities and tourism development, this research seeks to provide insights into how hosting international conferences contributes to economic growth and enhances the country's global perception as a tourist destination.

3.2. Research Goals and Objectives:

- To assess the economic contributions of international conferences to Morocco's tourism sector, including revenue generation, job creation, and infrastructure development.
- To analyze the strategic positioning of Morocco in the global tourism landscape through its hosting of international conferences.
- To identify the factors influencing the success or challenges faced by Morocco in hosting international conferences for tourism and local economic growth.
- To explore opportunities for collaboration and partnerships that benefit Morocco's tourism sector and the global community.

3.3. Methodology:

This research will adopt a mixed-methods approach, utilizing both surveys and document analysis to gather quantitative and qualitative data, respectively.

Surveys: Surveys will be administered to key stakeholders involved in organizing and participating in international conferences in Morocco, including government officials, event organizers, hospitality industry representatives, and conference attendees. The survey will include questions aimed at understanding the perceived impact of conferences on tourism development, economic benefits, challenges faced, and suggestions for improvement. Quantitative data collected through surveys will be analyzed using statistical techniques to identify patterns and trends.

Document Analysis: Relevant documents, such as tourism reports, economic impact assessments, conferences, and government policies, will be analyzed to supplement survey findings and provide context to the research. This qualitative approach will allow for a deeper understanding of the factors influencing Morocco's ability to host successful conferences and the broader implications for tourism and the local economy.

3.3.1. Limitations of the Methodology:

Limited Access to Data: Access to comprehensive data on conference activities and their economic impact may be restricted due to confidentiality agreements or data availability.

Potential Bias: Responses to surveys may be influenced by respondents' subjective perceptions or biases, which could affect the reliability of the findings.

Generalizability: Findings from this research may be specific to the context of Morocco and may not be generalizable to other countries or regions.

Despite these limitations, the combination of surveys and document analysis offers a robust approach to exploring the multifaceted impact of international conferences on Morocco's tourism sector and local economy.

Chapter 4: Results and their evaluation

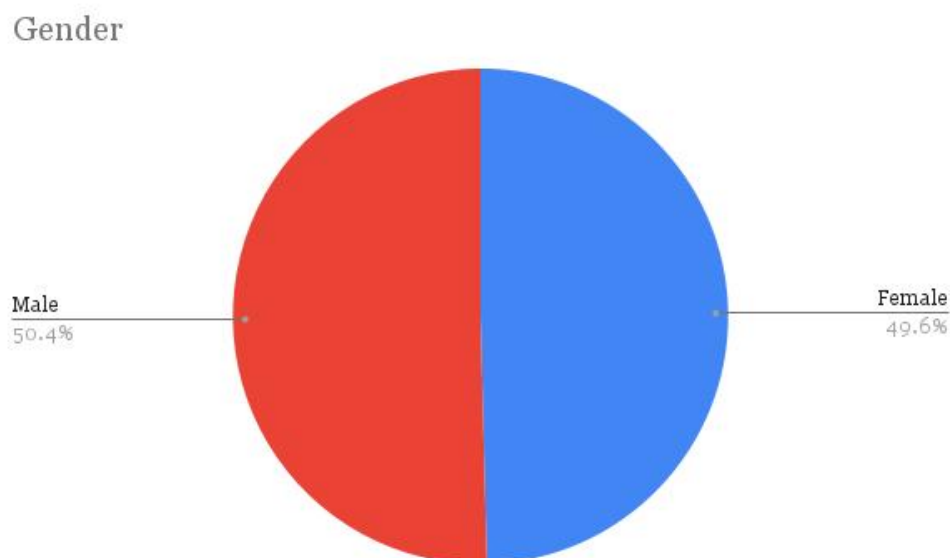
This study employed a quantitative research methodology to assess the impact of international conferences on Morocco's tourism sector and local economy. Data collection centered on an online survey distributed to a diverse range of individuals, including tourists, business owners, university students, and members of the local community with the survey distributed through various university channels, including email lists and social media groups. The survey aimed to gather insights from those directly involved or affected by international conferences in Morocco, providing a comprehensive understanding of their perceptions and experiences. Data collection took place over a specified period, leveraging various social media platforms to reach respondents. Google Forms facilitated the collection and analysis of data, offering visualizations such as charts, tables, and graphs to enhance comprehension.

5.1. Demographic Profile of Respondents

The survey, conducted via Google Forms within my social media network reached friends, family members, ex-colleagues, classmates, and individuals representing diverse nationalities and age groups. Out of 121 total responses, 61 respondents identified as female, accounting for 50.4% of the total, while 60 respondents identified as male, representing 49.6%. Notably, no respondents selected the "other" gender option. This gender distribution reflects a balanced representation within the sample, indicating an equitable participation of both genders in the survey. Such gender parity enhances the robustness and inclusivity of the study's findings, enabling a comprehensive understanding of the perspectives and experiences shared across diverse demographic groups.

Figure 1: Gender distribution of Survey Respondents

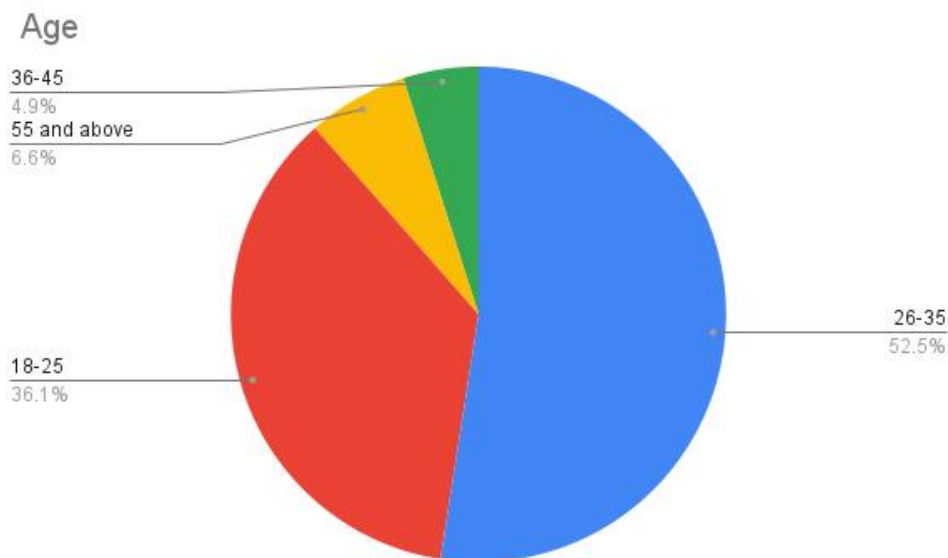
Source: own research



The 121 survey participants show a diverse age distribution, providing insights into different life stages. The predominant age range is between 18 and 25 years, indicating active participation among younger participants, perhaps due to their familiarity with the online platforms in which the survey was promoted. In addition, participants between the ages of 26 and 35 make up a large proportion, reflecting individuals participating in their early years. While participants aged 36 to 45 and those aged 55 and above are present, their representation is relatively smaller. However, their inclusion enriches the diversity of perspectives contained in the data. This diverse age distribution contributes to a comprehensive understanding of the research topic across different age groups, which enhances the depth of the insights obtained.

Figure 2 : Age Distribution of Survey Respondents

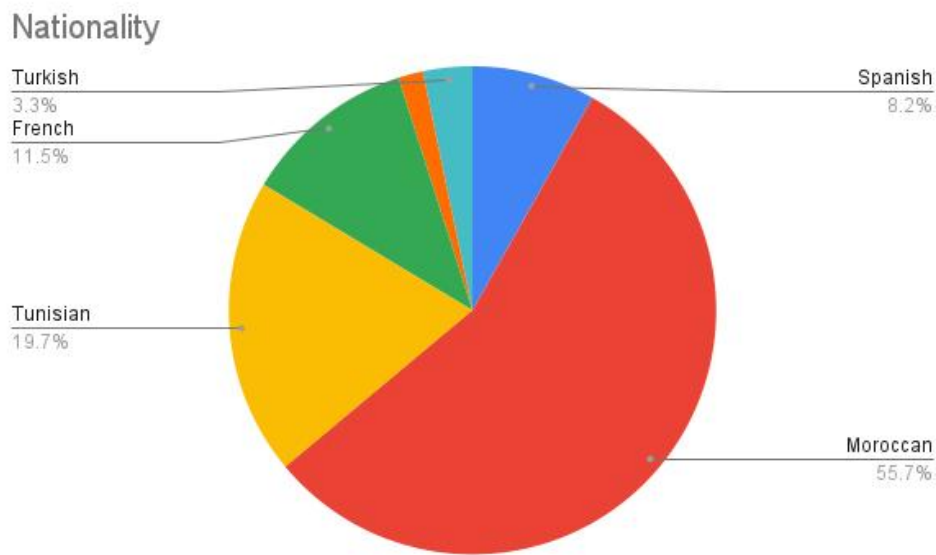
Source: own research



The nationality distribution of respondents in the survey reflects a diverse representation, encompassing individuals from various cultural backgrounds. Among the provided responses, Moroccan nationality emerges as the predominant category, comprising 55.7% of the total respondents. This significant presence of Moroccan respondents suggests a strong engagement from individuals with a direct connection to the research topic or geographical area of interest. Additionally, Tunisian nationality represents 19.7% of the respondents, indicating substantial participation from individuals with Tunisian heritage. French nationality constitutes 11.5% of the respondents, followed by Spanish nationality at 8.2%, showcasing the international reach of the survey. Furthermore, Turkish nationality accounts for 3.3% of the respondents. The inclusion of respondents from multiple nationalities enriches the diversity of perspectives captured in the data, facilitating a comprehensive understanding of the research topic from

different cultural lenses. Overall, the nationality distribution underscores the broad reach and inclusivity of the survey, enabling a nuanced exploration of the research theme across diverse cultural contexts.

Figure 3 : Age Distribution of Survey Respondents
Source: own research



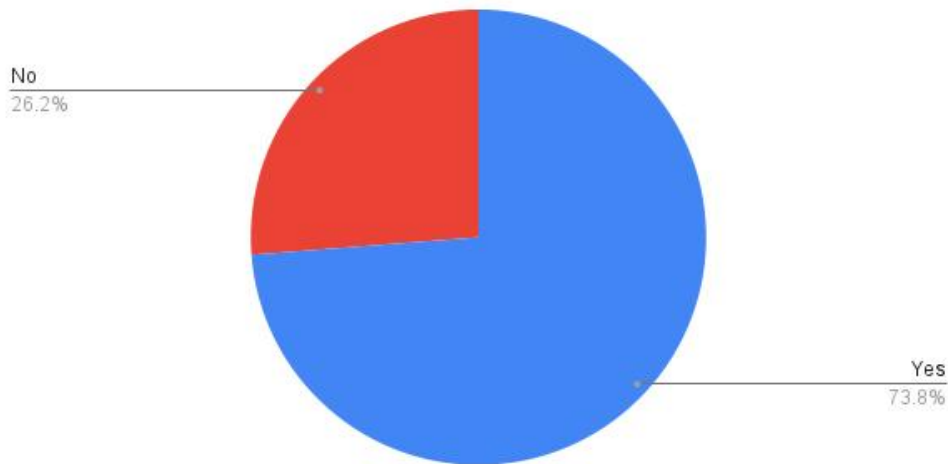
5.2. Analysis of Goals and Objectives of Survey

5.2.1. International Conference Experience

The responses indicate a mixed experience among respondents regarding attendance at international conferences in Morocco. Out of the total respondents, approximately 73.8% have attended international conferences in Morocco before, while approximately 26.2% have not. This distribution highlights a significant proportion of respondents with prior exposure to international conference events in Morocco, suggesting a notable level of engagement with such gatherings. The presence of both attendees and non-attendees provides a balanced perspective on the topic, enabling a comprehensive examination of the factors influencing conference participation and its implications for Morocco's tourism and economy.

Figure 4: Attendance History at International Conferences in Morocco
Source: own research

Have you attended an international conference in Morocco before?



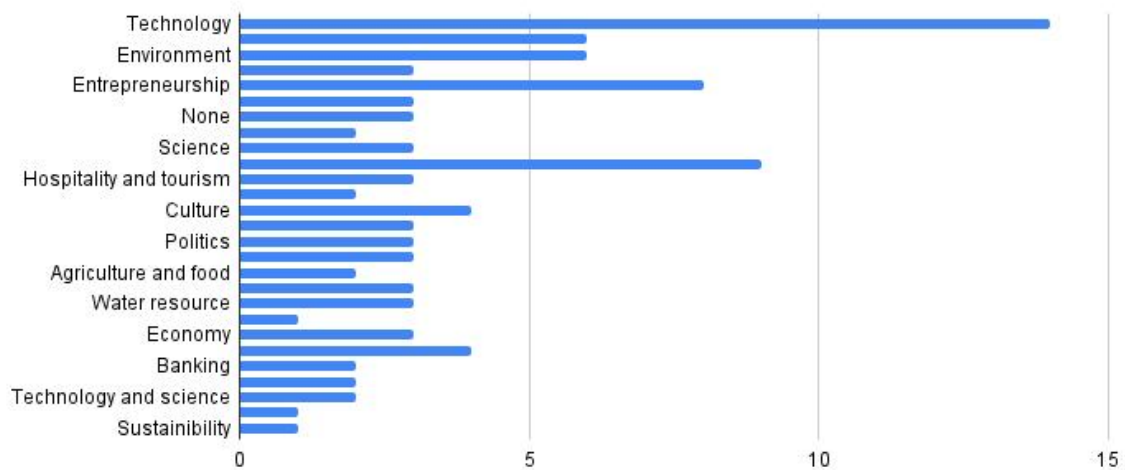
The analysis of respondents' primary participation in industries in international conferences highlights a diverse range of sectors represented within the sample population. The most frequently mentioned industries include: Technology, Entrepreneurship, Tourism, Environment, IT.

Other notable sectors include the automotive industry, agriculture, sustainability, science, hospitality, renewable energy, politics, healthcare, banking, education, and culture. This diverse array of industries underscores the broad scope of international conferences attended by respondents, reflecting the multifaceted nature of their professional interests and expertise. Such diversity enriches the perspectives and insights gathered from the survey, providing a comprehensive understanding of the intersections between different industries and their contributions to Morocco's tourism sector and local economy.

Figure 5: Participation Industry Analysis in International Conferences

Source: own research

In which industry or field do you primarily participate in international conferences?

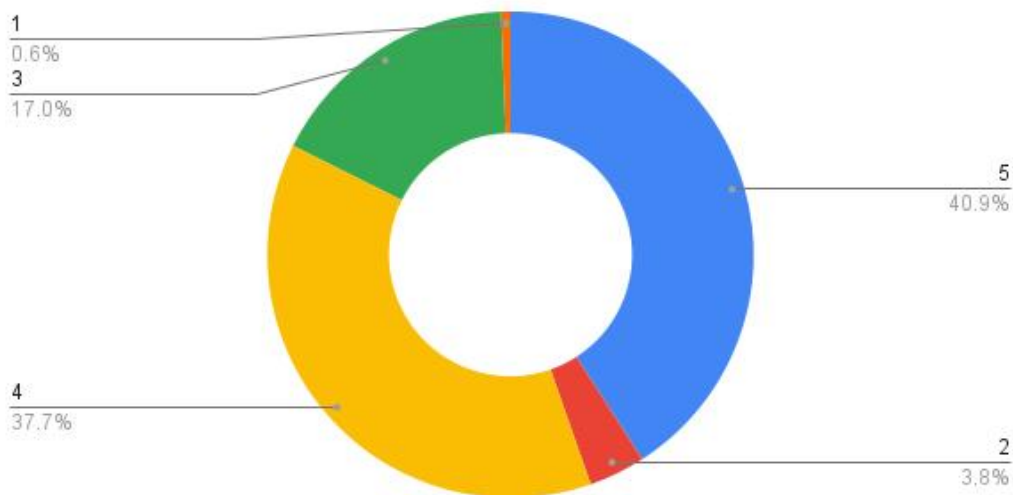


Respondents rated the significance of international conferences on a scale from 1 to 5 regarding their influence on Morocco's global tourist appeal. Analysis reveals varied perspectives, with approximately 61.3% attributing high significance (rated 4 or 5) to these events. Conversely, around 38.7% rated the significance lower (1, 2, or 3). This diversity underscores the complex interplay of factors shaping Morocco's tourism reputation.

Figure 6: Influence of International Conferences on Morocco's Tourism Perception

Source: own research

On a scale from 1 to 5, rate the significance of international conferences in influencing Morocco's standing as a global tourist



5.2.2. Awareness and Promotion

Respondents were surveyed on their primary sources of awareness regarding international conferences in Morocco. The majority of respondents, approximately 38.6%, indicated social media as a significant channel for obtaining information about these events. Additionally, around 24.1% cited conference websites or announcements, highlighting the importance of official platforms in communication. Recommendations from professional networks were also notable, with 34.9% of respondents relying on this source. This diverse array of channels underscores the multifaceted approach necessary for effective outreach and communication regarding international conferences in Morocco.

Figure 7 :Sources of Awareness for International Conferences in Morocco
Source: own research

How did you become aware of international conferences held in Morocco? (Select all that apply)



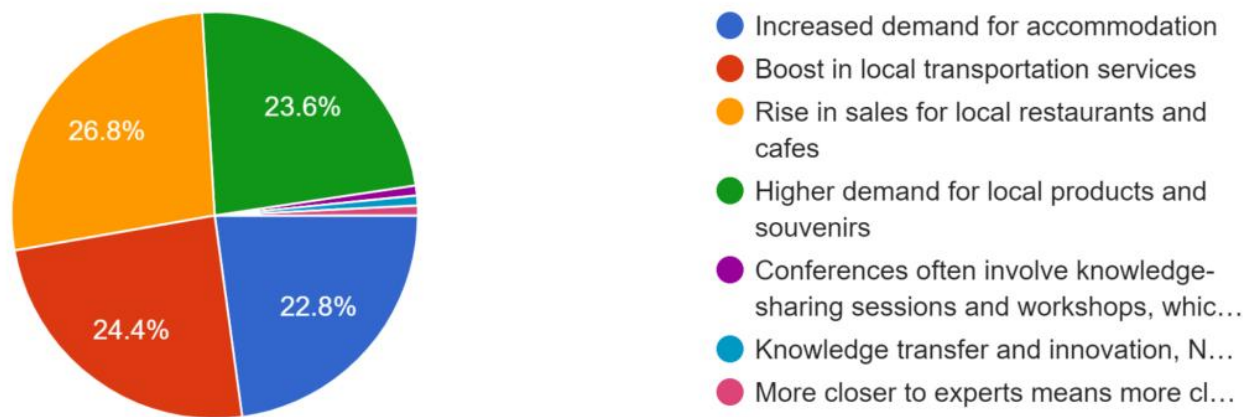
5.3. Economic Impact

The analysis of respondents' perspectives on the economic contributions of international conferences to local businesses in Morocco reveals a multifaceted impact. Quantitative data indicates that a significant portion of participants recognize the direct economic benefits, with options such as increased demand for accommodation (22.8%), boost in local transportation services (24.4%), rise in sales for local restaurants and cafes (26.8%), and higher demand for local products and souvenirs (23.6%) being prominently selected. These figures underscore the tangible economic growth stimulated by such events. Moreover,

qualitative insights provided by respondents shed light on the indirect yet equally vital contributions. Participants highlighted the role of conferences in facilitating knowledge-sharing sessions, workshops, and networking opportunities, which enhance the skills and competitiveness of local businesses in the global market. Additionally, respondents emphasized the importance of knowledge transfer, innovation, and the promotion of local industries as key factors bolstering economic growth. The proximity to experts during these conferences was also noted as beneficial, fostering a deeper engagement with the activity context and vision. This holistic analysis underscores the diverse and comprehensive impact of international conferences on the economic landscape of Morocco, encompassing both direct and indirect contributions to local businesses' prosperity and competitiveness.

Figure 8: Factors Contributing to Morocco's Success in Hosting International Conferences
Source: own research

In what ways do you think international conferences contribute to the economic growth of local businesses in Morocco? (Select all that apply)



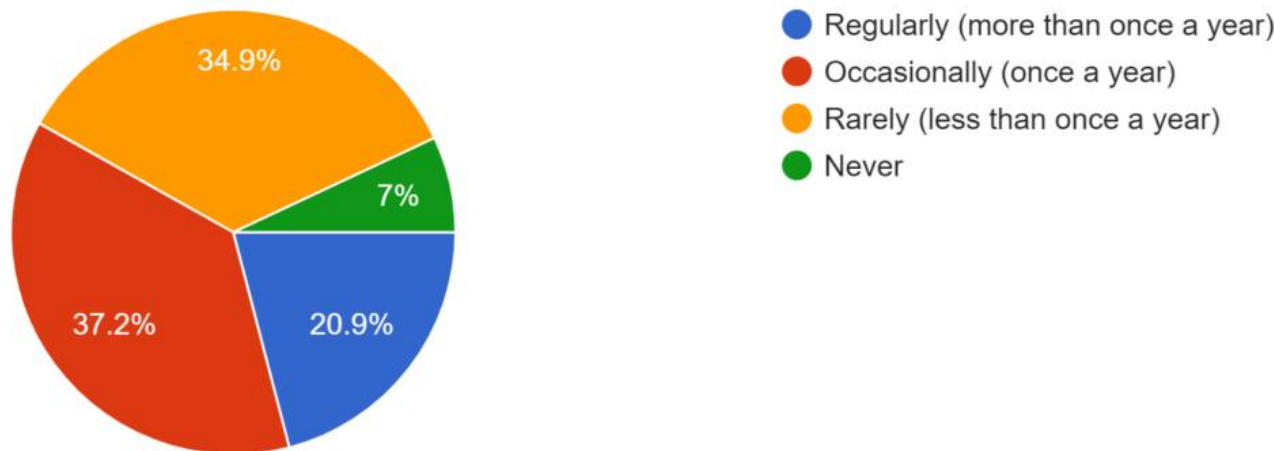
5.3.1. Conference Attendance Frequency

The analysis of conference attendance frequency among respondents indicates varied levels of engagement with international conferences. A significant proportion, 37.2%, reported attending occasionally, indicating an annual participation pattern. Following closely, 34.9% attend rarely, suggesting intermittent engagement with such events, likely influenced by specific opportunities or constraints. Interestingly, 20.9% reported attending regularly, reflecting a committed and consistent

involvement in international conferences, potentially driven by professional or personal interests. A smaller portion, 7%, indicated never attending such conferences, suggesting a segment of respondents who are either disengaged from or lack access to these events. This distribution highlights the diverse engagement patterns among respondents, providing insights into the frequency and extent of their involvement in international conferences.

Figure 9: Attendance Frequency
Source: own research

How frequently do you attend international conferences ?



5.4. Perception of Morocco's Tourism Position

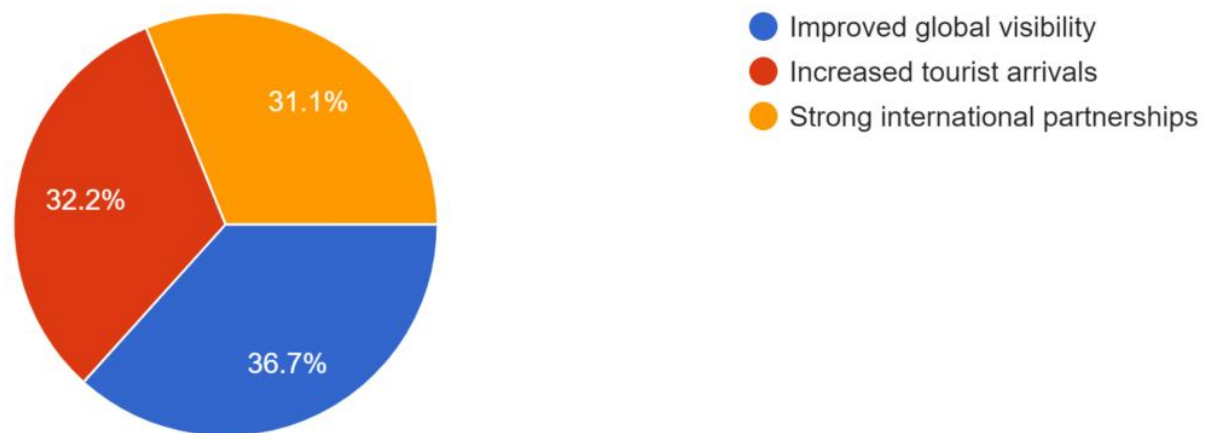
The analysis of respondents' perceptions regarding Morocco's position in world tourism when hosting international conferences reveals a positive outlook across various aspects. A notable 36.7% of respondents believe that such events foster strong international partnerships, indicating the recognition of Morocco's ability to leverage conferences for building global alliances and collaborations within the tourism sector. Additionally, 32.2% perceive an increase in tourist arrivals, suggesting that hosting international conferences contributes to attracting a greater number of visitors to the country, thereby enhancing its tourism appeal and economic prospects. Furthermore, 31.1% of respondents believe that hosting these conferences enhances Morocco's global visibility, highlighting the perception that such events elevate the country's profile on the world stage, potentially leading to broader recognition and interest among tourists and stakeholders. Overall, these findings underscore the multifaceted benefits

associated with Morocco's hosting of international conferences, ranging from strengthening international ties to bolstering tourism growth and global recognition.

Figure 10: Perception of Morocco's Tourism Position

Source: own research

What do you think about Morocco's position in world tourism when it hosts international conferences?



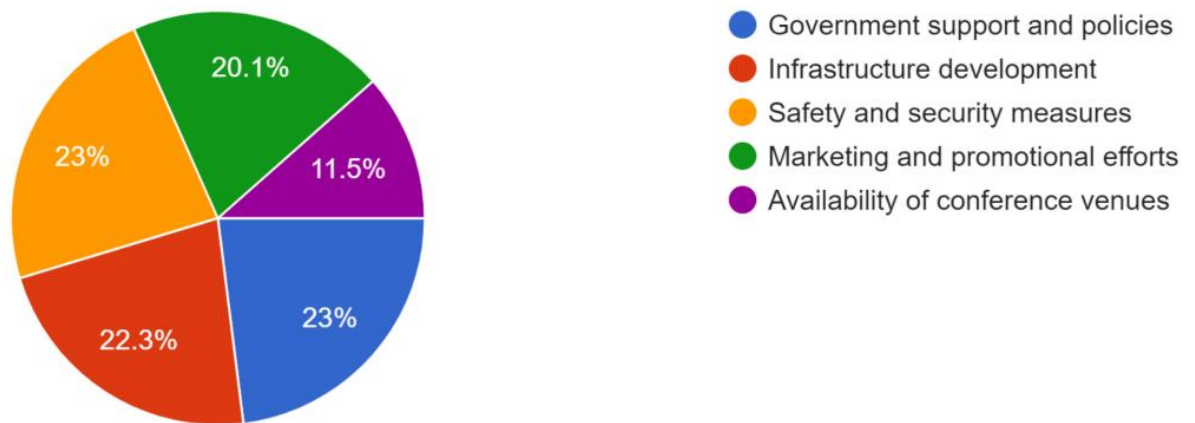
5.5. Success Factors

The analysis of factors contributing to Morocco's success in hosting international conferences for tourism and economic growth reveals that among respondents, 23% agreed that government support and policies play a significant role. This indicates a consensus on the importance of supportive regulatory frameworks and initiatives in facilitating successful conference hosting. Additionally, 23% of respondents highlighted safety and security measures as crucial considerations, reflecting a shared belief in the importance of ensuring a secure environment to reassure participants and stakeholders. Furthermore, 22.3% of respondents identified infrastructure development as a key factor, suggesting widespread recognition of the role of modernized facilities and amenities in enhancing the overall conference experience. Marketing and promotional efforts were also acknowledged by 20.1% of respondents, indicating a collective understanding of the significance of strategic promotion in showcasing Morocco as a desirable conference destination. However, the availability of conference venues received agreement from only 11.5% of

respondents, suggesting a lower level of consensus on its importance compared to other factors. Overall, these findings demonstrate varying degrees of agreement among respondents regarding the significance of different factors contributing to Morocco's success in hosting international conferences.

Figure 11 : Success Factors
Source: own research

What factors do you believe contribute to the success of Morocco in hosting international conferences for tourism and economic growth? (Select all that apply)



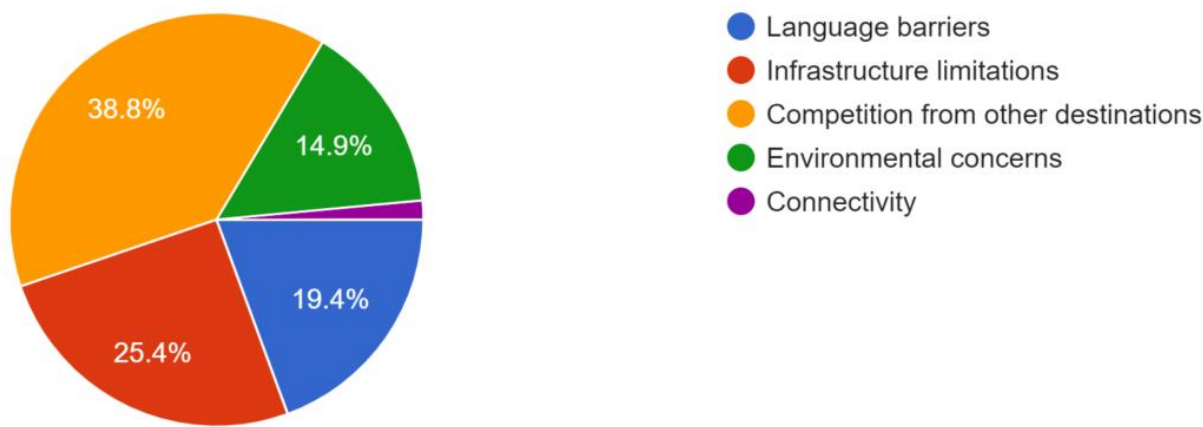
5.6. Challenges Faced

The analysis of challenges faced by Morocco in hosting international conferences for tourism and economic growth indicates that respondents perceive competition from other destinations as the most significant challenge, with 38.8% agreeing on its impact. This suggests a widespread recognition among respondents of the competitive landscape within the tourism and conference industries, highlighting the importance of differentiation and strategic positioning for Morocco. Infrastructure limitations were also identified as a major challenge, with 25.4% of respondents acknowledging their impact. This underscores the importance of continued investment in infrastructure development to support the growing demands of conference hosting. Language barriers were cited by 19.4% of respondents, indicating the importance of language diversity and communication strategies in accommodating international participants. Additionally, environmental concerns were recognized as a challenge by 14.9% of respondents, signaling

a growing awareness of sustainability issues and the need for environmentally conscious practices in conference planning and management. Overall, the analysis reveals a multifaceted understanding of the challenges faced by Morocco in its efforts to host successful international conferences, highlighting the importance of addressing these factors to ensure continued growth and competitiveness in the global conference market.

Figure 12: Challenges Faced
Source: own research

What challenges do you think Morocco faces in hosting international conferences for tourism and economic growth? (Select all that apply)

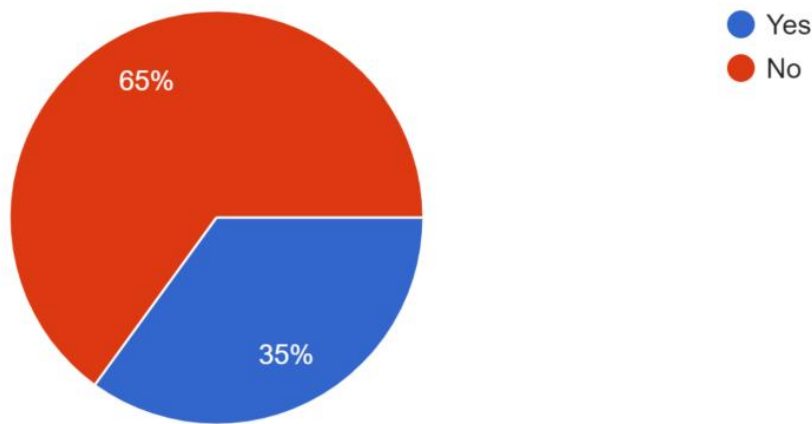


5.7. Partnership Observations

The majority (65%) of respondents noted witnessing partnerships formed during international conferences in Morocco that benefit both the tourism sector and the global community, indicating active engagement in collaborative efforts. These partnerships likely contribute to advancing shared goals and promoting sustainable practices. However, 35% of respondents did not report observing such partnerships, suggesting a need for increased awareness and visibility of collaborative initiatives during conferences.

Figure 13 : Partnership Observations
Source: own research

Have you seen any partnerships made during international conferences in Morocco that help both tourism sector and the global community?



Q: If yes, please briefly describe the collaborative initiatives or partnerships you observed.

The responses provided by participants highlight a diverse range of collaborative initiatives and partnerships observed during international conferences in Morocco. These initiatives include efforts focused on sustainable tourism, such as promoting eco-tourism, cultural preservation, and sustainable agricultural practices. Partnerships between the Moroccan government, local tourism industry, and international organizations underscore a commitment to promoting sustainable tourism practices through initiatives like "Green Tourism Morocco." Additionally, collaborations between universities from different countries indicate efforts to facilitate knowledge exchange and promote educational initiatives. Partnerships with major hotel chains and local businesses further emphasize a concerted effort to support conference attendees and promote economic development in the region. Overall, these responses reflect a multifaceted approach to fostering collaboration and advancing shared goals in areas such as tourism, sustainability, and economic development.

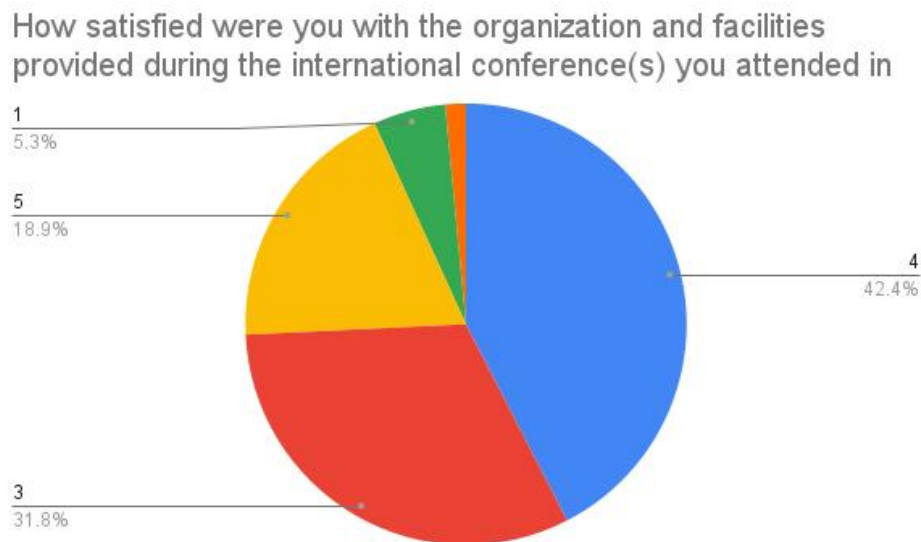
5.8. Satisfaction with Conference Organization

Participants' responses regarding their satisfaction with the organization and facilities provided during international conferences in Morocco demonstrate varying degrees of satisfaction. While a significant portion of respondents expressed satisfaction, with 42.4% rating their experience as a 4 on the

satisfaction scale, a notable proportion also reported being dissatisfied, with 18.9% giving a rating of 5. The majority of respondents fell within the middle range of satisfaction, with 31.8% rating their experience as a 3. This indicates that while many attendees were generally content with the organization and facilities, there is still room for improvement to address the concerns of those who expressed dissatisfaction. These findings underscore the importance of continually enhancing the quality of conference organization and facilities to ensure a positive experience for all participants.

Figure 14 :Satisfaction with Conference Organization

Source: own research



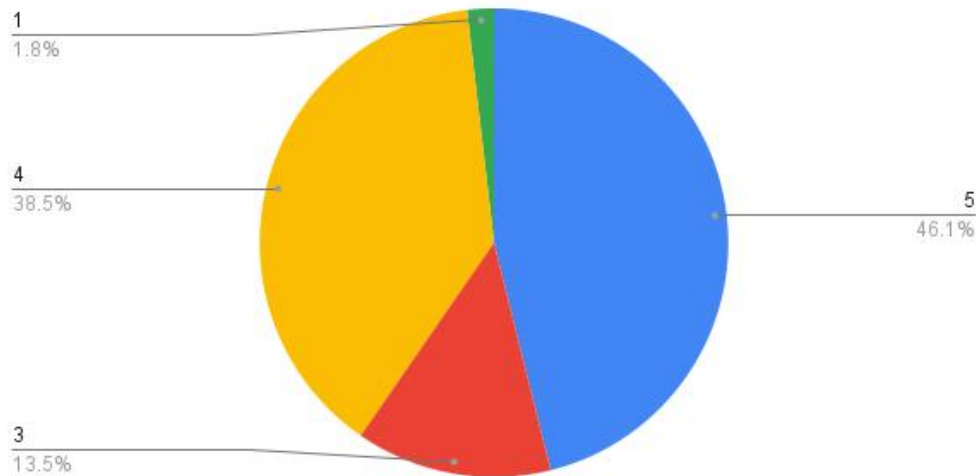
5.9. Likelihood of Recommendation

Participants' likelihood to recommend Morocco as a destination for hosting international conferences reveals a generally positive sentiment, with the majority leaning towards favorable recommendations. Notably, a significant proportion of respondents (42.4%) rated their likelihood as a "4," indicating a high inclination to recommend Morocco. Additionally, a sizable portion (31.6%) expressed a moderate likelihood, rating it as a "3." However, a noteworthy percentage (18.9%) indicated a lower likelihood, providing a rating of "5," suggesting room for improvement in conference hosting experiences. These insights suggest an overall positive perception of Morocco as a conference destination, with opportunities for further enhancement to meet the expectations of all participants.

Figure 15 : Likelihood of Recommendation

Source: own research

How likely are you to recommend Morocco as a destination for hosting international conferences to others?



5.10. Suggestions for Improvement

Q:What improvements would you suggest to make international conferences better for Morocco's tourism and economy?

Participants' suggestions for improving international conferences in Morocco for tourism and the economy encompass various aspects, offering a comprehensive view of the potential strategies to enhance the country's conference hosting capabilities. One prevalent theme among the responses is the emphasis on infrastructure development. Many participants advocate for investing in modern conference facilities and transportation networks to accommodate large-scale events effectively. This includes the construction or renovation of convention centers, hotels, and transportation hubs to meet the increasing demands of international conferences.

Additionally, strategic marketing efforts are highlighted as essential for promoting Morocco as a premier conference destination. Suggestions include showcasing Morocco's rich cultural heritage, diverse landscapes, and modern amenities through targeted advertising campaigns, industry partnerships, and participation in international trade fairs and conferences. By amplifying the country's unique selling points, such as its historical sites, natural beauty, and vibrant culture, Morocco can attract more international events and attendees, thereby bolstering its tourism industry and the overall economy.

Collaboration emerges as a key theme in the participants' suggestions, with many advocating for partnerships between various stakeholders, including government agencies, local businesses, international organizations, and academic institutions. These partnerships can facilitate the creation of attractive conference packages, provide networking opportunities for attendees, and promote

knowledge exchange and innovation. Moreover, collaborating with airlines and hotel chains to offer discounted rates and special accommodations for conference attendees can further enhance the overall conference experience and encourage greater participation.

Another notable recommendation is the simplification of visa processes for conference attendees, which can remove barriers to entry and streamline travel logistics, thereby making it easier for international participants to attend conferences in Morocco. Furthermore, reinforcing partnerships between all stakeholders, including government agencies, event organizers, local businesses, and community groups, can ensure a coordinated approach to conference planning and execution, resulting in a more seamless and impactful experience for all involved.

Moreover, participants underscore the importance of promoting local tourist sites and cultural experiences to conference attendees, thereby enriching their overall experience and encouraging them to explore more of what Morocco has to offer. By incorporating elements of Moroccan culture into conference events, such as traditional music, dance performances, and culinary delights, organizers can create memorable and immersive experiences that showcase the country's unique identity.

Overall, these suggestions highlight the multi-faceted approach required to optimize the benefits of hosting international conferences in Morocco. By investing in infrastructure, leveraging strategic marketing initiatives, fostering collaboration among stakeholders, streamlining visa processes, and promoting local tourism and cultural experiences, Morocco can position itself as a leading destination for international conferences, driving economic growth, and enhancing its global reputation.

Chapter 5: Conclusion and proposals

5.1. Main conclusion:

In summary, this research has delved into the profound impact of international conferences on Morocco's tourism sector and local economy. Through a thorough exploration of Morocco's history as a host nation for international gatherings, coupled with an analysis of its strategic advantages and infrastructure developments, it becomes evident that the country has emerged as a prominent hub for global conferences.

The study has illuminated the diverse themes and topics covered in international conferences held within Morocco, ranging from climate change mitigation to entrepreneurship and innovation. By showcasing Morocco's commitment to addressing critical global issues and fostering dialogue, these conferences have not only attracted participants from across the globe but have also contributed significantly to the country's economic growth.

Moreover, The examination of attendance and participation has highlighted the diverse range of participants drawn to these conferences, from global leaders to grassroots activists, each contributing to vibrant dialogue and collaboration. Moreover, the economic analysis underscores the substantial contribution of conference tourism to Morocco's GDP, with millions of dollars flowing into the hospitality, transportation, and service industries annually

Despite the challenges posed by the COVID-19 pandemic, Morocco has demonstrated resilience and adaptability in transitioning to virtual and hybrid conference formats. By leveraging its modern infrastructure and strategic location, the country continues to position itself as an attractive destination for international gatherings, ensuring continuity in knowledge exchange and economic impact.

Looking ahead, there are opportunities for further collaboration and partnership to enhance Morocco's tourism sector and global standing. By fostering public-private partnerships, investing in tourism infrastructure, and promoting sustainable practices, Morocco can maximize the benefits of conference tourism for its economy and society.

The survey conducted among participants and stakeholders played a pivotal role in comprehensively understanding the impact of international conferences on Morocco's tourism sector and local economy. By gathering insights directly from those involved in organizing and attending conferences, the survey provided valuable perspectives on various aspects, including tourism development, economic benefits, and challenges faced. Participants' responses shed light on the significance of conferences in driving tourism growth, generating revenue, and fostering economic development in Morocco. Their input helped identify key areas of strength and opportunities for improvement,

guiding future strategies to maximize the positive impact of international conferences on Morocco's economy and society.

In conclusion, this thesis underscores the pivotal role of international conferences in driving Morocco's tourism sector and local economy forward. As the country navigates the post-pandemic landscape, it is well-positioned to capitalize on its strengths and solidify its position as a premier destination for global gatherings, fostering innovation, collaboration, and sustainable development for the benefit of all.

5.2. Answering the Research Questions

RQ1: Impact of International Conferences on Morocco's Tourism Sector and Local Economy

The investigation revealed that international conferences have a substantial impact on Morocco's tourism sector and local economy. The influx of attendees during these events significantly boosts tourism activities, leading to increased visitor spending in various sectors such as hospitality, transportation, and retail. Additionally, international conferences stimulate economic activity through investments in infrastructure and services, creating employment opportunities and generating revenue for local businesses.

RQ2: Strategic Positioning of Morocco in the Global Tourism Landscape through International Conferences

International conferences strategically position Morocco as a leading destination in the global tourism landscape. By hosting prestigious events, Morocco showcases its modern infrastructure, cultural heritage, and hospitality industry to a global audience. This positioning not only attracts more tourists but also fosters partnerships and collaborations with international organizations, further enhancing Morocco's reputation as a preferred destination for conferences and tourism.

RQ3: Factors Influencing the Success or Challenges Faced by Morocco in Hosting International Conferences

The analysis identified various factors influencing the success of hosting international conferences in Morocco. Key success factors include robust infrastructure, effective marketing strategies, government support, and the country's geopolitical positioning. However, challenges such as competition from other destinations, security concerns, and logistical issues may hinder the successful execution of international conferences in Morocco.

RQ4: Opportunities for Collaboration and Partnerships to Benefit Morocco's Tourism Sector and the Global Community

Opportunities for collaboration and partnerships abound in Morocco's tourism sector, offering mutual benefits to both the country and the global community. Collaborating with international organizations, tourism boards, and private sector entities can enhance marketing efforts, promote sustainable tourism

practices, and attract investment in tourism infrastructure. Moreover, fostering partnerships with educational institutions and research organizations can drive innovation and knowledge exchange, further bolstering Morocco's position as a hub for international conferences and tourism development.

5.3. Testing the Hypotheses

Hypothesis 1: Hosting international conferences in Morocco boosts tourism and local economic activity through increased visitor spending.

The analysis substantiates Hypothesis 1, revealing a significant correlation between hosting international conferences in Morocco and the boost in tourism and local economic activity. Data indicates that the influx of conference attendees leads to heightened spending in various sectors, including accommodation, dining, transportation, and retail. This increased expenditure injects vital revenue into the local economy, contributing to its growth and vitality.

Hypothesis 2: International conferences drive investment in infrastructure and services, enhancing Morocco's capacity to host future events and support tourism growth.

Hypothesis 2 is supported by empirical evidence, demonstrating that international conferences serve as catalysts for investment in infrastructure and services in Morocco. The need to accommodate large-scale events prompts investments in convention centers, hotels, transportation networks, and other amenities essential for conference hosting. These investments not only enhance the country's capacity to host future events but also elevate its attractiveness as a tourist destination, thereby fostering continued tourism growth.

Hypothesis 3: Participation in international conferences fosters knowledge exchange, innovation, and networking, benefiting local industries and promoting economic development.

The findings affirm Hypothesis 3, highlighting the positive impact of participation in international conferences on knowledge exchange, innovation, and networking in Morocco. Through conferences, local industries gain access to cutting-edge insights, best practices, and networking opportunities that stimulate innovation and drive economic development. Moreover, the exchange of ideas and collaboration fostered by international conferences contribute to the growth and competitiveness of Moroccan industries on the global stage.

5.4. Recommendations

Based on the findings of this research, several recommendations are proposed to further enhance the impact of international conferences on Morocco's tourism sector and local economy:

- Strengthen collaboration between government agencies, event organizers, and industry stakeholders to streamline the conference planning and execution process.
- Invest in infrastructure development and technological advancements to support the growing demand for virtual and hybrid conference formats.

- Promote Morocco as a sustainable and responsible conference destination, highlighting its commitment to environmental conservation and social responsibility.
- Expand marketing efforts to target key sectors and regions, emphasizing Morocco's unique selling points and competitive advantages as a conference destination.
- Foster partnerships with international organizations and academic institutions to host conferences that address pressing global issues and promote knowledge exchange.
- Provide support and incentives for local businesses to participate in conference-related activities, thereby maximizing economic benefits and creating opportunities for growth.
- Conduct regular evaluations and assessments to measure the impact of conferences on Morocco's tourism sector and local economy, informing future strategies and initiatives.

Chapter 6 :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.

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APPENDIX

List of Figures

Table 1.Conferences in Morocco: Themes, Years, and Locations.

Figure 1: Gender distribution of Survey Respondents

Figure 2 : Age Distribution of Survey Respondents

Figure 3 : Age Distribution of Survey Respondents

Figure 4: Attendance History at International Conferences in Morocco

Figure 5: Participation Industry Analysis in International Conferences

Figure 6: Influence of International Conferences on Morocco's Tourism Perception

Figure 7: Sources of Awareness for International Conferences in Morocco

Figure 8: Factors Contributing to Morocco's Success in Hosting International Conferences

Figure 9: Attendance Frequency

Figure 10: Perception of Morocco's Tourism Position

Figure 11: Success Factors

Figure 12: Challenges Faced

Figure 13: Partnership Observations

Figure 14:Satisfaction with Conference Organization

Figure 15: Likelihood of Recommendation

The online survey:

The Impact of International Conferences on Morocco's Tourism Sector and Local Economy

Dear Participant,

I am Zainab Afilal, a graduate student at the Hungarian University of Agricultural and Life Sciences, researching "The Impact of International Conferences on Morocco's Tourism Sector and Local Economy."

Your participation in this survey is crucial to my study. By sharing your insights, you will contribute to our understanding of how international conferences influence Morocco's global standing as a tourist destination and contribute to its local economy.

Please take a few moments to answer the following questions thoughtfully and honestly. Your feedback will help shape strategies to enhance Morocco's tourism sector through international conferences.

Thank you in advance for your valuable contribution.

* Indicates required question

1. Have you attended an international conference in Morocco before? *

Mark only one oval.

☐ Yes

☐ No

2. In which industry or field do you primarily participate in international conferences?

3. On a scale from 1 to 5, rate the significance of international conferences in influencing Morocco's standing as a global tourist destination. *

Mark only one oval.

1 2 3 4 5

Not ☐ ☐ ☐ ☐ ☐ Extremely significant

4. How did you become aware of international conferences held in Morocco? *
(Select all that apply)

Check all that apply.

- ☐ Conference websites or announcements
☐ Recommendations from professional networks
☐ Social media
☐ Other: _____

5. In what ways do you think international conferences contribute to the economic *
growth of local businesses in Morocco? (Select all that apply)

Check all that apply.

- ☐ Increased demand for accommodation
☐ Boost in local transportation services
☐ Rise in sales for local restaurants and cafes
☐ Higher demand for local products and souvenirs
☐ Other: _____

6. How frequently do you attend international conferences ? *

Mark only one oval.

- ☐ Regularly (more than once a year)
☐ Occasionally (once a year)
☐ Rarely (less than once a year)
☐ Never

7. What do you think about Morocco's position in world tourism when it hosts international conferences? *

Check all that apply.

- ☐ Improved global visibility
☐ Increased tourist arrivals
☐ Strong international partnerships
☐ Other: _____

8. What factors do you believe contribute to the success of Morocco in hosting international conferences for tourism and economic growth? (Select all that apply) *

Check all that apply.

- ☐ Government support and policies
☐ Infrastructure development
☐ Safety and security measures
☐ Marketing and promotional efforts
☐ Availability of conference venues
☐ Other: _____

9. What challenges do you think Morocco faces in hosting international conferences for tourism and economic growth? (Select all that apply) *

Check all that apply.

- ☐ Language barriers
☐ Infrastructure limitations
☐ Competition from other destinations
☐ Environmental concerns
☐ Other: _____

10. Have you seen any partnerships made during international conferences in Morocco that help both tourism sector and the global community?

Mark only one oval.

☐ Yes

☐ No

11. If yes, please briefly describe the collaborative initiatives or partnerships you observed.

12. How satisfied were you with the organization and facilities provided during the international conference(s) you attended in Morocco? *

Mark only one oval.

1 2 3 4 5

Not ☐ ☐ ☐ ☐ ☐ Very satisfied

13. How likely are you to recommend Morocco as a destination for hosting international conferences to others? *

Mark only one oval.

1 2 3 4 5

Very ☐ ☐ ☐ ☐ ☐ Very likely

14. What improvements would you suggest to make international conferences better for Morocco's tourism and economy? *

15. Gender *

Mark only one oval.

- ☐ Male
☐ Female

16. Age *

Mark only one oval.

- ☐ 18-25
☐ 26-35
☐ 36-45
☐ 46-55
☐ 55 and above

17. Nationality *

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Year of publication: 2024 _____
Department: Tourism Management _____

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