Sustainable Coastal Tourism Development Plan
Essaouira, Morocco

Sponsored by the World Bank Group, this project aims to increase tourism by identifying specific tourism sites, as well as creating the framework for sustainable, and desirable development patterns that will attract private investors and revitalize the area. The plan focuses on tourism and sustainability, reflects the area’s historical context, and is respectful of the proximity to the existing towns, Diabat and Essaouira. The plan identifies specific opportunities to create tourist-supported facilities, including resorts and hotels, and community attractions that celebrate the area’s unique environment and culture. The plan promotes coastal tourism, which involves developing high standard tourism in existing and new coastal resorts, cultural tourism to rebuild medinas and other cultural sites to promote tourism in historic cities, and desert and mountain tourism which supports outdoor sports and leisure, and local handicrafts and traditions.

**TYPE**
Tourism Development Plan

**COMPONENTS**
- Coastal Tourism Plan
- Hospitality Product Recommendations
- Cultural Tourism Plan
- Rehabilitation of Historic Sites Plan
- Cultural Tourism Programme
- Sports and Leisure Programme
- Desert and Mountain Tourism Plan

**SERVICE**
- Master Planning

**CENTER OF EXCELLENCE**
- Destination Creation

**CLIENT**
- Government of Morocco
- Ministry of Tourism

**SIZE / BUILT AREA**
- Coastal Tourism Plan