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MSc in Tourism Transport and Environmental Economics

PROMOTION OF IMAGE AND TOURISM OF WESTERN SAHARA

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INTRODUCTION

In the conditions of globalization of economy various territories are compelled to compete among themselves for opportunities of attraction of limited resources and to develop the strategy of economic, social and political development adequate to this purpose. It means that regions inevitably have to give and sell themselves as a platform and as the tool for start and implementation of the most perspective world projects. The modern region has to be attractive as the territory where it is favorable to put investments where is perspective to move, live and do business.

Therefore territorial branding becomes the important instrument of public administration and a necessary condition of ensuring competitiveness. The modern states, regions and the certain cities carry out large-scale projects on creation of own brands. Branding of the region is inseparable from processes of increase of its competitiveness as the brand by the nature is demonstration of competitive advantages and, respectively, bigger cost. Its presence at virtual symbolical space becomes an important factor, defining a region place on a global scale. I chose as object of the research Western Sahara, Morocco as the country which has a great source to become as country using successfully marketing tools in domestic and foreign policy.

Today image of Western Sahara is not worked out properly, and efforts of the federal regional authorities on its advance yield tangible results. The country takes the highest places in the national ratings, is highly appreciated by experts, and attracts a big flow of economic migrants. Western Sahara known as former Spanish Sahara and which currently part of Morocco has a very strong touristic potential which is yet not discovered has an urge need to be explored, developed and to be shown to the rest of the world. In the conditions of globalization the countries even more often should fight for preservation of the identity which is an integral part of the state as the actor of world politics. Being involved in globalization processes, modern Western Sahara faces need of accumulation of competitive advantages for such fields of activity of the state, as economy, foreign policy, socio cultural policy, etc. National branding is not simply fashionable trend practiced among the states wishing to improve the image or to make the general rebranding of an image of the country.

Moreover, theories of national branding are the cornerstone the researches in the field of creation of a marketing brand allowing to identify the values of a brand of the state which are positively influencing image of the country and creating competitive advantages. Creation of a brand of the state is the complex procedure which is under authority of the government and reduced to activation of six main spheres (culture, tourism, export, foreign and domestic policy, the population of the country and investments) imprinted in "Ankholt's hexagon"(The Anholt-GfK Nation Brands IndexSM) thanks to various channels of communication. Correctly developed and successfully realized campaign for national branding in Western Sahara can become the engine of advance of a positive image of the state providing loyalty of investors, tourists and other target groups.

In my work I tried to allocate key components of a brand of Western Sahara, Morocco to consider the main steps of the Moroccan Government on promoting of the created image and to estimate possibilities

CHAPTER I THEORETICAL APPROACH AND SCIENTIFIC REFLECTIONS OF THE WORK

1.1 National brand, essence, features of formation

In the modern world territorial borders became more open, even indistinct. The cities and the countries are closely connected with each other by systems of information, financial and other streams. Sources of a survival of territorial education often are outside its physical borders. In such conditions the brand of the territory becomes one of the most effective instruments of the competition for attraction of resources. The more the modern territory is capable to attract resources from the outside, to process and give, the more effectively today its activity.

Territorial branding represents special technology of marketing of places, its important **°12tool**. Creation of a brand acts as the mechanism of coordinating of marketing efforts and adds new quality – management of the long-term relations with external target audiences and between internal subjects of development of the territory.

Thus, creation of a brand of the territory as special non-material, reputation regulator of the confidential relations between the territory and those who can promote its development becomes the dominating measurement of marketing of places. The brand of the region allows administration and a business community to interact with various target groups most effectively: investors, interregional and export markets, population, tourists. It translates strategic advantages of the territory into the language clear to these groups, and repeatedly increases the importance of these advantages.

There are 6 key measurements of values of a brand of the territory:

1. Functional measurement – set of the factors influencing quality and cost of life;
2. Emotional measurement – set of the emotions caused by a territory brand;
3. Welfare measurement – territorial subculture, education and tolerance of the population;
4. Spiritual and historical measurement – perception of a historical and cultural and religious heritage of the territory;
5. Innovative measurement – development of science and education, existence of the advanced enterprises, incubators, science cities;
6. Measurement of global responsibility of the territorial authorities – the relation to ecological, military, information security.

The brand of the territory is built with a support on a number of the principles which observance promotes the most favorable presentation of the district in global space, to expression and advance of local interests. The expert from Great Britain Simon Ankholt (Anholt S. Brand New Justice: The Upside of Global Branding. Butterworth Heinemann. Oxford, 2003) allocates eight principles of branding of territories:

1. T.NB he purpose and potential – to build and structure the messages which are already broadcast by the territory according to strategic vision, to promote release of talents of inhabitants and stimulation of investors, to create and involve new effective instruments of increase of the international attractiveness of the territory.
2. Truthfulness, reliability – constantly to remember problems, to counteract and avoid imbalance of communications, timeless character, partiality, action of old stereotypes.

3. Aspiration to improvement – to support any real improvements in political, economic, cultural and social well-being of inhabitants, and eventually – improvements, positively influencing and on health in other territories.

4. The public benefits of all groups of the population – accurately to realize coverage that any real strategy of certain groups of the population, and to bear responsibility for realization of an inalienable right to notable support of also any other group.

Creativity and innovations – to find and help to be realized to the creative beginnings, skills of the population, directing them on creation of innovations in education, business, the public and local administration, environment, art.

6. Complexity and simplicity – messages in the fair way to diversification and wealth the territory, its inhabitants and the simple, honest, easily remembered arguments to convince of it the world.

7. Coherence – to connect people and the organizations in the territory and beyond its limits, and also authorities, the private sector and non-governmental organizations, to strengthen the population involvement, and all this is on the basis of effective and therefore strong communications.

8. Delay of result in time – to understand that this work represents long-term attempt to change territory life. This work can't cost more, than the territory is able to afford; but it is impossible to require from this work immediate return, efficiency in the short term: even the most successful investments really will pay off here only in the future.

Territorial branding can be directed on realization of various purposes, such as:

- Increase of prestige of the territory, its business and social competitiveness;
- Expansion of participation of the territory and its subjects in implementation of the international, federal, regional programs;
- Attraction on the territory state and other orders, external in relation to the territory;
- Increase of attractiveness of an investment, realization in the territory of resources, external in relation to it;
- Stimulation of acquisition and use of own resources of the territory beyond its limits to its benefit and in its interests.

For successful achievement of the purposes branding of the territory has to represent logical sequence of certain steps. Act as four "whales" of branding of territories:

1. A territorial product - the range, quantity and quality of the resources of the territory demanded by her consumers: its geographical position, the population (personnel), infrastructure, ability to work with high technologies, a level of business, level of economic and political development, information level, etc.

2. The price of a territorial product – expense which are incurred by consumers of the territory. For inhabitants it will be the life cost, level of the income and social privileges, cost of concrete goods and services in the territory; for tourists – the cost of permits, size of daily pocket expenses; for corporate consumers – economic policy of the state, availability of information, tax privileges, etc.

3. Placement, distribution of a territorial product – material resources, shots or consumers, highly intellectual potential, availability of modern information technologies, network and virtual organizational structures;

4. Advance of the territory – marketing and advertizing campaigns, its strategy, addressees, channels of promotion of information, etc.

The arguments allowing operating long-term interest in the territory from her consumers can be shared into two big groups: arguments of functioning and arguments of development. Treat the main arguments of functioning of the territory: ensuring personal security and protection of a public order; state and operation housing (including hotel) fund; road condition, transport service; the water - gas-, warm, power supply; cleaning of garbage; existence of parks, improvement; existence and development of schools, preschool institutions (especially - for residents). For business it is tax incentives, possibilities of acquisition or land lease and components of infrastructure, etc. Among arguments of prospects, development of the territory first of all can be called: emergence new and development of old productions; dynamics of production and market infrastructure, communications; employment rate and its structure; welfare; dynamics of investments; development of the higher and postgraduate education.

At implementation of the concept of territorial branding it is necessary to remember that at advance of such product as the territory, it is necessary to be guided long-term process of implementation of the strategic concept and to coordinate it with the general vision of the future of the territory. Only the marketing tools used in total can give desirable effect. Besides, in each direction of implementation of the concept control of results with use of both qualitative and quantitative indices is necessary.

However before passing to consideration of essence of a national brand and branding makes sense to define that is a brand in general. There is a set of various definitions of a brand. From the legal point of view the brand represents the sign defining an origin of goods/service and allowing distinguishing it from production of competitors. It defines a brand as "the name influencing buyers". Thus the name has to possess a visibility, difference, intensity, trust and to be added with associations. One of classical definitions of a brand sounds as "a set of the associations arising in consciousness at consumers who add the perceived value to goods or service"(Dannie K. Nation Branding – Concepts, Issues, Practice/ Butterworth-Heinemann, 2008, Oxford, UK, p. 15)

However image can be both positive, and negative. And also can possess both positive and negative properties, i.e. to be contradictory. The brand of the nation can be defined as "*unique multidimensional connection of elements which provides the nations the differentiation based on a cultural context and compliance for all target audiences*". In the initial works Simon Ankholt compared a national brand to a brand of a product and assumed that the basic marketing principles can be applied and to a national brand. In later works of Ankholt already considers a national brand essentially different from a product brand.

Among complex researches of a concept national branding it should be noted S. Ankholt - "founding father's" works theories of national branding and the developer of the well-known index of brands of the states (Nation Brands Index), especially its monographs "Brand New Justice: The Upside of Global Branding"(Anholt S. Brand New Justice: The Upside of Global Branding, Butterworth Heinemann, Oxford, 2003) "Competitive Identity: The New Brand Management for Nations, Cities and Regions"(Anholt S. Competitive Identity: The New Brand Management for Nations, Cities and Regions, Palgrave Macmillan,Basingstoke,2007)

In the face of fierce international competition, the role of positioning, which allows the country to attract and increase resources for its development. In economic terms, positioning - this recreation of an attractive image of the object increases its competitiveness. Since the country is the object, whose development depends on adequate positioning, implementation

of this task in the public management, several approaches and strategies to create a positive perception in accordance with quaternary structure of this process, which includes conceptual, activity-based, personal and attributive components. In image logy, an extensive terminological base, basic concepts which the researchers call "image", "image", "brand". Correlation of these concepts is often faced with the problem of identification.

"Image" is the English equivalent of the Russian word "image" and is derived from the Latin word imago (image) associated with the Latin word imitari (mimic). Most experts interpret the concept of "image" as an "image", but in Russian language "image" has five different values: appearance, appearance; quick, visual representation of someone or something that occurs in the imagination; generalized artistic perception of reality, clothed in the form of concrete individual phenomena; character, warehouse, direction of something; method, tool. Most often, the "image" is used as a synonym for "image" in the context of one of the constituent parts of the image - the habit. Most appropriate is to replace the concept of "image" to the notion of "image" in the interpretation of the first play as consciousness of objects and phenomena (Vasisheva AV, AV Nenashev Image: the definition of the central concepts imageology Socio-humanitarian knowledge. - 2009. - № 3)

Thus, most of the authors of "image" refers to an experience that is constructed deliberately and consciously, "image" - that is formed spontaneously. Based on these postulates, from the regional image we understand holistic symbolic representation of the country which has developed in the minds of the target audience based on personal experience or as a result of a number of information effects.

The link in the chain is a terminological concept of "brand", which, in turn, is a set of images, attitudes, emotions, behavioral aspects, which are formed from the audience towards the object. Brand of the region - a set of enduring values that reflect the unique characteristics of the original consumer countries and communities that have received public recognition and fame. The brand is based on a pronounced positive image and is the highest manifestation of emotional consumer preferences, the most important factor of competitive advantage given territory.

Brand focused mainly on the external to the actors and it should correspond to the strategic objectives of local development, helping to attract her attention to organizations and individuals, as well as resources and orders that demand region. Along with the "external effect" brand right to speak of his "internal influence" aimed at the development of socio-economic relations among the inhabitants of the region.

But in the public management is not used the term "brand" and the concept of "branding" as the process of creating a brand and management. It can include creating, enhancing, positioning, updating and changing the stage of development of the brand, its expansion and deepening.¹

The purpose of branding - providing brand presence in the region in the information space and recognition to attract financial resources to the territory, broadcast regional initiatives outside. Given the fact that the construction of the region's brand uses the principles of building brands in the business, we can conclude that the essence of the brand in the region is to ensure the identification of the subject of federation within the country and abroad, and to identify in a favorable light to the subject. Brand of the region should be a reflection of the best features of the mentality and traditions of the Territory is population; it is intended to perform an ideological function, uniting people of the region to perform common tasks.

¹ Leontiev D. from image to image: psychosomatic branding // All-Russian information portal "Business education in Russia." Access mode <http://www.rb-edu.ru/articles>

Identity of national branding can be considered from two positions – from marketing approach and from approach of public diplomacy. (Bus comments - were understood as public diplomacy those efforts which are made by the government on advance of national interests abroad by means of interaction with target audiences). Marketing approach to a national brand ignores a difference between the nation and the state so the state and the nation are identified. The view of national branding from a position of public diplomacy assumes that identity of the country consists of a set of elements. Peter van Ham (Ham v. European Integration and the Postmodern Condition: Governance, Democracy, Identity, 1st ed. 2000, p.58) divides the state and the nation, saying to that the state is a sphere where autonomous authorized bodies, based on the law govern, and the nation is that is based on the divided cultural identity.

Kate Dinnie's (Dinnie K., Nation Branding. Concepts, Issues, Practice. Butterworth-Heinemann,2008) works in which the author investigates practical cases of carrying out campaign for national branding on the basis of what he develops theoretical bases of strategy differ in bigger degree of scientific character, in detail describes conceptual sources and the main components of national branding in their interrelation. It is also necessary to note work of Y. Fan (Fan Y., Branding the Nation: Towards a Better Understanding//Place Branding and Public Diplomacy. 2010. N 6 (2)) in which the problem of a ratio of public diplomacy and national branding is considered. Ideas of formation of strategy for national branding were in many respects borrowed the well-known marketing specialists writing that the brand of the company is its fixed capital. In this sense it is necessary to refer to "the guru of marketing" Walley Olins (Olins W. Trading Identities: Why Countries and companies are taking on each other's' roles. London, 1999 who shifts model of formation of architecture of a marketing brand for a brand of the state and describes seven step process of creation of a brand of the country. It is impossible to consider the country in a separation from the nation which is the culture carrier. Thus, in the analysis of a national brand it is necessary to consider various cultural aspects, including economic, legal, cultural and political systems.

Branding process begins with an understanding of its functions, which can be reduced to two: recognition and favorable impression. The next step - selection and awareness levels of the brand. It should evoke positive emotions and not cause negative that performed at the following levels: the first - the level of overall emotional relationship; second - level significant characteristics; third - this individualization, forming its own "person" distinct from others. This is something that is not necessarily measured by the parameter "good-bad", but must provide recognition, stable response.

Thus, it should be two main stages of creating brand: search and selection differences as a combination of a lot of details and the basics of creating your own themes, ideas - mission objectives; gain differences, which is the exaltation of the distinguishing features as long as they will not be important enough to make an impression on the minds of other people.

The possibility of constructing the image to a large extent determined by the unique and recognizable territory beyond.²

Thus, according to SN Protsenko, structural components of the brand in the region are: the scale of the region, the geographical position; the value and importance of the region in the global economy; socio-political situation; set of stereotypes that exist in relation to the country. World experience in creating a favorable image regions allows you to select a set of tools used to fix in the public mind the brand site: climatic characteristics of the region;

² Grishin OE Ideology as a technology // Almanac "Discourse Pl." - Issue 7. Access mode: <http://discourse-pm.ur.ru/discours7/grishin.php>

historical and cultural traditions, their careful preservation and replication; consideration of socio-economic status, based on a well-established tradition of regional identity; the personification of the territory through the iconic figures - politicians, writers, historical figure.

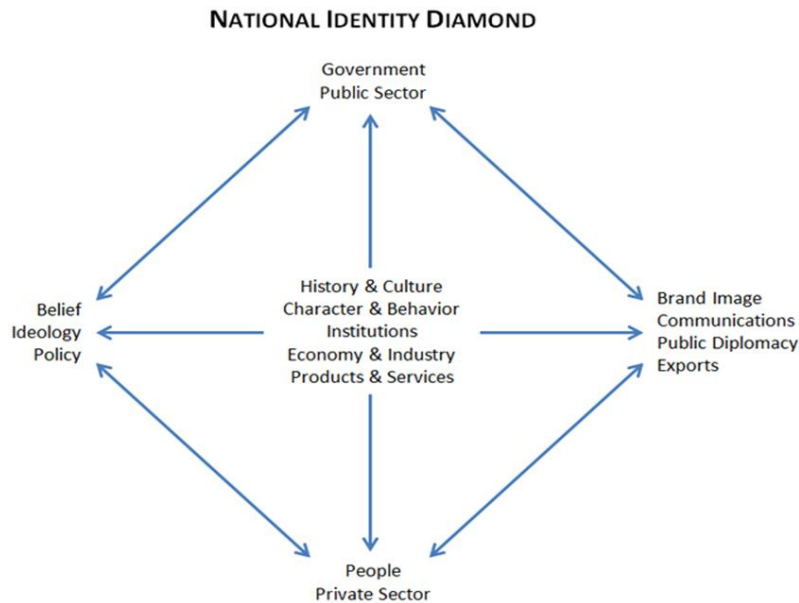


Figure1. National Identity Diamond

Source: Thomas Cromwell, A Purpose-Driven Approach to Nation Branding, December 2, 2013

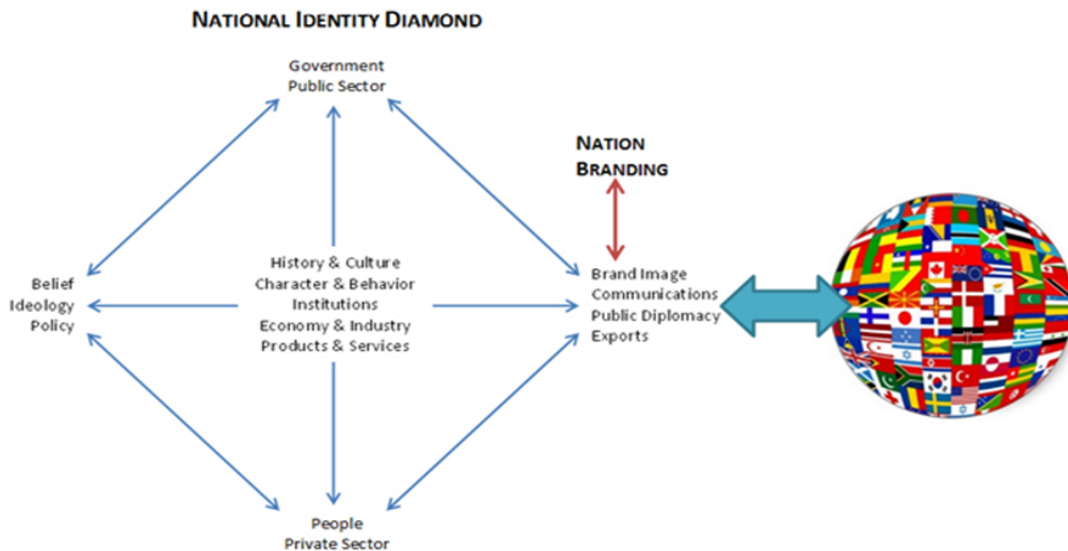


Figure 2.National Identity Diamond (2)

Source: Thomas Cromwell, a Purpose-Driven Approach to Nation Branding, December 2, 2013

In effect, the difference between national identity and a national brand is that in the first case it how it is perceived the countries by its inhabitants and in the second is that image of the state which is created outside of the country. National identity is defined by determinants as which can act language, political identity, the inherited traditions, religion, cultural symbols, manifestations of "high" and "low" culture. Some authors believe that identity of a national brand is shown through so-called "communicators". Complexity of national branding consists also that too many stakeholders are involved in his process.

1.2 Analysis of a national brand of Western Sahara and country's touristic potential as a part of Morocco

The country is more various, it is more difficult than communication and it is more difficult to isolate the most suitable, clear, purposeful and unique message. Also there is a set of barriers at a choice of ways with which the country can position itself. Restrictions for the country are expressed in ways of a choice of its role or identity. Political conditions, installations and expectations can be examples of such restrictions. In this case Western Sahara currently being a part of Morocco is facing difficulties as positioning itself as an independent touristic destination.

As a fact, the direct contribution of Travel & Tourism to GDP in 2013 was MAD76.1bn (8.6% of GDP). This is forecast to rise by 8.1% to MAD82.3bn in 2014. This primarily reflects the economic activity generated by industries such as hotels, travel agents, airlines and other passenger transportation services (excluding commuter services). But it also includes, for example, the activities of the restaurant and leisure industries directly supported by tourists. The direct contribution of Travel & Tourism to GDP is expected to grow by 5.6% pa to MAD141.5bn (9.7% of GDP) by 2024. (WTTC Travel & Tourism Economic Impact 2014)

These indicators include Western Sahara and cities in its territory which currently can't provide separate statistics apart from Morocco.

Table 1. Travel and Tourism total contribution to GDP (in %)

Countries	2010	2015	2020	2025	2030
Algeria	7.3	7.2	7.5	7.8	8
Egypt	17.5	15.6	16.5	17	18
Israel	7.4	7.8	8.3	8.8	9.2
Jordan	20.2	19.6	19.2	19.7	20
Lebanon	33.7	33.2	34.3	32	30
Libya	3.2	2.8	3.9	6	8
Morocco	18.9	20.5	21.3	21.8	22.5
Syria	14	14	13.6	14	14
Tunisia	17.6	15.8	14.3	14	13.8
Turkey	10	9.8	8.9	8.6	8.5
Av.MED 11	10.9	11	11	11.5	12

Source: WTTC forecasts until 2022, author for 2025 and 2030

For Morocco it is possible to consider 2011 good year with growth by 0.58% in tourist arrival (9.34one million). 2012 it wasn't also good predictably, and estimates of META of the beginning of April, 2013 place number of arrival in 9.4 million within this year. The bomb planted by terrorists in Marrakech had no serious impact on its international tourism. The international tourist arrival stood in 2012 because of the European economic crisis. Nearly 700,000 arrivals arrived from Algeria by plane or the ferry (through Spain). If borders are open between both countries, this number can exceed 2 million to 2020. Straight line expenses the international tourists reached €6.5 billion (2011) and internal tourism €2.7 billion. Total the direct and indirect contribution of tourism reached €13.7 billion, i.e. 19.3% of GDP. Is 834,000 direct workplaces in the tourist industry both a full straight line and indirect employment (expanded to not tourism the companies contacted sector), will reach 1,798,000 people. Morocco supports the prices; direct costs tourists double direct costs of Tunisia; almost same level as in Egypt and Turkey. At the same time Morocco is necessary on ITC. Professionals expect that more than a half reservation to their country will be made online without use of travel agencies and tour operators. With 1990 to 2010, 11 countries of the southern and east Mediterranean: Algeria, Egypt, Israel, Jordan, Lebanon, Libya, Morocco, Palestine, Syria, Tunisia and Turkey – SMCs, made record of the highest growth rates of the arriving world tourism. Economic indicators of tourism in these countries were surprising given threats to security, natural disasters, price of oil hikes also economic uncertainty area. About 2008 various crises (political, financial and economic) had no main impact on it growth which confirmed elasticity of tourism and huge potential of SMCs in this sector. The Arab Spring brought this tendency to a sharp stop at the beginning of 2011, but it can renew after 2014 with gradual process of democratization, despite economic recession of the European Union main market.(Tourism in the Mediterranean: Scenarios up to 2030,Robert Lanquar, MEDPRO Report No. 1/July 2011)

“In a world of ever increasing competition, brand reputation has become a crucial differentiator. Economic wealth hangs on fine distinctions between commercial offers ... One of the national brand endorsements is country of origin. There is no doubt that strong country branding can add billions to national wealth by supporting commercial brands in a hyper competitive world. All countries should be actively managing their nation brands to gain value,” commented David Haigh, CEO and founder of Brand Finance.³



Figure3. Logo of Kingdom of Morocco

Source: <https://www.pinterest.com/pin/531284087261281068/>

³ Interview with Thebe Ikalafeng, chairman of Brand Africa <http://www.howwemadeitinafrica.com/which-african-countries-have-the-strongest-nation-brands/17054/>

1.3 Promotion strategies of Western Sahara implemented by Moroccan authority

Between 2001 and 2010, tourism receipts (excluding transfers of Moroccans Living Abroad) increased from 29 to more than 56 billion dirhams, representing a growth rate of 7.5% per year. Revenues from tourism have become the primary source of foreign currency, to transfers of MRE, and far ahead of other sectors of the economy (phosphate, textile) over the entire decade, the cumulative tourism receipts reached 440 billion dirhams, or 91% of the amounts programmed in 2001 by Vision 2010 (485 m). In terms of production of wealth, the Gross Domestic Product of the tourism sector increased from 31 to nearly 60 billion dirhams between 2001 and 2010, an average annual growth of 7.6%, higher than that of the economy as a whole.

Thus, the share of tourism in the national GDP gaining two points to around 8% against 6% at the beginning of the decade. This dynamic has had a significant socio-economic impact, since the sector now accounts for nearly 450,000 direct jobs, with a 40% increase in employment over the decade. (Ministry of Tourism, Kingdom of Morocco)

A promotion system strengthened and professionalized

First, as pledged in 2001, the budget of the Moroccan National Tourist Office (ONMT) has registered continued growth throughout the decade, reaching 550 million dirhams in 2010. Over these years, and thanks to a growing professionalization of its workforce and its working methods, MNTO has become an efficient and effective tool for marketing and promotion of Moroccan tourism, contributing significantly to performance performed.

A liberalized sky (Open Sky)

Second, according to the 2010 program, the 2005 Morocco was the first country to sign agreements of "Open Sky" with Europe. Opening the sky caused an explosion of air service (14% annual growth), and consequently, increased accessibility of the major tourist areas of the country.

In particular, the market entry of new national and international airlines, positioned "low cost", promoted the launch of Marrakech, now the first African tourist destination, and the emergence of new destinations such as Fez and Tangiers.

A training system boosted

Third, to support the strong growth of the sector as a whole, a proactive policy of training of human resources, involving the Ministry of Tourism, the Office of Vocational Training (OFPPT), private actors in training, in coordination with professionals in the sector, has allowed to significantly increasing the number of recipients: 12,300 people trained in 2010 against 2,000 in 2001.

Strong investment momentum

The capacity growth was driven by a substantial increase in national and international investments in the sector. In particular, tourism has become one of the top three sectors in terms of foreign direct investment, demonstrating the attractiveness of the tourism

sector and the confidence that major international operators to carry its future development.

Groundwork for new governance

The national tourism development achieved during the last decade has also laid the groundwork for a new governance of the sector through dialogue and public-private partnership as defined by the founding principles of Vision 2010, although some results obtained in this area are fairly distant initial expectations and have not generally been fully

satisfactory to the parties. Modernization of ONMT, refocused on its national development business and has substantial resources to carry out its mission:

- Creation of the Company by the Ministry of Tourism Moroccan Tourism Engineering (SMIT) to support and guide the development of the offer, also track major projects of Vision 2010, the Azur Plan including
- Creation of Tourism Regional Councils, bodies representing private professionals, elected officials and local authorities to lay the foundations for local governance
- Creation of the Observatory of Tourism, to professionalize the publication of statistics and studies

Holding of Annual Tourism Forum for performing stock of the achievements and discuss future priorities. Achieving the goals of Vision 2020 implies a strong development of the training system, particularly with a real quantum leap and a configuration adapted to the challenge of quality. The dynamics of the training site promoted by the national strategy has resulted in the launch of several challenges. In quantitative terms, Vision 2020 requires the training of 130,000 young people to train. This implies a consolidation of efforts of all partners involved in the hotel and tourism training. To support the development of the territory, national training system will have to adapt to the specificities of each (Alignment needs, sectors, and levels).

Given the quality of service requirements and benefits, it should:

- Strengthening service dimensions, how to be, know-how
- Reinforce language skills

Develop training of middle-management

Adapting to changes in the sector and diversification of the offer: management of sports and cultural events, new niches (golf, wellness ...), new professions (e-tourism ...).

The improvement of the training process requires the mobilization of resources needed to provide the devices sector and skills that will achieve the QOS level required by international demand. The future of human resources in the tourism sector depends on the imperative of improving its image and its attractiveness. Several actions will be taken in this direction: Communicating on the prospects and possible achievements to prescribers (parents, public, academic community) and young Moroccans;

- Set up an attractive management framework Human Resources by promoting the prospects and development opportunities and individual career to the tourism sector a real "Social Lift".

Regarding vocational training, it is appropriate to create a new generation of schools of excellence as an innovative management approach to align the requirements of the new positioning of Morocco. Vision 2020 will drive a new generation of reference levels and schools technician in the hotel industry, catering and tourism, in line with international standards that will be implemented in each of the 8 tourist areas.

In terms of higher education, the repositioning of the International Higher Institute of Tourism of Tangier (ISITT) intervenes to consolidate its position at national level and reassert its influence in Africa as an Institute of reference, with accompaniment of renowned partners, including the Paul Bocuse Institute for Food & Catering Management, Harvard and Toronto universities for the creation of a Research Centre for Sustainable Development and Tourism.

A School of Hospitality Management will also be created to meet the needs of middle and top management of the sector in 2020. Morocco in tourism is largely focused on two destinations, Marrakech and Agadir, which total more than half of international overnight stays. This geographic concentration does not highlight the full potential of the Moroccan territory. In order to enable the sector to play its role of economic locomotive, Vision 2020 is part of an integrated and proactive approach of the national land use planning. It is in this context that are created eight territories with the tourist consistency, attractiveness and critical mass necessary (in terms of accommodation facilities, tourist assets and air services) to have an international visibility access the destination full status, each destination being able to offer a unique, complementary and consistent with all the others. This division, which transcends administrative barriers, allows regions to take advantage of all the potentialities that have not been exploited so far. Each territory is well equipped with an integrated development strategy of its own and which remains consistent with the strategy and the guidelines lay down nationally.

CHAPTER II WESTERN SAHARA AS BEST TOURISTIC DESTINATION

2.1 Cultural tourism and gastronomy

Standard Arab art in Western Sahara was evolved by own cultural traditions. A binding thread is music which developed from classical style of Muslim Spain and monotonous recitatives of berbers, in the modern music which absorbed in itself the French and African rhythms. Though to its thicket connect with Algeria, musical style paradise also prevails and in Western Sahara, Morocco. Despite its Arab and African basis, it rather western as for game many electronic tools which sounds create a certain hypnotic effect are used.

By the Saharawi traditions, unlike traditions of other African countries, dance – very low art form. So the country is known only for ancient and symbolical dance of berbers.

Crafts are an integral part of culture of Western Sahara. Its Leather goods (products from skin) were one of the most expensive goods in the 16th century. Besides, here make magnificent carpets, ceramics, jewelry and products from a tree and copper.

The painted modelled panels widely are used for internal finishing of rich houses, and also madrasah and other religious institutions. Mashrabiyya, windows allowing Muslim women to observe that occurs on streets are made in many houses. These elements, unfortunately it is impossible to take away as a souvenir, but at the same time they prove that crafts in Morocco practically don't depend on tourism.

Morocco inspired various artists more than once. The French artist Eugène Delacroix painting pictures in style neo - baroque, devoted some pictures to the Moroccan images after arrival here in the 1830th. Market scenes, life of a harem and a scene of hunting for lions dominated in its works. But if Delacroix for a while was fond of this country, a century later Hollywood got sick with Morocco seriously and for a long time. The movie "Morocco" with Marlene Dietrich in a leading role became the first example, it was followed by the movie "Casablanca" of 1942 which already became classics. And by then as Peter O'Tul arrived to these sand to play Laurence Aravillsqui, the country already became the fantastic earth for most of the western audience.

The Moroccan Arabic language (darija) strongly differs from the Arabic language which speak in the Middle East and Western Sahara where another dialect "Hassania" is spoken, also Mauritanian they speak the same dialect as well and it's quite similar to real Arabic.

Various “berber” dialects are widespread in rural areas and in some mountainous areas. Moroccans strictly observe Islamic laws. Clear split on a sexual sign in public life can be unclear for the western tourist.

Gastronomy

Moroccan and Western Sahara cuisine is tasty, nourishing, but is quite simple. A national dish is the camel meat with vegetables and spices. Sweet and strong shot of tea – favorite drink of Western Sahara. Morocco, but except tea here is drunk by many different drinks. In the country there is no general ban on alcohol. Saharawi’s very much like to eat tasty and nourishing. So that there is even a proverb "All people eat to live, and Saharawi live for eat". Cooking takes some hours therefore truly Saharawi food can be tried only in a family. If to give definition in general to the Saharawi food, I would tell: "Melts in the mouth". The people in Western Sahara are hospitable, try to make friends with any family.

Couscous is cooked every Friday, a dish festive, family. Friday is – sacred day. Begin with early morning, and give somewhere during the lunchtime, to o'clock in the afternoon, that is preparation takes some hours. There is "couscous" it is necessary hot therefore all family knows when to gather at a table.

Cultural Heritage and Creative industries as vectors for development in Morocco and Western Sahara:

UNESCO and MDG achievement fond implemented a joint program in order to develop and preserve the existing culture heritage of Morocco and Western Sahara in 2008. The project is held in August 2008-August 2012 and has the following objectives:

- Recognize the key assets of cultural heritage and incorporate them into a national strategy for economic and social development
- Provide cultural heritage professionals with expertise and tools to improve the preservation, management and enhancement of cultural heritage
- Improve living conditions by implementing appropriate strategies for the development of cultural and creative industries
- Make full use of cultural traditions and values which promote the inclusion of women and young people

As a result following steps were taken:

- Improvement of cultural heritage connected in local and national policy and strategy: national strategy of preservation, improvement and advance of the cultural the heritage developed; strategic stock of the Moroccan cultural heritage made for
- Ministry of Culture; development of the draft of the text, revising the legislation of rather cultural heritage; the bill developed to install System of Living Human Treasures (LHT); improvement the cultural heritage included as a priority in municipal development plans of the southern

Oasis area

- Advance and strengthening of a female role in development: gender measurement included in municipal development plans; support of political representation women in the field of Guelmin; administrative and financial management seminars organized for 100 women; support of production and sale of tents by women of Sahrawi; sociocultural research of the values and traditions influencing inclusion of women and strengthening of their role in achievement of MDGs in areas of the Oasis of Guyelmin Tantan-Assa-Zega

- Strengthening of potential of cultural industries: strategic development plans for crafts, music, books and cultural tourist sectors established and carried out in the intended areas
- Intervention; support of sale of handicrafts (weaving and tents) and culturally important food (couscous and dates) (for example, the educational package developed for a handicraft cooperatives in the region of Guelmin, new economic structures developed in those sectors); artistic seminars organized and cultural projects developed in the intended areas
- Creation and preservation of cultural goods: distribution of information on the cultural heritage (the information systems installed for documentation and a geolocation stock of cultural heritage, web portal on cultural heritage the created, new documentary made); the interpreting center created in object of the World heritage of Volubilis to put in the forefront archaeological results; development, preservation and Muley Bashir's recovery Zawiya in the cultural center of literacy and reading the Koran; diagnoses and reviews current state of cultural heritage is carried out.⁴

2.2 From outstanding to unknown part of the world of Morocco

There are over 20 years the recovery of the Saharan provinces of Morocco has been a great event for the completion of its territorial unity and sovereignty. The Moroccan people who had always been confident about the legitimacy of his rights would make a historic goal and works to strengthen national integration. This integration will be administrative, economic and social manner will be an interaction that will allow the hiring of a new battle in the Moroccan Sahara: The march towards development. This development made by the state in the Saharan provinces, not only in the economic and social field, but also in tourism begins to bear fruit. Today all foreign observe (journalists, MPs, politicians.) Who had the opportunity to visit the Oued Ed-Dahab region have expressed their admiration to the works carried out and the projects in progress. Since integrating the state aimed to understand and consolidate the tourism sector as has been done in northern Morocco. It is time to make an objective assessment of the efforts made in this area.

Located in southern of Western Sahara, the peninsula of Dakhla represents the capital of the Oued Ed-Dahab laguouira region spreads over an area of 142.865 km². The north by Boujdour 370 Km, South - East by Mauritania to 450 km, and bounded on the west by the Atlantic Ocean The region is distinguished by three geographic components which are: The Bay of Dakhla, the Atlantic coast and desert plateau.

The region Oued Eddahab characterized by two types of climate:

- A tropical climate tempered by sea winds.
- A Saharan climate dice that sinks to the IS.

The region Oued Ed-Dahab has a low and flat terrain that presents desert morphology. The relief consists mainly of sandy pools closed basins where water is concentrated. Dunes and stony plains of accumulation, with altitudes ranging between 300 and 500 m.

Tourism in the region Oued Ed-Dahab is still young while it enjoys important tourist attractions. Indeed, several factors combine for a tourist boom in this region: The combination of the geographical location of the city of Dakhla and configuration of the Bay

⁴ MDG-F website

<http://www.mdgfund.org/program/culturalheritageandcreativeindustriesvehicledvelopmentmorocco>

of Oued Ed-Dahab with unlimited sandy beaches with fine particle size and year-round sunshine to make this peninsula the rare gems of this world.

Dakhla is located in the south-west of the Western Sahara region, Morocco, a coastal city overlooking the Atlantic Ocean. And is located near the Moroccan Mauritanian common border, is the second largest city of the Moroccan Sahara. Also known as the Valley of Gold, which is a charming town and features elegance as it is one of the Moroccan tourist cities for the influx of a large number of tourists from all over the world, and also characterized by diverse fish wealth. "Villa Cisneros", so it was called in the era of centenarians Spaniards, were constructed within the city in 1884, and represented the first strongholds of hunting for the Spanish presence in the desert.

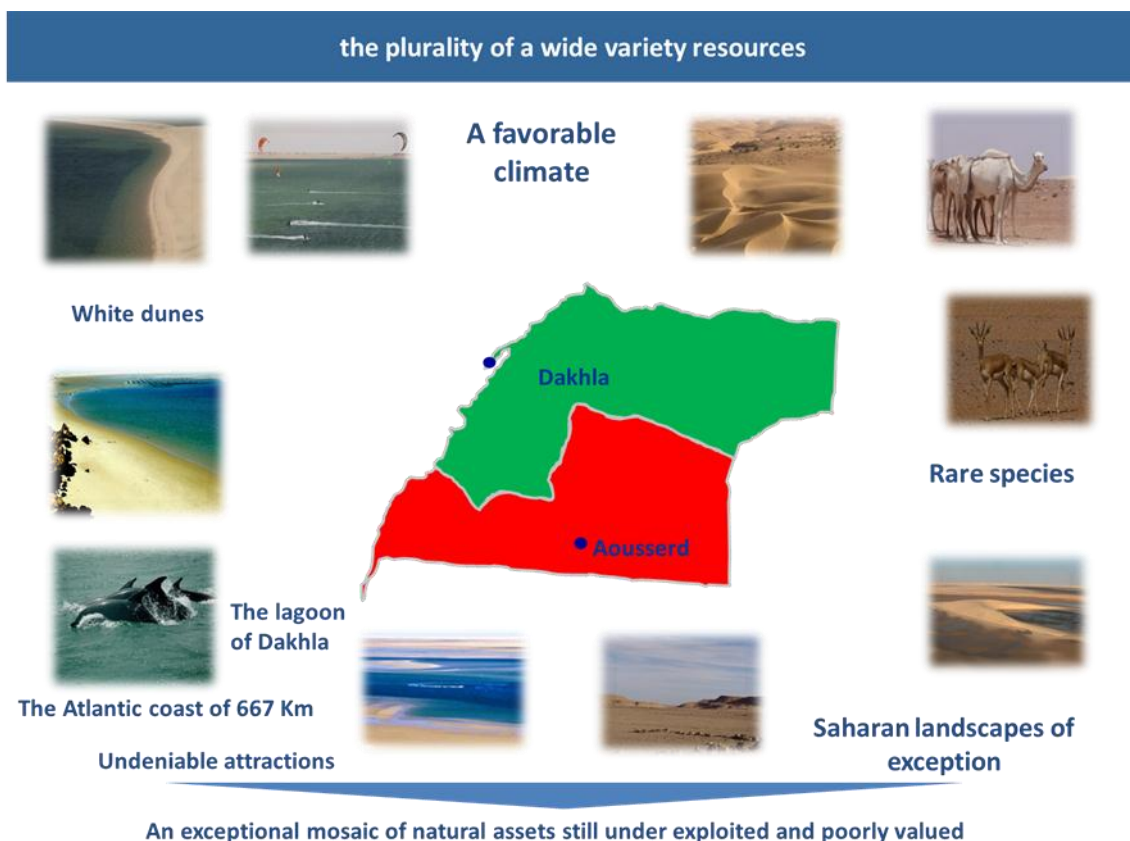


Figure 4. Dakhla and area touristic resources

Source: Ministry of Tourism, Moroccan Tourism Engineering Company, Regional Program Contract Vision 2020

Best suited for the sport of surfing

Know Dakhla annually flocked important numbers of European tourist's lovers of surfing and "kite board" in the Gulf of the city, as tourists can not miss the opportunity to enjoy the warm weather in the winter and mild enjoyed by falling. Thanks to its geographical location, which extends 40 kilometres into the Atlantic Ocean, the city became involved kiss to practice the sport of water skiing by practitioners and amateur task. Lake Dakhla, which is located in the north of the Gulf of Valley Gold, thanks to its coast and extending spacious and medium waves, is entering a safe area and almost without the dangers of the practice of sport water-skiing for beginners. Dakhla long sought to take a privileged location on the world map of marine sports, and they are able to achieve, it seems, as it has become involved attracts

practitioners of sports water skiing, where are receiving from time to time heroes world-class skiing in training.

As a result, also, embraces within a year, "Sea and Desert" Festival, which seeks through which guides attract investors and introduce them to the tourist capabilities of the region, can also be thousands of attendees to the festival of Moroccans and foreigners from the discovery of authentic culture and nature attractions of the area.

New modernity

The city of Dakhla economy on the fishing sector, and manufacturing of fish and exported, which makes its home port of the most important port in this area at the level of the African continent, comes the tourism sector represented in the second economic activity for the city of Dakhla. Ranked American newspaper "New York Times", recently, the city that fall within the exclusive list of the world's best destinations, for the year 2012, which is in the process of transformation to become "one of the most favourite destinations in the world, for amateurs to ride the waves."

The newspaper said that in the tourism supplement "*Further along the sandy located between the Atlantic Ocean and Lake quiet, this city provides important opportunities for the tourist, hosted environment within the sun, and desert climate full of culture.*"⁵

Revealed "New York Times", on the other hand, that the city of Dakhla, which provides access to the Royal Airways, are available not only for those with purchasing limited capacity, but also for fans of luxury tourism, exciting attention to that this city also provides, diverse range of restaurants and cafes with overwhelming response. There are included in this list, which includes 45 favourite destination in the world, along with Panama City, and Havana, and Oakland (California), and London, and Myanmar, among other destinations

As a result, it issued a document, around the city of Dakhla, under the title "involved: the other dimension ... new modernity," which aims to make the city of Dakhla be up to the classification, which is included by the American newspaper.

Development plan:

The document includes the "other dimension" plans designed to promote the field of tourism, where the neighboring areas of the city provide six poles represented in the tourist and tourist unit configuration, which provides the first part of it 400 rooms, and Alvaro project, stretching over an area of 200 hectares. It will provide 200 beds.

Touristic resources of National Park Khenifiss

Description:

It lies on the Atlantic coast of southern Morocco, 70 km north of Tarfaya. Also known as Puerto Tired. It occupies a stretch of 25 km long and between 1 and 3 km wide. Its climate is considered Saharan Bioclimatic with an average annual rainfall of 45 mm, but with high humidity (90% for 75 days a year). Average temperatures never fall below 13* C.

Specificity:

National park Khnifiss (KNP) and interior form a true crossroads of origins of endemic flora of origin, strains and different stories. The land and the vascular flora of the wetland lagoon has about 240 taxa representing 44 families; was there 15 endemic species and 14 rare and endangered species.

⁵ Ministry of Tourism, Moroccan Tourism Engineering Company, Regional Program Contract Vision 2020

- Diversity of landscapes: Laguna, beach, sea, salt, high plateaus, cliffs and sand dunes.
- Car park at the park
- Activities and services of the local population as tents (tents) and Saharan you, sports-activities within the park and rides on the boat with a local tour guide, etc.

Conflict of use:

There is not enough equipment and services in the park, no animation space, or cafes

Valley Chbika :

The project "dream" for the western south of Morocco was supposed to include the construction of a full facilities luxurious city, including the completion of a 1851 residential units, and 8 hotels comprising 2500 rooms, and the construction of Marina luxurious five-star which is in the world-class coastal cities, as well as golf sport includes an 18-holes, with a conference center on the top model is technically and in terms of the design of the external shape, with the marketing of sports and luxury villas match the dream in their design and facilities parallel, with facilities for leisure and sports shops upscale contain the finest international brands and commercial and service.

This project provides 15 thousand jobs, including 2500 direct jobs and 12 thousand and 500 indirect jobs. More precisely, if this project will turn on .the valley of chbika city of Tan-Tan it will be change from a small neglected city in the heart of the Moroccan Sahara to the site of an international tourist attraction, with changing the face of the city economically and recovered thousands of its inhabitants of unemployment and erase poverty . "Dream" deferred in the desert.

Site Chebika Fou, about 30 kilometers south of El Ouatia was proposed in the study of tourism development strategy for the development of a small station Coastal focused on the observation of nature and discover the desert and coastal environments Saharan.

The feasibility study confirms these attractions and offers a concept based on villages and residential hotels and tours by visiting the highlights of

the hinterland. The concept is based on the richness of the area interesting visitor centers for day trips with return and accommodation in basic villages located in Fom Draa, and Wadi Wadi Chbeika Louâar.

The marketing study highlights a potential customer exists for this type of circuits, but competition from other sites (in Morocco or in other countries) is strong. The project's success is therefore based on the development of original products and high quality. Given this constraint, the study recommends limiting accommodation to 2,500 beds, not to degrade the environment and saturate the sites. It expects an annual occupancy rate of only 48%, which represents a tourist population from 1,000 people in low season to 2,500 during peak periods.

The proposed activities are the seaside and wind sports, visiting the parks, observation of flora and fauna, the camel in the desert etc. for a passenger Niche targeting affluent and active clientele. Physically the project includes the construction of two centers in Oued Chbeika and Fom Draa. Each include a village (heart of station 7 ha) and thirteen bivouacs Berber tent and 7-14 under caidal tents and lodges sixty units. Two ksars with a capacity of 500 beds, a thalassotherapy center and an equestrian center will complete the program.

This project was entrusted to the operator "Orascom" and it is the beginning of implementation, but apparently as a more ambitious program than 17,000 beds. Its location along the road, the draft is less of Fom Chbeika infrastructure problems, if not the water supply. The project includes a station Autonomous Desalination then it might be more appropriate to increase capacity the factory in El Ouatia, to benefit from economies of scale and especially for to use desalinated water in the network to Tan Tan when the station will not use all available capacity.

Strategic diagnostics of Laayune city:

Strengths and weaknesses: A desert, the Sahara Atlantic, with its features own.

(i) A specific desert landscapes born of the proximity of the sea, different and generally less diverse and spectacular as mountains and oases of the Anti-Atlas. Spaces generally flat, arid and often stony, although structured by water: The valleys, the sabkhat and the coast. One oasis. A climate compared to other Saharan areas, because of the milled effect release button from the ocean. (ii) A type of original desert unfamiliar tourists, agencies travel and tour operators; a new territory to discover. (iii) Several spectacular places, which are scattered in space, generally difficult to access without 4x4 and not set value. There is no real concentration of attractions in territories small dimensions. None of these attractions is a force sufficient to constitute in itself a destination from the major home markets. (iv) But under the apparent uniformity, a wide variety of environments, sensations of possible experiences in an environment rare ... provided you take the time to immerse, to be available, alert, alive. (v) A generally fragile natural environment, which cannot withstand developments of high density without threat to ecosystems and to landscapes. Sectors with very high ecological value, often protected as the SIBE, on which it is impossible to consider facilities. (vi) But under the apparent uniformity, a wide variety of environments, sensations of possible experiences in an environment rare ... provided you take the time to immerse, to be available, alert, alive. (vii) A generally fragile natural environment, which cannot withstand developments of high density without threat to ecosystems and to landscapes. Sectors with very high ecological value often protected as the SIBE, on which it is impossible to consider facilities. (viii) The coastline is cut wide bays and high cliffs. It includes very large ranges, which are in fact extensions. The desert to the sea (large unstructured widespread, often stony and windy). With few exceptions, these beaches are unfavorable to a tourism resort of the traditional type. They lend themselves more against a discovery experience similar to that of the desert, with its natural characteristics and cultural.

Finally, a real potential for tourism, but for customers rather educated and sensible who can appreciate its value. A desert more difficult to penetrate and appreciate that other deserts Morocco or elsewhere in Africa. A potential need to organize and communicate the offer currently being neither structured nor promoted.

Unique culture, but hard to understand and appears in fragility.

❖ A very hospitable people, open to the other. No aggressiveness. A safe living environment.

- ❖ Few manifestations of the Saharan culture that can at this stage be a tourist product in itself.
- ❖ Cultural traditions and lifestyles that are lost, but which have not yet completely disappeared.
- ❖ A fragile craft: the raw materials to be imported, the manufacturing techniques which disappear little commercialization imports from the North.
- ❖ One of the Sahara museum that needs to be developed further, as the collections plan of animation.
- ❖ In general, a desert that is poorly documented in its historical and cultural dimensions. Potential attraction which are probably still unknown

A region that has preserved its resources.

- ❖ A region where opportunities for sustainable tourism are real, because the territory is still intact and has not been ransacked.
- ❖ Nevertheless, vigilance is necessary because the environment remains fragile. He is possible actions restoration or maintenance are necessary.

Limited infrastructure but are usually sufficient next to the tourist development.

- ✓ Service Centres: Laayoune is the main service center of the region. It includes health services, banks, institutions trade, hotels, restaurants.

The other main service centers are Tarfaya and Boujdour.

Air access: the first is an airport Hassan class infrastructure capable of receiving most aircraft today and has capacity at the terminal. Due to the low tourism demand, there is no direct flight to foreign markets other than Canary Islands. Air access mainly through Casablanca, Agadir and Las Palmas. The weakness of air access is at level of the absence of direct links with the home markets and the price of the ticket (the Agency signed an agreement with Regional Airlines in this regard).

- ✓ Roads: the region can count on a coastal highway well maintained and a regional network to achieve the various municipalities. The region has 980 km of roads 500 kilometers of paved and unpaved roads, which expected to add about 180 km in the second National Program of Rural Roads Construction (PNRRII). For penetration into the wilderness, use the tracks qualities variables, usually unmarked. Agency of investment projects that contribute to the improvement of access and the tourist offer. Priority investments in South Agency, included in the program five-year development mainly concern.

- ✓ The creation of seven fishing villages, micro-poles of development

- ✓ Duplication of the road between Laayoune in El Marsa Coastal called Tarfaya linking Fom El Oued

- ✓ As much penetration in this difficult territory discovery of its attractions require "mediation": it takes a driver and a guide for the tourist experience can take place. It is an opportunity for the region and its development social and economic. Tourism development must therefore be intensive in personnel and services.

✓ It will ensure adequate training of the workforce. It is a challenge for the region, but it is desirable that be it: free access to the territory by developing new roads and the establishment of an enabling signal self-guided tour reduce the economic benefits of development tourism and threaten the integrity of the environment and its attractions fundamentals.

A safe territory but international status definition

- The region is safe for tourists and the feeling of safety on Place is real. Roadside checks carried out by the police and the gendarmerie contribute to this feeling, but their frequency, especially when they occur over short distances, can disturb tourists.
- Lack of international recognition of the sovereignty Morocco of the territory is a challenge to manage, but not necessarily an obstacle to tourism development. It has a double effect. The One is the perception that tourists could potential of the destination and prospective safety problems on the territory. This effect is minor because, in fact, the territory is safe and it will be possible to convince intermediaries industry. The most significant effect, which must be seen as a forced to take into account that a major obstacle, affects

Potential investors: some of them, face other possibilities Investment cannot consider this situation recognition as an impediment to any significant investment. According to UNWTO 1, the industry is responsible for 866,000 direct jobs and 660 000 indirect jobs; generates revenue of 46 Billion MAD in 2005. Its contribution to GDP is around 17%. Crossroads between the European continent and the African continent, United has a double Atlantic coastline (near 3 000 km) and Mediterranean (500 km), which provides for seaside tourism is well developed. That also has a rich and varied heritage tourism. The historic cities of Marrakech, Fez and Rabat, as well as its diverse natural attributes the Atlas Mountains and the Sahara Desert, allow it to plan the development of a distinctive tourism offering. The number of tourists who visited Morocco totalled 5.5 million in 2004 to almost 15 million overnight stays in the establishments of classified tourist accommodation, a record up 18% from the previous year. And the year 2005 continued along the same lines, with 16% increase compared to 2004. This growth benefits all the major tourist destinations the Kingdom. Over the year 2005 recorded the highest Marrakech sharply, 27%, more than 1 million additional nights (56% of total additional nights). Agadir and Casablanca show increases in the order of 8% and 9% respectively. The Other major destinations are making progressions from 6% to 23%. In 2005, the occupancy rate of rooms in establishments classified Hosting improved by 4 points compared to 2004, from 43% to 47%. Over the whole of 2005, Marrakech displays the highest occupancy rate (68%), followed by Agadir (58%), Rabat (51%), Casablanca (50%) and Tangier (48%). The emitter market analysis revealed that the main contributor to the rise in overnight stays is the French market, which, with growth 19% alone generates about 1 million additional nights compared to 2004 (48% of total additional nights). The French tourism also accounts for over 40% of nights, of which 53% are found in Marrakech. Other traditional markets those of Western Europe: Spain, UK, Belgium, Italy, Germany. The clientele of the Maghreb and the Middle East and as those of North America are lower. The products currently offered by the receptive for Morocco focus on four themes: beach tourism, tourism rural and desert tours, visiting historic towns and theme stays (eg. golf,

thalassotherapy, etc.). Morocco's strong reputation as a tourist destination is a tremendous opportunity for the region, provided it makes its place in the Moroccan offer, distinguishing the other Moroccan destinations, often closer to markets original, to attract new customers and current offer.

The will and the means of accelerated tourism development

Morocco has adopted a national tourism development plan the Azur Plan, with the objective to welcome ten million visitors foreigners by 2010 and increasing the supply of accommodation in 80,000 rooms. This plan is a strategic choice in terms of tourism products: increase the supply of resorts on the Moroccan coast in order to reverse the current trend demand, or 20% of seaside tourism and 80% for cities historic. The program includes the construction of six new stations beach type "mégastations" on the Atlantic coast and Mediterranean 2. The southernmost of these stations (White Beach) is finds itself 445 km north of Laayoune. The South tourism development can build on this will of an accelerated tourism development for all on United. Must still be able to develop an offer that is both complementary and distinctive compared to the Moroccan offer existing Atlas, imperial cities, seaside tourism. Already a significant tourism development is expected to Dakhla which is part of the action plan for the development of products tourist niches and which focused on water sports and aquatic. This development, once materialized, will have a positive effect on South notoriety. It allows to consider combination products or stays.

Two nearby markets that the region can benefit: those Agadir and the Canary Islands

Among opportunities that may be included in the de- tourism development in the region of Laayoune-Boujdour-Sakia El Hamra include the proximity of the two important areas of destination touristy than are Agadir and the Canary Islands. Agadir offers more than 21 000 beds and records 3.5 million overnight stays. According to data of the Regional Council of Tourism in Agadir, French tourists have the highest number of nights (676,932 or 13%), followed by Germans (343,081 overnight stays, + 10%), British (188,664, 96%), Moroccan tourists (167,812 nights) and Belgian tourists with 151,351 overnight stays. At the moment, tourists frequenting the resort of Agadir who wish live a "desert" experience go to Ouarzazate, which is certainly the main destination hub in Morocco for this type experience. More than 280,000 visitors have passed through Ouarzazate 2005.

The Canary Islands consist of seven main islands and six islets, located within 200 km of the region of Laayoune-Boujdour-Sakia El Hamra. The Canary Islands have four national parks, 141 spaces. Natural protected and four Biosphere Reserves. There are y 8 airports and 41 ports (leisure, commerce, fishing). In 2005, the Canary Islands have received almost 9.3 million visitors, a relatively stable performance in recent years. Tourist facilities include nearly 157,000 rooms in 527 hotel establishments and 247 000 in 2400 extra-hotel establishments (cottages, camping and others). The archipelago has seventeen golf courses, eight congress center and six casinos. The Canary Islands have developed locally and all the attractions Services likely to retain and attract targeted visitors in the large number. For now, a limited number of tourists visiting the Canary made excursions offered by tour operators or Canarian Moroccans in Laayoune region. It does not benefit fully this important tourist basin nearby. Must however, take into account in assessing the potential drivable the fact that not

all tourist islands that are priori interested in living the whole desert experience that can offer the region. Ecotourism, a form of growing tourism, which is a appropriate response to the potential for tourism development area Ecotourism is a form of relatively complex tourism and evolving, which is not based on any definition universally recognized. UNWTO distinguished nature tourism (focused on the observation of nature) of ecotourism, which includes all forms of tourism based on respect and preservation of the Nature, where the tourist is seeking to observe, interpret and appreciate natural areas and traditional cultures found there, forms of tourism that provide benefits on population (employment, income, education ...). Thus, the keywords ecotourism are:

- observation and interpretation of nature,
- preservation of the natural environment,
- discovery and preservation of cultures, The South tourism development can build on this will of an accelerated tourism development for all on United. Must still be able to develop an offer that is both complementary and distinctive compared to the Moroccan offer existing Atlas, imperial cities, seaside tourism.

Already a significant tourism development is expected to Dakhla which is part of the action plan for the development of products tourist niches and which focused on water sports and aquatic. This development, once materialized, will have a positive effect on South notoriety. It allows to consider combination products or stays.

The tourism potential (natural and landscape)

The District of Guelmim-Essmara carries essentially oasis image made landscapes that have an amazing variety. Indeed, this landscape is characterized by a multitude of components - oasis, shores, mountains, plateaus, desert areas, mouths of wadis (foums), dunes, etc. - The list of which is a measure of the diversity. Recently from the Azur plan that provides for the creation of a large resort White Beach he added a seaside picture totally new for the region, which has become the main theme has extended to other stations and projects.

Any tourist establishment must be one whose terms and standards are set by regulation, according to the destination the institution concerned. The ranking includes two successive and complementary phases: the Provisional Technical classification and operating ranking. Any construction, transformation or extension of a tourist establishment must be of a provisional technical classification, in the manner prescribed by regulation. The provisional technical classification is pronounced by the standards dimensional and functional minimum laid down by regulation.

Any alteration or extension provided in progress, a tourist establishment subject to a provisional technical classification, must be notified to the authority in charge of the classification, who decides, depending on the nature of the changes made to the institution, to maintain the ranking that has been assigned or modify it. This ranking is decided according to minimum standards dimensional, functional and operating fixed by regulation.

To this end, the operator of the tourist establishment concerned must inform the authority of the ranking of the opening of that institution two months before the date of its commissioning. The operating classification must be delivered within two months the date of the commissioning of the facility referred to in paragraph previous. No tourist facility can be operated in a Category greater than that which has been assigned during its operating rating.

When the operating conditions of a tourist establishment justify a change of classification, classification authority may modify the classification assigned audit institution in the ranking in either a upgraded or in a lower category. It can also decide that the listing of the institution of classification if it is found that its characteristics do not meet the grading standards of the lowest category of its kind.

The Provisional Technical rank or exploitation does not exempt the operator of the tourist establishment of procedures for obtaining other permits and licenses required.

The visits aimed ranking do not exempt the establishment of any other control required by legislation and The assigned operating a tourist establishment classification is required to publishers of guides, brochures or tourism directories and any advertising agency. These documents must contain no indication liable to create confusion about the nature or classification of the tourist establishment concerned.

- Any tourist establishment shall be operated, permanently, any the year. However, if necessary and without prejudice to national laws and regulations in force, including those of labor legislation, operating a tourist establishment may be seasonal. The operators of tourist facilities should make use of all of their printed and correspondences of names and categories indicated in the operating classification decision of their establishments.
- Any tourist establishment is open to the public. Access is not no restrictions other than those prescribed by law and regulations.
- Any tourist establishment must have a director whose criteria training, professional qualifications or experience are set by regulatory, depending on the destination of the institution concerned.

Where the operator that provides the functions of director, it must meet the criteria set by regulation. When the manager functions are not insured by the operator of the tourist establishment, the authorities designated by regulation must be informed of any vacancy of the director of the institution in the week following the termination of service by the director. The operator of the tourist establishment shall employ a director in a maximum period of three months from the date of departure of the outgoing director. Any operator of a tourist establishment is required to take out insurance against the risk of fire, client effects of flight and public liability. A copy of the insurance contract must be addressed to the administration in the month following the date of conclusion. It is the same on the occasion of each renewal or modification of the contract.

Any operator of a tourist establishment shall:

- ✚ Submit to the notice of the authorities designated by regulation any request to close or reopen the facility;
- ✚ Comply with statutory and regulatory provisions Price, hygiene, work and safety;
- ✚ Continuously ensure the perfect working of all Hotel facilities and the good behavior, morality and the qualification of personnel;
- ✚ Apply good management of reservations and respect all commitments in case of confirmed reservation;
- ✚ Ensure, in respect of the customer, the price advertising benefits services, in particular by displaying them at reception in each room and in dining rooms for institutions providing this service in at least two languages;

- ✚ Delivering to each client a duly dated invoice, bearing the reason Social and address of the establishment and including details of services provided and applied price;
- ✚ Affix conspicuously on the outside of the establishment, authorized by the Administration indicating the designation and classification of the establishment issued by the nature the institution or by the National Federation of the hospitality industry, either by the Federation of restaurateurs;
- ✚ To provide the customer a book suggestions numbered and initialed by the administration;
- ✚ Communicate monthly administration, a state of arrivals and of nights spent in the facility during the previous month;
- ✚ Respect the rules of use and ethics accepted by the profession.

Penalties:

Offences finding.

Without prejudice to the penalties prescribed by the criminal law, any violation of the provisions of Articles 7, 14, 15, 16, 18 (1st paragraph) and 21 of 20 this gives rise to the following administrative sanctions against the operator of the establishment:

- Warning;
- The blame. If, despite the warning or reprimand, the infringement persists, the procedure the decommissioning of the institution in the class immediately below. Instead of: Shall be punished with imprisonment from two to six months and a fine of 50,000 to 200,000 dirham's or one of these penalties, while operator of a tourist establishment who abstains Is punishable by a fine of 100,000 to 200,000 dirham's, any operator of a tourism establishment that fails to take out insurance against the risks of fire, client effects of flight and liability. (Erratum B.O published in No. 5200 of 1/04/2004 page 554).

Corrected the "Official Bulletin" No. 5030 of 6 Jumada II 1423 (15 August 2002) page 819 Is punishable by a fine of 50,000 to 100,000 dirhams:

- Any person who operates a facility in accordance not rated the provisions of this Act under the names provided for section 2 above;
- Any person responsible for the operation of an establishment tourist in a higher category than that was assigned to him at Provisional technical classification or operating classification;
- Any person responsible for the operation of an establishment tourist abstaining hire a director of that institution or who do not shall replace the outgoing Director within the time In case of repetition of an offense under this section, court may order the closure of the total or partial on the offending service it, for a period not exceed six months. In the same case, the court may order the publication of its judgment.

Is a repeat offender, anyone who in the year following a irrevocably pronounced sentence for an offense under this section commits an offense identical qualification. Where the judicial authority is seized of a prosecution under the preceding paragraph, the Governor may order a provisional basis for a period not exceeding six months, the total or partial closure of the establishment. The duration of this closure is deducted, where applicable, on the one pronounced by the court.

In any case, the administrative closure under paragraph Previous only effective until the pronouncement of the decision of the court acting at first instance on criminal prosecution. It also stops to have effect if no further action in the case or ban location. However the temporary closure as a security measure cannot be pronounced if the institution has

previously been subject of a closure administrative. For the duration of the temporary closure, the operator must continue ensure salaries to its staff, particularly those with the personnel receiving at the date of closure of the establishment, and, one way general, respect the legislation in force concerning the work. Is punishable by a fine of 10,000 to 50,000 dirhams, while guide editor tourism, tourism brochure or directory, or responsible for a advertising agency, publisher, publishes or circulates any document containing an indication liable to create confusion about the nature or classification tourist establishments. The court ordered the confiscation and destruction of documents above or mentioned the offending party of the documents. Without prejudice to the powers of judicial police officers, Violations of the provisions of this Act and the texts for its application are observed by officers specially authorized for this purpose by administration. Owners, operators or managers of tourist establishments shall promote the mission of control officials referred to in Article 27 above, allowing them access to various amenities and make available documents and information necessary to fulfilling their mission.

The opposition to the functions of control officers, insult and assault is committed against them, are punishable by the penalties provided for in Articles 263 and 267 of the Criminal Code. The provisions of section 146 of the Criminal Code relating to the circumstances Mitigating are not applicable to fines imposed under sentences of this Act.

In each region of the Kingdom, tourist establishments firstly of accommodation, restaurants and tourism on the other, are required to form themselves into regional associations of the each Tourist accommodation establishments, other restaurants, governed by Dahir No. 1.58.376 3 Jumada I 1378 (15 November 1958) regulating the right of association and the provisions of this Act. The statutes of these associations are subject to the approval of administration. It cannot be created over two associations by region and type of establishments as referred to in the first paragraph of this section unless review of the administrative division in force. The associations referred to constitute a federation National hotel industry and a national federation of restaurateurs, governed by the provisions of the aforementioned Dahir No. 1.58.376 3 Jumada I, 1378 (15 November 1958) and the provisions of this Act. The statutes of the two national federations are subject to the approval of administration.

Each of the federations is responsible for:

- Represent the profession with the administration and other organization related to tourism, as well as to all demonstrations tourist nature;
- Save the traditions of integrity and morality within the occupation and establish a code of honor the regulating approved by the Federation in general meeting;
- To defend the moral interests of its members and legal proceedings when the legitimate interests of the profession are threatened or one of its members is in question;
- Ensure the management of its property and create, organize and manage, as part the laws and regulations in force, all works self-help, support, mutual or pension in favor of its members;
- Organize seminars and courses for continuing education of its members, in the framework of close cooperation with administration;
- To advise on all legislative and regulatory drafts related to tourist and business presented by the government. now threatens to hide this diversity and to focus attention on the coast The

toponymie places reflects this diversity further evoke the natural elements and Historic they are named Bab Draa Oued Chbeika, Oued Aoreora, Fom Assaka are most frequently mentioned in the presentations that old destinations: Oasis Assrir, Tighmert, Tata, Akka, etc.

Guelmim-Es Smara region offers a unique landscape and diversity which prove as a real potential for structuring the territory. One of the characteristic features identified in the diagnosis is that the programmed seaside projects (Beach White, Fom Draa and Oued Chbeika) rely on this potential richness of its landscape. This situation is to be considered along the embodiment, promotion and marketing of resorts that can succeed only through more authenticity and therefore more open to the country oases and great desert areas of the Region.

The natural resources of the region will be heavily stressed by the development tourism and urban growth. As such, care and prevention are needed of which some examples are given below:

- space oasis instead of traditional life and tourist attraction, for its agriculture, its landscape and living architectural and cultural heritage must be among priorities of any future development.
- lagoons and mouths of wadis recognized as important sites Ecological must not be disturbed by the changes can result in the realization and development of tourism projects;
- marine coastal bathing waters should not be affected by discharges urban;
- the desert expanses and very sensitive dune areas ecologically Environmental and must be preserved;
- The SIBE of great importance are clearly threatened by the proximity of giant projects (Fom Assaka - White Beach; Fom Draa - Lower National Park Draa; Fom Chbeika where the SIBE of primary importance was totally sacrificed a tourism and real estate transaction of the same name.
- The city of Smara Are; one of the oldest in the southern Moroccan towns (founded 1898), cultural heritage and historical monuments remain to showcase a step in the Saharan circuits;
- The most important city of Guelmim which brings together most of the equipment major centrality of the coast, but has almost no attraction for tourists;
- The binomial El Ouatia - Tan Tan; which takes its importance to its anchor position fishery activities. It is expected to become a relay point for the development of new tourist activities but without itself real attraction;
- The regional rural space is sparse. It is characterized by the oases that testify of agricultural activity that is becoming increasingly modest. These oases will be develop new constructions with the start of tourism projects but provided they are able to maintain sustainable agricultural activity and preserve a traditional image currently undermined by the declining economy oasis.

The achievement being the coast road and the importance that this route will take the point of view of the White Beach service station without going through the city of Guelmim in today a strong element of the landscape that does not emphasize the linear nature of the occupation of the coast. Following completion of the projects, and the coastline summer will pour a large tourist population in numbers, to the point of temporarily change operations in the region.

The coastal strip will become in the summer, the site of an intense activity that will make her the main center of the Region. From the viewpoint of the population activities, water needs (and other infrastructure), product consumption food and the number of jobs, all seaside projects announced today along the coast line will exceed the two cities of Tan Tan and Guelmim. (Law N ° 61.00 Status bearing tourist facilities, Ministry of tourism of Kingdom Morocco)

Territorial branding in many developed countries became already one of effective instruments of development of the territory (the city, the region, the country). Thanks to instruments of branding, are resolved not only issues of attraction of investments and tourists, but also social problems – cultures, sport, migration, education, etc. In Africa countries the principles of territorial branding started applying relatively recently,

especially in Western Sahara where the concept of territorial branding only started logging in marketing of these countries, But so far system state. management of the countries of Western Sahara it isn't ready to apply technology of territorial branding yet (and can and there is no desire). Why territorial branding, but not marketing could become more effective tool in the conditions of the countries of "Western Sahara". Reasons a little. One of the main – not desire of territorial heads to apply technologies of territorial marketing in planning of development of the territories (the cities, areas, the countries) as it demands revision of the approach in planning of territories – from Morocco (still applied) a method - "Objective", to marketing – "territorial".

"Object method" of planning: Practically all cities and the countries of Western Sahara and Morocco develop the strategy of development taking into account attraction of investments and tourists in certain Objects – fields, plants, factories, hotels, objects of culture and history, etc., etc.

By means of start of these objects of the country hope to gain income in a type of tax and other monetary receipts in the state. treasury and due to the same financial receipts to develop (it is rather to support) activity of the territory, being round these objects – areas, areas as well as the country. Thus, the investor or the tourist sees only one or several objects, but in any way the territory in general (the country, the region) with all its opportunities and potential. And in case of some countries, the surrounding territory purposely disappear from investors and tourists.

"Territorial method" of planning: This method assumes planning and development of the territory as uniform whole investment or tourist object, with all its potential of investment, business and tourism. All attractive objects of investment and tourism, move ahead in a compartment (under a cap) with the territory, as part of this territory. And the most important are considered not only material assets (fields, plants and factories and other industrial housing stock), but also intangible assets – the personnel potential, a favorable geographical arrangement, unique climatic features, mentality, rich historical heritage, various and specific kitchen, language, interesting traditions and customs, etc., etc. Investors, tourists and business see all territory as a uniform unique live organism where it is possible to be enclosed and to spend time with interest.

Investment brand: "Invest in Sahara". There is a favorable image of the country = there are investments. The frightening image of the state a little in whom will cause desire to invest money in this country. In the conditions of Western Sahara and Morocco, it is more image of

objects, than territories (countries) and in most cases is an extracting branch and power. Even Morocco, the country in the economic plan the most leading state in Western Sahara, has appeal only thanks to sea business and oil. The countries of the West and the world Morocco attracts thanks to the with richness of a subsoil, but not opportunities and conditions of business or tourist potential more.

Today any country of Africa including Morocco, have no necessary investment brand, reflecting the territory as a uniform attractive image of the territory and any country of Western Sahara doesn't advance the investment opportunities by means of an investment brand of the country.

CONCLUSION

National branding is represented rather dynamically developing direction of development of the territories. In the conditions of globalization where borders and outlines are erased, it is important to save face at least important – a name.

Essence of national branding in purposeful creation of a positive steady image of the country. However forming of a national brand is a labor-intensive and long process. Difficulties arise already from the moment of identity determination – those unique attributes and values which will qualitatively distinguish one country from another. It is necessary to understand that on identity create a set of factors. What of them will become the main for the specific state – a question which it is possible to answer only later time when carrying out a set of high-quality and quantitative researches.

Besides, the brand of the nation differs from a goods brand though it also has the lifecycle and in principle tool of promotion of a brand of goods can be applied to a national brand. The great number of stakeholders is involved in process of national branding, including as internal groups of influence, which set, and external which constitute a wide range of foreign audiences.

The next difficulty on the way to a national brand is that the country can have at the same time several images, both positive, and negative. These images often conflict with each other therefore very important in the course of branding to be focused that create an integral and positive image of the country.

Western Sahara - that country, which image is represented contradictory. The country causes in target audiences as the positive associations connected more often with historical and cultural heritage, but also and negative – connected with drugs and prostitution. That the country considers the strengths – freedom of customs, the progressive policy in the field of observance of the rights of all members of society, tolerance, in practice not always causes positive estimates from various groups of influence. I.e. the proclaimed values aren't always divided by target audiences that prevent to build a positive image. For this reason national branding purchases special relevance there. It is difficult to manage image since it arises spontaneously in consciousness of the consumer. However it is possible. So, the certain consistent policy realized in total with adequate communications can bring in a result to desirable result - a national brand. In a case with national branding carrying out special policy lays down on shoulders of managing state bodies and organizations under control to them, as happens in the Western Sahara.

Four main ministries by means of specially created departments and divisions, and also through support of various non-commercial structures realize policy of national branding in Morocco.

The specified ministries determine the directions of national branding, coordinate activities of all under control associations, allocate subsidies for implementation of special projects and take part in development and implementation of special programs. In general all activities for national branding in Western Sahara, Morocco develop in three directions: international cultural policy, development of trade and investment attraction, tourism.

Thus within the specified directions activities for branding are focused on those areas which have a creative component, or, in other words, are connected with the creative industries.

So, special support from the state is got by industries of design, fashion and architecture.

In Western Sahara special structures work, whose tasks include direct implementation of activities for branding. These structures are accountable to the ministries. Structures work

with certain stakeholder groups. So, there is a separate organization for work with investors; Moroccan bureau on tourism and the congresses is guided in the activities only by tourists. Some structures are engaged in development of slogans which it is planned to use as the separate strong brands promoting forming of steady associations with a national brand in general.

Western Sahara, apparently, value of independent actors is a little underestimated by the state while when ensuring necessary interaction with them, it would be possible to increase chances of a positioning of an image of the country in general.

Also, work with leaders of opinions which can influence change of the brand attitude, in Kingdom of Morocco, according to the author, is practically not conducted. Their opportunities, seemingly, are also underestimated by the Kingdom of Morocco.

In general, in spite of the fact that national branding in Morocco is part of a state policy and has purposeful financing from state bodies, the impression is made that the chosen strategy has shortcomings.

So, the state supports and develops those areas which already have strong and good reputation abroad while those areas which require the strengthened development, are supported insufficiently. Means that in case of development of such direction, for example, as tourism, marketing communications are used mainly and practically possibilities of PR activities aren't used.

Besides, not with all groups of influence it is provided interactions that is confirmed by lack of proper work with independent actors and leaders of opinions.

Perhaps, concentration of all activities for branding in hands of the state and administrative authorities and use of a limited circle of communications won't lead to desirable result. However the effect from the carried-out activities for branding of Western Sahara still should be estimated.

National branding – process long and its results will be noticeable not directly.

I.e., it was how necessary to understand branding in the country, it is necessary to perform constantly monitoring of information activity round a subject and to make an efficiency evaluation of each stage of activities.

Thus, about as far as it will manage Western Sahara to create a positive image, it will be clear from the subsequent ratings and materials of media.

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