

Moroccan Domestic Tourism: Prioritization as an Inevitable Outcome of Coronavirus

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Over the past two decades, Morocco has clearly banked on international tourists due to many reasons. But the current circumstances caused by the appearance of the Corona pandemic pushed the tourism players to re-prioritize the tourism market. Analysts in the sector predict a re-launch of international tourism in 2021 and a slow recovery of the tourism sector starts with reliance on domestic tourism to save tourism businesses from total crackdown. Due to many risk factors as a second wave of the virus, lockdown phobia, international travel restrictions, and economic recession that his different sectors all these hinder the revive of international tourism and prioritize the dynamic of domestic tourism. Our research is focused on the study of the probabilities of boosting the tourism sector by encouraging the local demand as a quick solution to overcome the current crisis.

Keywords: domestic tourism, Moroccan tourism, tourism preferences, attributes of Moroccan tourism offer

Introduction

It is indisputable that the COVID-19 generated very remarkable change around the world (Higgins-Desbiolles, 2020). On the one hand, we are talking today about a recession in the majority of the sectors which directly and indirectly affect the lifestyle of peoples, and on the other hand, have catalyzed growth at the level of consciousness and have also pushed towards reorganization of priorities and accelerating the sustainable development (Chang, McAleer, & Ramos, 2020; Higgins-Desbiolles, 2020).

Tourism is considered as priority sector for the economy of certain countries. In fact, it is characterized by its fragility and vulnerability, since it is an activity extremely impacted by instability (Chang, McAleer, & Ramos, 2020; Gössling, Scott, & Hall, 2020; Goavec & Hoarau, 2015). According to Thierry Breton, the European Commissioner for the internal market, tourism is the sector most affected by this crisis and to relaunch it, it is necessary to estimate several years to resume activity as air before COVID-19. In Morocco, where tourism took a hard blow with the complete closure of its borders and also the ban on movement between cities, professionals in the tourism sector harbor great hopes for domestic tourism as an immediate and traditional solution in crisis times (Moudoud & Ezaïdi, 2005) to save the current season.

The objective of this study is to be acquainted with the mindset of Moroccans following this unprecedented health crisis, to comprehend to what extent confinement has contributed to the modification of

their behavior in terms of vacation and travel and to address the constraints that may stumble the development of domestic tourism.

To answer our research questions, we opted for a mixed methodology including a quantitative and qualitative study, indeed, preceded by a documentary research involving a series of article.

Research Objectives

The current situation pushes us to launch reflections to expect immediate reactions. Consequently, we identified our research objectives in order to have specific answers. In fact, our study sets the following objectives:

- To explore the possibilities of traveling within the country.
- To be acquainted to what extent COVID-19 will influence Moroccan travelers.
- To discover the preferences of Moroccan travelers.
- To assess the satisfaction of Moroccan tourists with regard to local tourism offer.
- To evaluate the impact of the installation of security measures imposed by COVID-19 (QR code, the development of online payment, social distancing, minimize the use of paper and promote digital, disinfection of premises, meals in Grab and Go format, pedal doors...).
- To determine if the destination Morocco is attractive enough for Moroccan tourists.

Hypotheses

In order to frame and guide this study, we set up three hypotheses, namely:

- The mitigation of quarantine measures will be a golden opportunity for the development of domestic tourism.
- Despite everything, the state of fear caused by COVID-19 will reign and prevent the development of local tourism.
- Post COVID-19 tourism is an opportunity for the development of sustainable tourism in Morocco.

Research Questions

- Are the Moroccan travelers planning to travel after the mitigation of quarantine measures?
- What kind of accommodation facilities will interest Moroccan travelers?
- What are the main attributes that will attract Moroccan travelers?
- Is it possible to redirect Moroccans who are used to travel abroad toward domestic tourism?
- Are Moroccan travelers satisfied with the quality of service offered by domestic tourism?
- What are the constraints that can stumble the development of domestic tourism?
- What is the impact of the actions undertaken by the government to mitigate the pandemic effect on tourism sector?
- Is it possible to develop the sustainable tourism to take place in Post COVID-19 era?

Literature Review

Brief Statistics of Tourism in Morocco Before COVID-19 Pandemic

In 2019, Morocco had received 13 million tourists according to numbers communicated by the tourism observatory department, which represent an increase of 5.2% compared to the previous year. Therefore, the tourism receipts increased from 6.89 in 2018 to 7.41 billion Euros with a rise of 7.54% at the end of 2019. In terms of arrivals, and always according to the same source, the old continent is still the main source of tourist arrivals at border checkpoints with a total of 9.53 million tourists, representing 73.70% of total arrivals. In

addition, France leads with 37% of arrivals, followed by Spain with 18%.4% for Germany and the United Kingdom 7% for Italy and Belgium and 6% for the Netherlands. Indeed, these numbers show the great impact on tourism on the balance of payments.

Regarding the expenditures of Moroccans who have chosen to spend their holidays abroad, they have spent more than 125 billion Dirhams between 2000 and 2019 while the outcome of domestic tourism revenue was limited to 63 billion Dirhams (Zoubir, 2020).

Domestic Tourism in Morocco

Studies around the tourism industry indicate that domestic tourism is marginalized niche by comparing it with international one (Goavec & Hoarau, 2015; Scheyvens, 2007), which is exactly the case in Morocco. When it comes to distinguish between domestic and international one, tourism operators prefer international tourism instead of domestic tourism during certain period of the year. To explain this choice, Ms. Tabit Fatima Zohra, General Manager of a Hotel and Ex Commercial Director of famous local brand hotel chain, indicates that professionals of the tourism sector believe that tour operators are an excellent opportunity for the purpose of having a very high occupancy rate and also, they confirm that international tourists help them to overcome seasonality. However and when it comes to domestic tourism, the overall observation reveals that the national tourist is a seasonal tourist; indeed, there is a big dependency to the periods of holidays. Consequently, professionals remain at the mercy of Tour Operators who benefit from high advantageous rates. The hardest part of this strategy appears in the unequal distribution of revenues, as long as the revenues collected remain outside the country, but inside remain only crumbs.

Domestic tourism was always considered as solution to fill the vacuum and to face the crises of international market where decision makers are turning the wheel to the local market (Camacho Murillo, 2019). But the government has made great strides in structuring these actions. Whether in the 2010 vision or in the 2020 vision, the government has always expressed its desire to develop internal tourism through the implementation of the Biladi Plan which aims to design a bunch of tourism products spread over the eight tourism territories and tailored according to preferences of Moroccan customers in order to increase the number of Moroccan tourists and also to appeal to Moroccans who prefer to travel abroad. The realization of this ambitious plan took shape in 2003 with the launch of the companion of Kounouz Biladi, an action which aimed to set up a promotional offer for Moroccans. In 2007, the Biladi Plan was officially launched, the Ministry in charge set several objectives, including:

- To triple the number of domestic trips and democratize travel in the country.
- To create 30,000 beds, including 19,000 in campsites and 11,000 in hotel residences.
- To increase the number of vacation trips to 7.2 million compared to 5.9 million in 2003.

In Vision 2020, presented to His Majesty King Mohammed 6, the Biladi Plan had outlined the following objectives:

- To accomplish the six tourist resorts programmed in the 2007 Biladi Plan.
- To improve the quality of the current offer through a pilot operation to upgrade 10 existing units.
- Diversify the accommodation offer by creating new outdoor holiday villages while offering entertainment and leisure facilities.

In 2014, and at the time of Minister of Tourism Lahcen Haddad, the Ministry developed a strategy which aims to encourage domestic. To do this, there were two actions namely:

- Shift school holidays by region in order to reduce seasonality and offer tourism operators longer holiday periods. Moreover, it is the only action that has been possible.
- Vacation checks for employees of public and private sector.

The outcome of the Biladi Plan is beyond optimistic expectations. The achievements are very sparsely; only two tourism resorts of the eight programmed resorts which appear in the plan could be accomplished after several years of delay, those of Imi Ouaddar and Ifrane. The reasons for failure are around the problems related to land titles and false contractors. In terms of overnight stays in 2010, the volume reached 4.07 million instead of 7.2 million set in Bildai Plan. In 2019, the number evolved to reach 7.84 million travelers, which means an increase of 93% compared to the results achieved in 2010. Statistics from the Ministry of Tourism indicate a slight increase in overnight stays for travelers, going from 21.97% in 2010 to 22.39% in 2019. In terms of tourism revenue, in 2019 the revenue collected did not exceed 7 billion DH, knowing that the forecasted revenue from domestic tourism was estimated at 22.7 billion DH in 2019 (Zoubir, 2020).

Domestic Tourism in Some Famous Tourism Destinations

Domestic tourism in some countries constitutes a pillar in their tourism industry (Zbarskyi, Zbarska, Gribova, & Ovadenko, 2020; Huybers, 2003). In Spain for example, the destination which ranks in the second position in the world behind France (Lascu, Manrai, Manrai, & Gan, 2018) has received 87.3 million foreign tourists by referring to the numbers communicated by the (World Travel Organization) WTO in 2019. The importance of domestic tourism in the Spanish tourism industry is characterized by a very large percentage (Ponferrada, 2015), 45% against 55% for foreign tourists in 2018. In 2019, Spanish travelers made 193.9 million trips within their country and they spent about 48,066 million according to statistics stemming from the National Statistics Institute Spanish (Instituto Nacional de las Estadísticas (INE)).

In France, the first country sends tourists to Morocco and the world tourism leader with 89.9 million tourists in 2019. According to statistics from the Directorate General of French Companies (Direction Générale des Entreprises Françaises (DGE)), the French travelers have realized a total of 171 million travelers in metropolitan France in 2017. According to the same source, French traveler spends an average stay of 5.5 against 8.5 nights outside of France.

In fact, these figures show clearly the necessity of domestic tourism in the tourism industry of the world's top two tourism destinations.

Tourism Trends Post Pandemic

According to Thierry Breton, the European Commissioner for the Internal Market, tourism is the sector most affected by the pandemic. He estimates that tourism sector will regress by 70%. And as an inevitable result, Morocco will assume the consequences of its dependence its dependence on the European market at the expense of its internal customers, who spent only in 2019, according to figures from the Office for Change, 6 billion Euros during their trips abroad.

The first trend is domestic travels instead of international trips. The exceptional measures taken by several countries, including mainly the closing of borders and the risk of catching the virus, have reconsidered the role of domestic tourism, which is far from international air traffic. Current conditions favor the development of local tourism by exploring places that are little frequented or unexplored (Wein, 2020).

Second trend is banked on social distancing. The sanitary measures imposed by majority of countries have created an undoubted feeling of caution in public places, and especially overcrowded, uncovered, or covered

places. And as for places where it is difficult to control flows, such as bars, discos, festivals, etc., the scenario remains unpredictable (Wein, 2020).

Landscape tourism is the third expected trend post pandemic. Because, this form of tourism responds perfectly to the social distancing criteria and also allows the travelers to be in direct contact with nature, which was prohibited for them during the lockdown (Wein, 2020).

The fourth forecasted trend is the short holidays or pop up holidays. Because of what happened and what is happening now, it is very risky to plan a long trip and make long distance trips and lot of tourists got stuck outside of their countries. In fact, this habit will be probably replaced by nearby tourism with short stay duration (Wein, 2020).

The fifth trend is a natural outcome of the previous trends cited above. Road trip is a concept that will take place because it request the normal mode of transportation (car, bus, train, motorcycle, etc.) and allows to tailor the trip according to the preference of travelers (Wein, 2020).

Tourism in Morocco Post Pandemic

The resumption of tourist activity involves a minimal state comparing to the previous situation before pandemic. Accommodation structures, restaurants, relaxation areas, hairdressing salons, fitness, etc., will only use half of their capacity by applying the health security recommendations linked to COVID-19 intended for tourism operators¹ namely:

- The regular disinfection of all locations of tourism facilities.
- Cutting down on the number of clients who can access the tourism facilities at the same time.
- The establishment of a crawl space of six hours between each reservation
- The disinfection of the luggage at the time of check-in and the keys of the keys will be handed over during the check-out.

The first steps to save the tourist season have already emerged. Some hotels try to attract the residents by offering very attractive rates, up to at least -65% charged in normal times. Unfortunately, these are only isolated initiatives and subject to availability (Yafi, 2020). Nevertheless, professionals react with reluctance, because in the best cases the occupancy rate will not exceed 40% as asserted by the President of the Regional Council of Tourism of the Oriental Region.

The ministry in charge of tourism, for its part, has launched a grant scheme in form of Call for Expression of Interest (Appel à Manifestations d'Intérêt (AMI)), for the promotion of tourism destinations in partnership with Conseil Régional du Tourisms (CRTs) and Conseil Provincial du Tourisimes (CPTs) with a budget of 500,000 to 1,500,000 DH. This promotional campaign bears the signature of "Ntla9aw Fi Bladna".

Methodology

To achieve our research objectives, our study adopts the Hypothetic-Deductive approach (Dépleteau, 2010) according to the triangular model of the mixed methodology, which is based on the showdown of quantitative and qualitative results (Cohen, 2008; Creswell & Clark, 2011). The two studies were launched at the same time without any priority to one of them.

¹ Recueil des recommandations de sécurité sanitaire liées au COVID-19 destination des opérateurs. Voir le site du Ministère du Tourisme, de l'Artisanat, du Transport Aérien et de l'Economie Sociale, www.mtataes.gov.ma.

The Data Collection Instrument

In order to collect the quantitative and qualitative data, three instruments have been used: online surveys, individual interviews, and webinars. The survey targeted potential Moroccan tourists. Different parts of the survey can be distinguished: personal informations, travel preferences, assessment of fifteen attributes of attractiveness (Wang & Hsu, 2010; Van der Ark & Richards, 2006; Deng, King, & Bauer, 2002; Enright & Newton, 2004; Lew, 1987; Ritchie & Zins, 1978; Gallarza, Saura, & García, 2002; Cracolici & Nijkamp, 2009; Galarneau, 2015), satisfaction, questions regarding the budget and mode of transportation.

Concerning individual interviews, they were conducted with Moroccan tourism operators where respondents were asked to judge influence of COVID-19 on tourism activity in Morocco and also the impact of the government emergency plan allocated to mitigate the damages caused by the pandemic. Concerning the webinars, because of the lockdown, it was an important instrument to collect qualitative data from the presence of experts and tourism operators in social media discussing the current situation of tourism and interacting immediately with internet users.

Sample

Because of many reasons we avoided the option of designing a representative sample. Firstly, the lockdown has restricted the displacement; consequently it was difficult to locate and contact our interviewees. Secondly, and due to my travel outside of Morocco during the period of lockdown, it was an impossible mission to design a representative sample. Therefore, the snowball (Dépoteau, 2010; Cavana, Delahaye, & Sekeran, 2001) was a vital solution to success the research in such special conditions. Moreover, the snowball was a perfect method to attract individuals whose ages vary between 18 and 45 years belonging mainly to the middle class.

Regarding the quantitative survey, we obtained 717 responses during a period of three weeks. Furthermore, we utilized the SPSS to analyze the quantitative data. And for the tourism operations from both public and private sector, we targeted a panel composed of tourism district representative, Regional Council of Tourism President, three hotel managers (4 and 5 stars), sales head department, production head department, tour operator representative, and travel agency manager, F&B consultant and recruitment company representative.

Data Analysis

After conducting the survey among Moroccan travelers who are used to travel abroad or inbound, we expose the main results obtained by using SPSS as below:

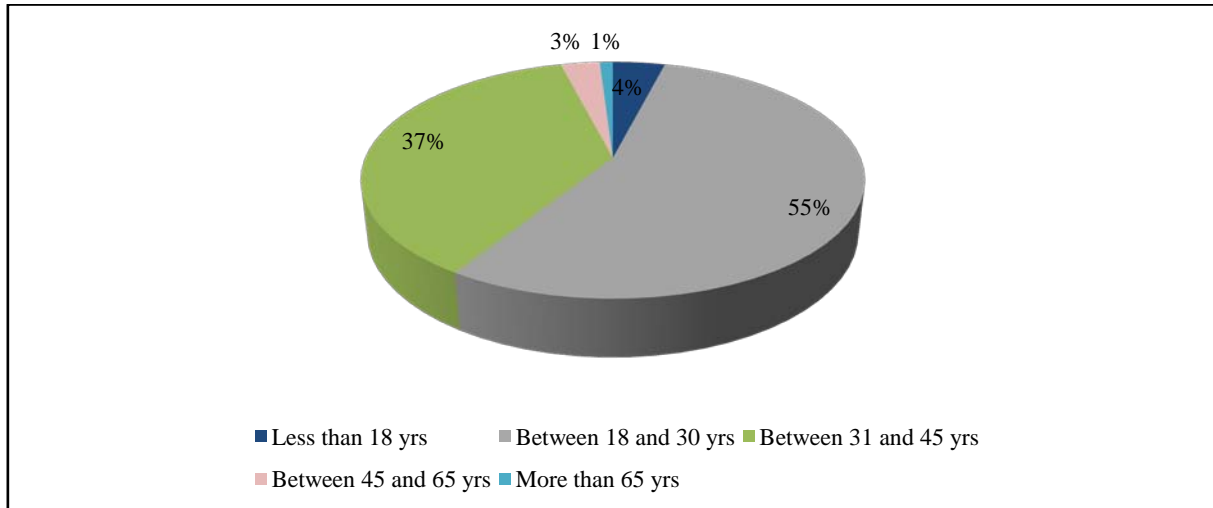


Figure 1. Age ranges.

As mentioned in the methodology, we targeted principally a population that their ages range between 18 and 45. The graph above shows that our questionnaire was administrated to 55% of the population whose ages vary between 18 and 30 years, followed by the age group of 31 and 45 years with 37%, while the other age ranges constituted a minority, 4% for interviewer less than 18, 3% for interviewers between 45 and 65 years, and 1% for travelers whose age is more than 65 years.

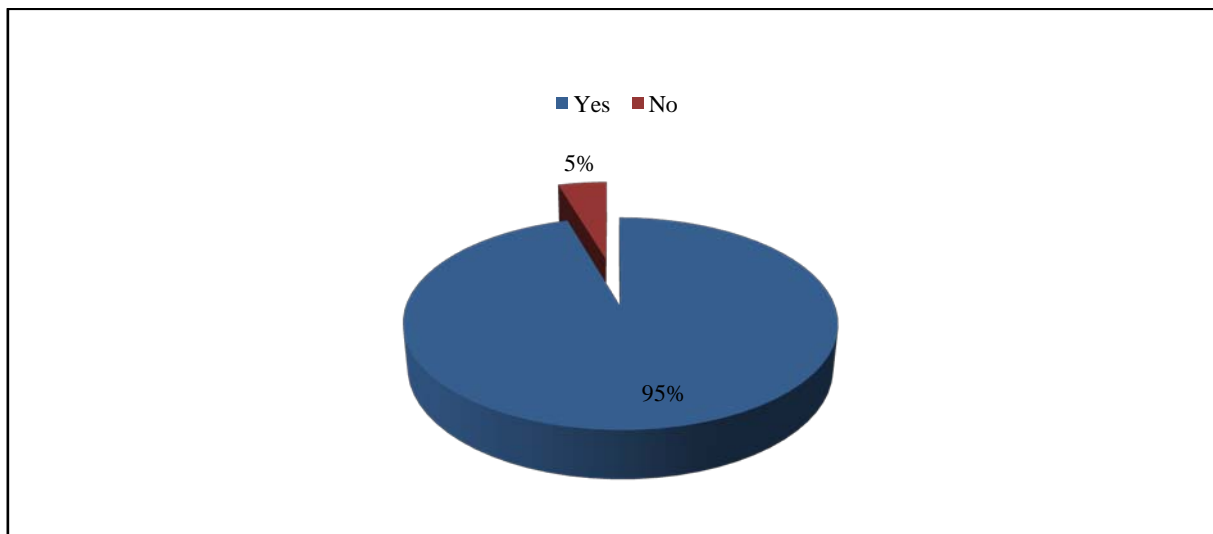


Figure 2. Travel ability.

This question was posed in place to verify our interviewees used to travel or not. Then Figure 2 shows the 95% of our respondents are used to travel every year. However, only 5% disclaimed any interest in traveling.

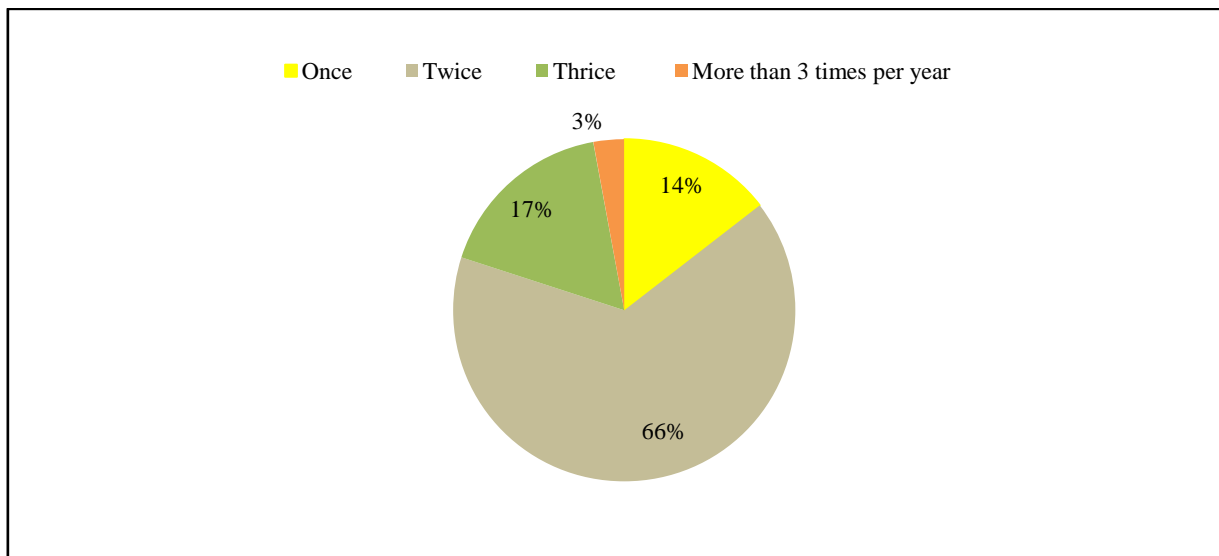


Figure 3. Travel frequency per year.

According to Figure 3 we notice that 66% of our respondents travel twice per year, which constitutes the majority of our sample. In the second rank in terms of travel frequency, we noticed that 17% of our sample travel three times per year, followed by once per year (14%) and more than 3 times per year (3%).

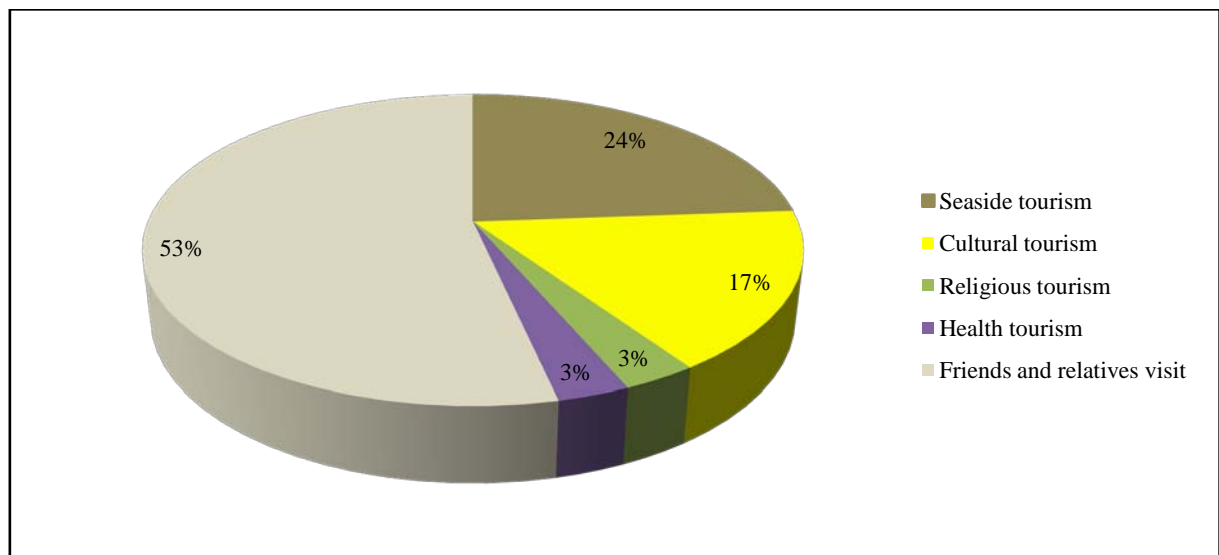


Figure 4. Tourism types preferred by the Moroccan travelers.

Figure 4 indicates that the friends and relatives visit is the most preferred tourism type by the Moroccan travelers, followed respectively by the seaside tourism, cultural tourism. As for both, religious tourism and health tourism are less attractive for our respondents.

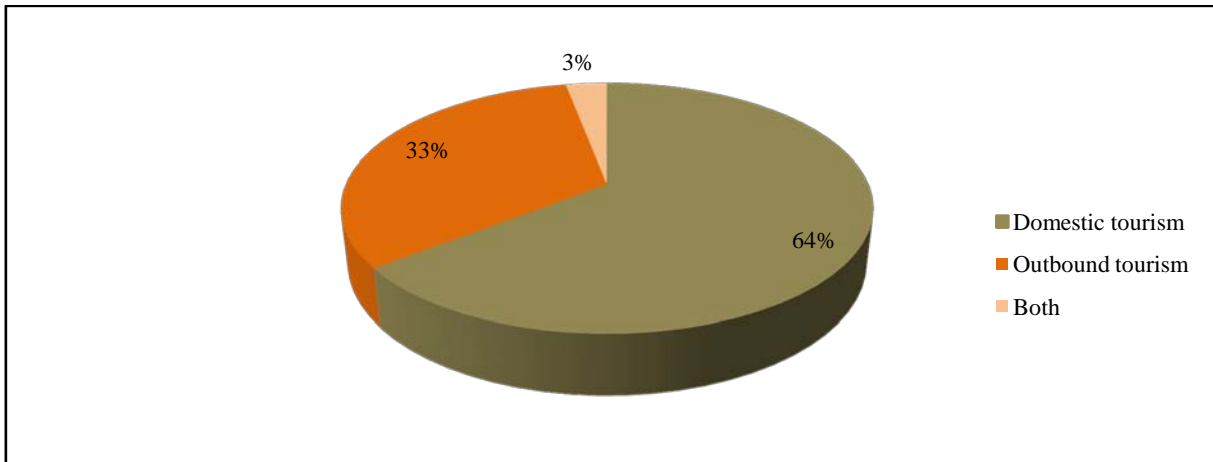


Figure 5. Tourism destinations preferences.

Refereeing to the figure above, the majority of our respondents prefer to spend their holidays in Morocco i.e., 64%. The outbound tourism ranks in the second position, i.e., 33% and only 3% choosing both.

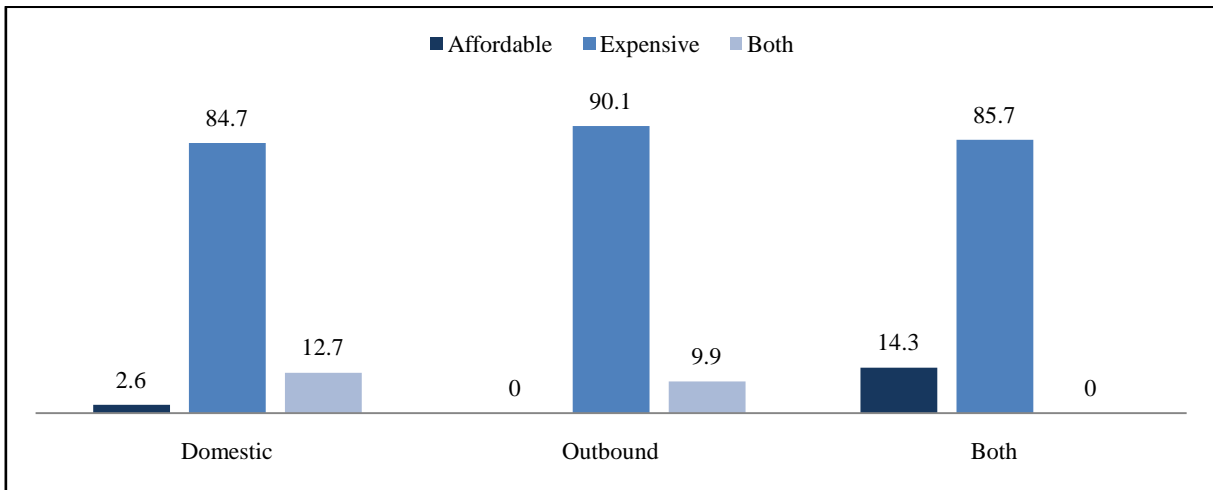


Figure 6. Price appreciations of domestic tourism products compared to the international competition.

Cross referencing of results obtained above shows clearly that the situation is frightening, because no matter who prefer to travel abroad or travel within the country, our respondents think over that the Moroccan tourism services are very expensive compared to its counterpart abroad.

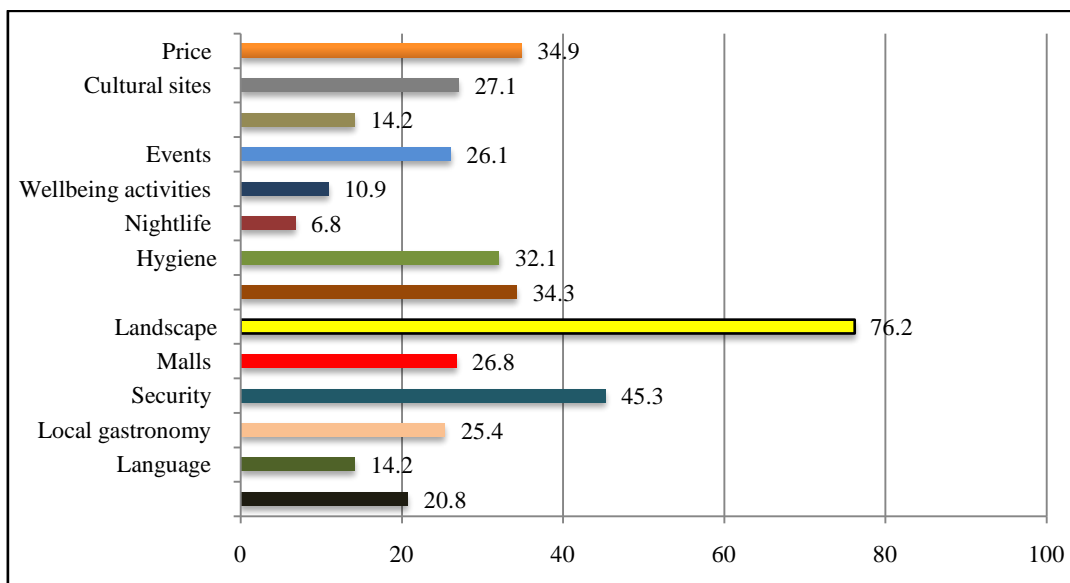


Figure 7. Tourism attributes.

After ranking the attributes in terms of frequencies, we noticed that the four leading attributes for Moroccan travelers are respectively: the landscape, the security, the price, and the tourism installations (Hotels, restaurants, bars, etc.). The hygiene was considered as significant attribute as well.

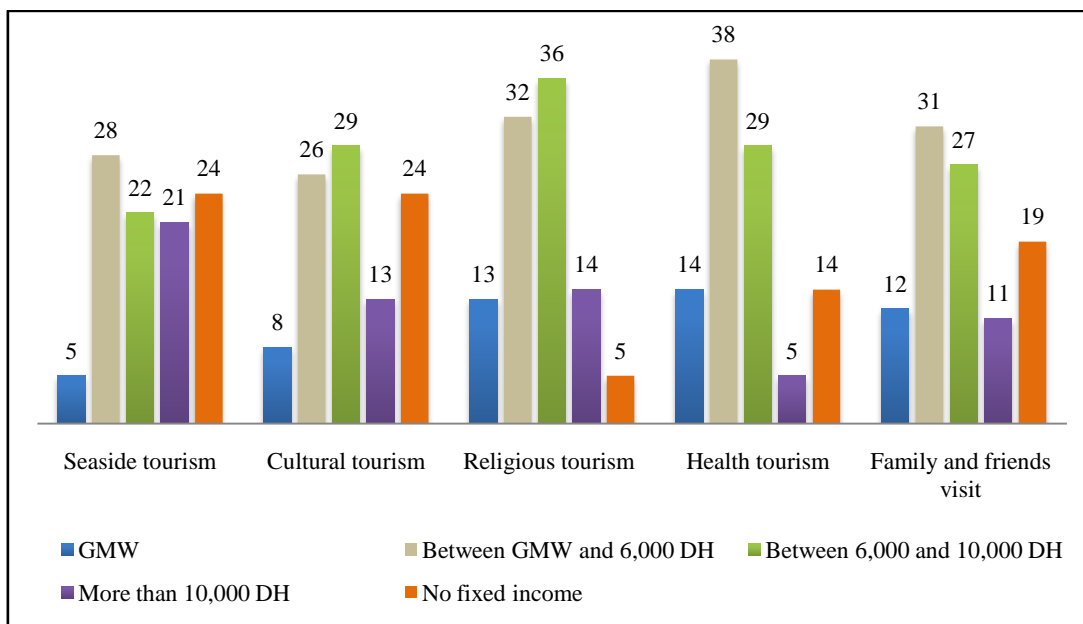


Figure 8. Tourism types per monthly income.

Notes. *GMW: Guaranteed Minimum Wage. In Morocco the GMW is 2,541 DH per month².

As shown in the figure above, we noticed that the seaside tourism attracts most salary brackets except the GMW. Regarding the cultural tourism, the middle class, the elite and persons without fixed income, they show approximately the same interest visits for cultural interest. Then, we have religious, health tourism, and family and friends visit where the middle class is highly interest by visiting religious sites.

² In Morocco, on January 1st, 2020 the legal minimum wage is 2,698.83 DH.

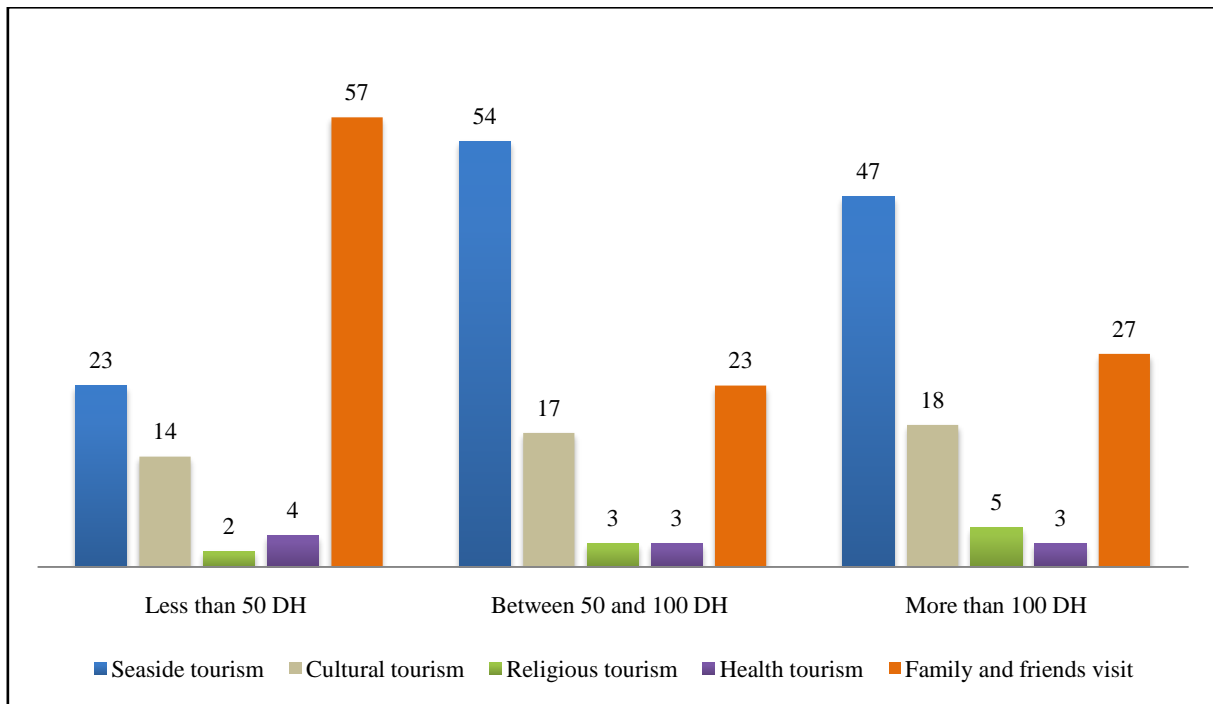


Figure 9. Food budget per type of tourism.

The Figure 9 exhibits the cross refereeing results obtained by comparing between allocated budget for food per type of tourism. The respondents, who selected the seaside tourism, are ready to pay between 50 and 100 DH and more than 100 DH per meal, while the majority of our sample who allocate a budget less than 50 DH have chosen to stay with family and friends.

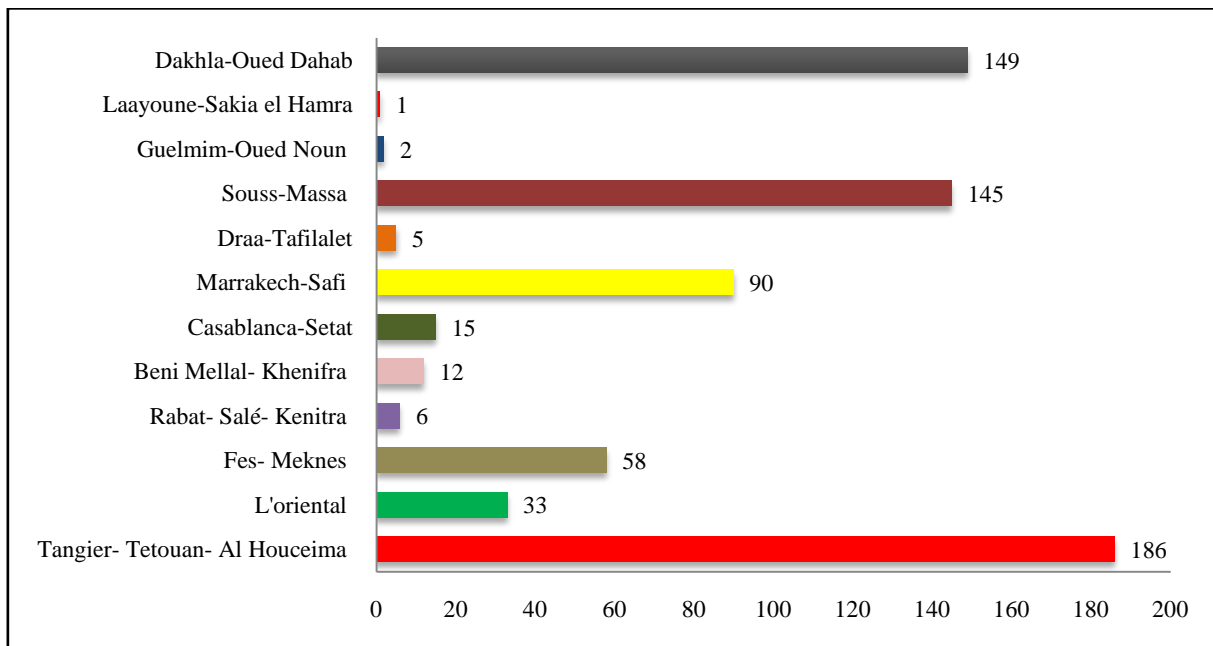


Figure 10. Most popular destinations for domestic tourism.

According to the Figure 10, the region of Tangier-Tetouan-Al Housseima ranked in the first position and more precisely the city of Tangier is most in demand. The region of Dakhla-Oued Dahab is the second most requested region by the respondents; indeed, Dakhla, the capital of the region, was the dream destination for our respondents. The third position was dedicated to the region of Souss Massa and especially its capital Agadir. Then the region of Marrakech-Safi appears in the fourth position, more precisely with its capital Marrakech the red city. Also, the region of Fes-Meknes shows its significant position among the other destinations.

Table 1

Different Types of Accommodations

Types of accommodation	Frequency	Percentage	Rank
Hotels	228	29.7	2
Guests house	259	33.38	1
Hostels	115	16	3
Rural hostels	8	1	6
With friends and relatives	71	9.3	4
Camping	31	4	5
Caravan	5	0.7	7
Total	717	100	

As shown in table above, the guest house remains the most common type of accommodation followed by hotels, caravans, and guests houses.

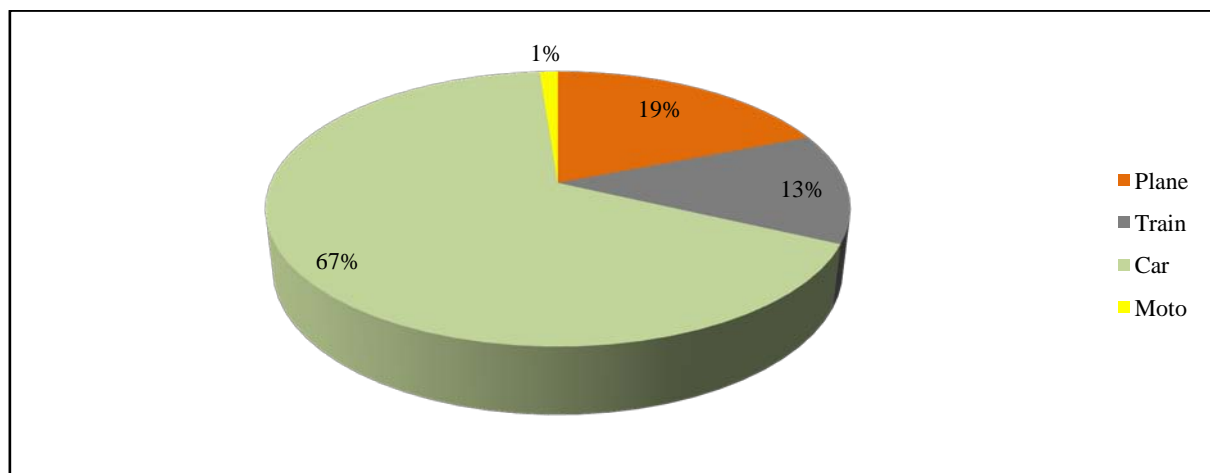


Figure 11. Mode of transportation preferred for domestic tourism.

In terms of transportation, 67% of our respondents claim that the best way to travel is by car, 19% prefer to use the plane, while 13% preferred to travel by train, and only 1% have chosen the motorcycles.

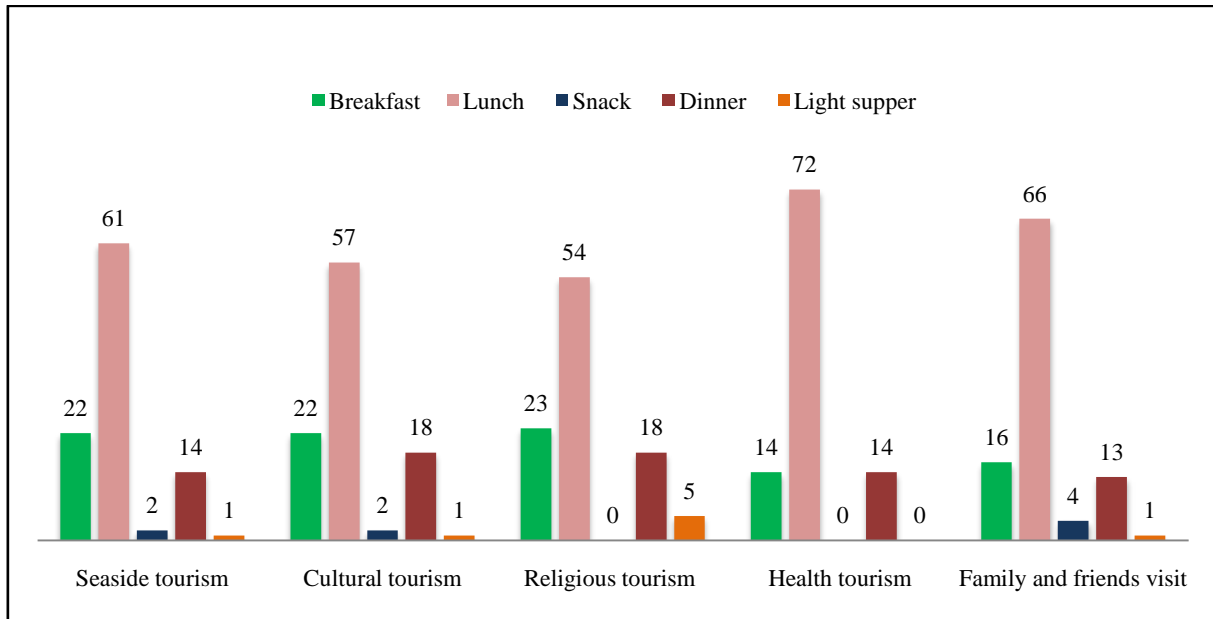


Figure 12. Meal preferences per type of tourism.

The figure above shows the cross referencing results obtained by comparing between the meal preference and the type of tourism. The respondents preferred lunch as the most important meal for all tourism types, while, the breakfast came on the second position, followed by dinner, snack, and light supper.

Table 2

Respondents Main Pastimes

	Frequency	Percentage	Rank
Reading	110	15.3	3
Music	49	6.8	6
Cuisine	82	11.4	5
Social media	228	31.8	1
Makeup	8	1.1	8
Working at home	118	16.5	2
Studying	101	14.1	4
Other	21	2.9	7
Total	717	100	

After ranking our respondents pastimes during the lockdown (Table 2), we noticed that social media ranked in the first position followed respectively by working at home, reading, studying, cooking, listening to music, and doing makeup.

Discussion

The aim of our study was to evaluate the travel opportunities for domestic tourism and figure out how far COVID-19 influences Moroccan travelers. In addition, this study was a good opportunity to discover the preferences of Moroccans and assess their satisfaction regarding the quality of services. Indeed, we targeted to evaluate the impact of the pandemic on tourism operators (hotels, restaurants, tour operators, travel agencies, etc.) as well.

After having stripped down the results obtained from the qualitative study, it is indisputable that there is an unanimity on the interest in the development of domestic tourism as a solution to revive the tourist activity which is heavily impacted by the lockdown. However, and despite everything, the tourism operators are very pessimistic to rely only on domestic tourism to save the current season. The overall observation asserts the dependency of Moroccan tourism industry on the international tourism, and without setting a border opening date, the statu quo and the upcoming situation can be judged disastrous as a natural outcome to be at the mercy of tour operators for years. On the other hand, the Moroccan tourism operators believe that it is impossible to review prices due to health measures that, on the one hand, limit the use of maximum capacity (only 50%) of their units and on the other side increase the operational cost, but they have only to submit to the fact to ensure their business survival.

With regard to the results obtained by the quantitative survey, the results confirmed the high desire of Moroccan tourists, either those who prefer to travel outside the country or who usually opt for domestic tourism, to travel within the country. In terms of the essential attributes for Moroccan travelers, the survey showed a rough outline about the four leading attributes which attracts Moroccan travelers' wishes: the landscape, the security aspect, the price, and the tourism installations. Thus, the most requested accommodation form was the guest house followed by hotels, which gives a positive impression about the future of the sustainable tourism. Another, significant result showed that the majority of our respondents prefer to travel by car and plane and the findings that challenge the government to develop the primary infrastructure and continue promoting the air traffic by offering advantageous rates.

Concerning the most requested city to visit after the lockdown, the important observation obtained showed the importance of Dakhla as an avoidable destination among the traditional domestic destinations such as Tangier, Marrakech, and Agadir. And with respect to major source of information, the survey asserts the importance of social media as the best way to inquire and search for offers.

But the most important finding for which the study concluded is that the majority of our respondents are dissatisfied in terms of the prices and quality of services, which remain judged as very expensive and low quality compared to their counterparts abroad.

In terms of sustainability, the results obtained either from tourism operators or interviewers show that because of the pandemic, the sustainable tourism will be developed very quickly. The big open buffet will be replaced by small trays or customized menus that will constitute a break with the bad habits based on the waste of natural resources (food, water, gas, etc.); most of our interviewers expressed their interest to spend their holiday in guest houses which means there will be a big opportunity to encourage the economy of proximity, and therefore, it helps to achieve equitable wealth distribution.

At the last of this research, the findings of this study assert the importance of the domestic tourism to mitigate the negative impact of the coronavirus despite the failed policies that enlarged the role of domestic tourism and made the latter as a spare tire to be shown in crisis. In other words, the closure of borders helped to direct the rudder toward the domestic tourism and earn some market share at the expense of the international tourism dominated by tour operators.

When it comes to the attractiveness of destination, Morocco is sufficiently attractive for Moroccan tourists despite the bad image of the bunch of services offered by tourism operators, the fact that urges to review the quality of services and especially their prices to match the Moroccan customer level of expenditure. Moreover, the need is to develop the primary infrastructure to facilitate the displacement between the cities.

Conclusion

To conclude this paper, the overall assessment emphasizes that domestic tourism from the point of view of tourism operators is a temporary solution to mitigate the impact of the pandemic waiting for the opening of the borders, contrary to some tourism destinations as Spain and France, where the domestic tourism is considered as vital activity for their tourism industries. Indeed, in Morocco, the domestic tourism needs to be considered as strategic choice in future, instead of relying entirely on the international tourism. As result, we decline the second hypothesis:

- Despite everything, the state of fear caused by COVID-19 will reign and prevent the development of local tourism.

Because, despite the fact that our respondents assert their pleasure to travel during these critical conditions, the reality shows that sector is not yet ready to tailor holidays adapted to Moroccan travelers in terms of pricing and quality of service. Nevertheless, we confirm both hypotheses:

- The mitigation of quarantine measures will be a golden opportunity for the development of domestic tourism.
- Post COVID-19 tourism is an opportunity for the development of sustainable tourism in Morocco.

If we base our judgment on respondents' responses, we can assert the possibility that the domestic tourism can be developed after the mitigation of the quarantine measures but on condition to involving the government in this strategic project. However, tourism operators are pessimists to fill their tourism installations to mitigate the impact of closing the borders.

Regarding the sustainable tourism, the Post COVID-19 will be a good opportunity to accelerate the slow development of sustainable tourism. Our analysis confirmed the positive impact of domestic tourism on the sustainable tourism.

At last of this study, we realized that it is indisputable that tourism operators reinforce and brunch up on their offers to match with Moroccan tourists requirements, in terms of quality of service and pricing. The government should also provide a concrete and realistic development plan for domestic tourism. And also the full exploitation of the social media to regain and retain the Moroccan customer (Moroccans who are used to travel aboard and Moroccans who prefer domestic tourism) is highly requested. But the question which needs to be deeply answered in the future is that the current consciousness to develop the local tourism will remain post-pandemic or it's just transitory situation.

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