



AÏT MAGHREB PROJECT



the berber word AÏT means FAMILY

Aït Maghreb project addresses to all responsible travellers who wish to be hosted, during their travel in morocco, by a local family; moreover, it addresses to all moroccan families who wish to host the european travellers



sleeping, having meals, talking with a local family are unique chances for exchange between the travellers and the local population

the traveller will experience the life style of a rural moroccan family, will provide a positive view of tourism, will enjoy the warmth of moroccan hospitality

Aït Maghreb is a means to promote responsible tourism

the local family, besides getting a proper income, will be enabled to meet a culture that is far away from its own, thus broadening its cultural view; that will push the family, in the long period, to face the tourism phenomenon with



the reliability of travellers and hosting families is guaranteed by both the european interface (*djemme*) and the moroccan interface (local promoters): both travellers and hosting families agree with making the common experience an occasion of positive exchange, accordingly to the basic principles of sustainable tourism

the payment of the stay is given directly from the traveller to the hosting family



Aït Maghreb project is based on a careful monitoring of hospitality events, in order to keep under control both the quality of the offered service and the social impact on the local community; the monitoring is performed through a proactive cooperation between local families, travellers and project promoters



the traveller can choose a half-boarding solution, either sleeping in the family house or camping in the family garden, or can simply share a meal with the locals



the participation to Aït Maghreb project is totally free, both for the traveller and for the hosting family



for further infos visit www.djemme.com, or contact **monica** (monica@djemme.com, gsm +212 672 642673, land line +212 524 391657) or **zakaria** (zakariarando@gmail.com, gsm +212 610 164750, land line +212 535 569392)