

# AIT MAGHREB PROJECT

*Promoter:* **Djemme - Slow Travel**

*Type of activity:* **responsible tourism -  
family hosting**



The Berber word *Ait* meaning *family*, is used as prefix to the name of the family itself (Aït Adnani means Sirs Adnani).

For a responsible tourism travel, the preferred accommodation consists in being hosted in a Moroccan family; that solution allows a deeper contact with local culture and habits. Sleeping, having meals, talking with the hosting family are unique chances for exchange between the two actors, the traveller and the local family.

## *the traveller...*

*will be enabled to meet the life style in a Moroccan family, will take a proper behaviour giving positive image of tourism, will enjoy the warmth of Moroccan hospitality*

## *the local family...*

the local family, besides getting a prompt 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 consciousness

The **Ait Maghreb** project is nowadays in its start-up phase. It involves some families in the Middle Atlas, in the Anti Atlas, in the Rif, in the Draa Valley, in the areas of Merzouga, Tichka Pass, Agadir and Essaouira; the families offer part of their own house for hosting responsible travellers and being paid a fixed price. All practical information about the project is in the following.



## THE PROJECT

**Ait Maghreb** project has not been formalized accordingly to a predefined legal form. The project was started in 2005, during a talk between Monica, **Djemme** responsible, and Zakaria, Middle Atlas guide, concerning a French association, *Maroc chez l'habitant* who first brought this form of tourism in the Middle Atlas area. Differently from *Maroc chez l'habitant*, **Ait Maghreb** has no service costs and



therefore the traveller pays his stay directly to the hosting family, accordingly to the price previously defined: the money does not transit either through **Djemme** or through the local interface.

The structure consists of an **interface towards Europe**, in the persons of **Monica**, with the commitment of guaranteeing about the responsibility of the travellers that are hosted in Moroccan families and **some local interfaces**, as Zakaria, wish to take the commitment of guaranteeing about the responsibility of local families, and taking care of the logistics in Morocco.

The project is almost costless, a part: some phone calls, the cost for the implementation of the web page and the cost for the print of the brochure, all covered by **Djemme**. No economic return is provided to **Djemme** operators and to local interfaces; all these people work at this project on a totally free and volunteer basis.

### Impact of the project

The experience of this first three years is very positive, with great enthusiasm both from the travelers (well adapted to a very much different life style with no big problem, normally) and from the Moroccan families (which show everybody the picture of the previous guessed groups!).

Nevertheless, a risk may arise: *to put into competition* the different families of the same rural community. Consequently, when it was necessary, the project promoters should take initiatives reducing that risk. A possible solution could be even creating cooperatives or associations of families, in a way that the *income* could be shared among the member families.



### WHOM THIS SERVICE IS FOR

The family hosting service is addressed to all responsible travellers who like to be hosted, during their travel in Morocco, by a Moroccan family. It is also addressed to all Moroccan families who like to host European travellers.



### HOW TO ACCESS THE SERVICE

If you wish to travel by your own or with a small group of friends, pls choose the area where he would like to be hosted and approximate dates; communicate these info to **Monica** ([monica@djemme.com](mailto:monica@djemme.com)) via email; you will be contacted. Once all the details about the type of travel and of hosting are well explained, you will take a decision, together with **Djemme**, about the possibility of going on with the reservation. If the reservation goes on, you will be put in contact with the Moroccan operator for defining all the logistics.

The following solutions are available:

			adult	child
<b>half board - comfort -</b>	rooms/saloon hosting up to 6-8 persons, 1 or 2 toilette and shower, cold and hot fresh water	dinner, boarding and breakfast in the house	<b>150 DH</b> (about 13.5 EUR) per person per day	<b>120 DH</b> (about 11 EUR) per person per day
<b>half board - basic -</b>	rooms/saloon hosting up to 6-8 persons, at least one toilette available but no shower and/or no fresh water	dinner, boarding and breakfast in the house	<b>100DH</b> (about 9 EUR) per person per day	<b>70DH</b> (about 6 EUR) per person per day
<b>half board - camping -</b>	at least one toilette available, shower not guaranteed, fresh water not guaranteed	dinner and breakfast in the house, boarding in traveller's own tent in the house garden	<b>100 DH</b> (about 9 EUR) per person per day	<b>70 DH</b> (about 6 EUR) per person per day
<b>meal (*)</b>	one saloon hosting up to 10 persons for sharing a meal	lunch or dinner	<b>50 DH</b> (about 4.5 EUR) per person	<b>35 DH</b> (about 3 EUR) per person

(\*) usually the ingredients for the meal are bought by the travellers

The houses of hosting families may be provided by all services including fresh water (even hot), or may use a well either in the nearby or in the house; in this case, the women will heat some water for you. If the accommodation lasts more than a couple of days, usually it is possible to access a nearby *hammam*: the family members will be happy to show you where it is, the scheduled entry time for women and men, and it is likely than someone will come with you. Usually blankets and pillows are provided, but bringing a sleeping bag is a good advise.

**The participation to the project, either as traveller or as hosting family is totally free of charge; the Ait Maghreb project has to be seen as means to promote responsible tourism.**

Nevertheless, it is asked for filling a **travel report**, to be sent to **Djemme** within a reasonable time from the end of the travel. Filling and sending the travel report is to be considered mandatory.





## LIST OF THE AVAILABLE AREAS

The present list of hosting families involved in the **Ait Maghreb** project are located in rural areas:

**Middle Atlas:** Ain Leuh, Wiwane, Oum Rabia, Zawya d'Ifrane, Azrou, Ait Ali

**Rif:** Ketama neighbourhood

**Merzouga:** nomad camp

**Dades Valley:** Boumalne du Dades

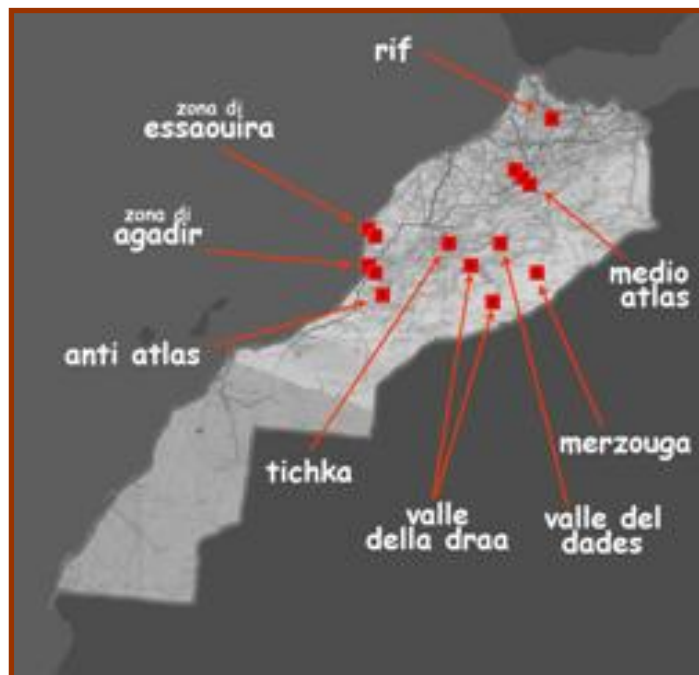
**Draa Valley:** Adgz, Tagounite

**Tichka:** Imouzzer

**Anti Atlas:** Tiwadou

**Agadir region:** Azazoul, Ait Melloul

**Essaouira region:** Sidi Boudarqa, Sidi Mbarak.



For privacy reasons, names and references to hosting families will not be published on this web site. The contact between traveller and hosting family is mediated by both Italian and Moroccan interfaces, at least during the reservation phase.

## HOW TO HELP

As described above, the project has almost no management costs, therefore no funds are required. The success of this initiative mainly resides in its diffusion, both at local (search of new potential hosting families) and at international (search of new potential hosted travellers). Thus, the best push to the project success is **positive advertising**!

Moreover filling the **travel report** is mandatory, pushing the constant improvement of the level of the offered service.

## CONTACTS

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