

## YALLA PROJECT



the aim of the **YALLA** project is to build a network of moroccan guides enabling responsible travelers to *live* the country

there are:

**national guides**, responsible for the whole tour, they take care of the traveler as guides, and coordinate local guides

**local guides**, responsible for a specific activity (visit of a town, trekking, desert guides, etc)

national guides are coordinated by a **national reference**; at present *djemme* takes care of this role, but in the future the national coordinator will be chosen among national coordinators

**YALLA** guides are mainly unofficial guides, except for specific activities requiring particular preparation

working in an international context and learning the meaning of coordination will allow moroccan guides to interface directly with european tourism organisations

**YALLA** guides are paid directly by the traveler for their role as guides, but their role as coordinators is voluntary



**YALLA** in arab means "let's go!"



**YALLA** project is a means both to promote responsible tourism and to create an awareness of tourism amongst local guides



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enthusiasm and deep knowledge of their territory: two basic features of **YALLA** guides

