

# YALLA PROJECT



*Promoter:* Djemme - Slow Travel

*Type of activity:* **sustainable tourism:**  
**guides**

The **YALLA** Project (*yalla* in arab means *let's go!*) has the aim of **creating a network of sustainable tourist guides**, so that covering all Moroccan regions.

**YALLA** project, for the guides themselves, it comes out in a chance of transforming their sometimes unstable activity into a medium-long term profession, in direct contact with European tourist structures: they can become independent from intermediaries and conscious professionals in sustainable tourism.

Common features to all the **YALLA** guides are **enthusiasm** for their activity and **deep knowledge** of their areas of responsibility.



## THE MATTER OF THE LICENSE EXAMS

In Morocco, for getting the tourist guide license, there is an exam, which is accessible to those who have the specific necessary qualifications, and there are three different types of tourist guides:

- **tour guide:** must have either a high diploma from a Superior Tourism Institute or a degree in human sciences and a knowledge certificate of at least one foreign language
- **local guide:** must have either a diploma from a Tourism Institute or a certificate of university studies in human sciences and a knowledge certificate of at least one foreign language
- **mountain guide:** must have either a diploma from a specific course for mountain guide and a knowledge certificate of at least one foreign language.

The access to the training course to get the different tourist licenses is not always easy for everybody, and the use of *bakshisha* (bribe) is surely less diffused than in the past, but still present..

Mohamed VI, the king, started giving a new look to tourism since 1999. In August 2005 he launched the **Vision 2010**: increase the number of foreign visitors in Morocco, per year, from (some) million to



ten millions; in 2007 7 millions were reached , and a new **Vision 2020** has been launched in order to take to 20 millions of tourists within 2020..

**Note:** into the Vision 2020, words such as "sustainable tourism" appear for the first time!

Mohamed VI is also the promoter of the **Tourist Police**, invented to defend tourists from Marrakech "arnakech" (the *arnakesh* are those people who do all what they can or even more, in order to convince you to step into their bazaar or to tour with them as guide). In imperial towns (Marrakech, Rabat, Fes, Meknes) and nowadays also in Essaouira and in some mountain areas in the South, if you are not with an official guide you may happen to meet a civil policeman: no problems for the traveller but the reaction to the Moroccan person may vary from the suggestion to have an authorization (very simple to achieve: the traveller signature, less than 1€, and half an hour in queue) to kicking him into prison for two days.

Another topic: the use of unofficial guides feeds the unofficial job market, as seen in the present context (and there are no reasons to believe it will change soon). The guides member of **YALLA** project are partly **not official guides**. This choice, based on difficult procedures to get licence, presents advantages and disadvantages. In fact, boys who drive a traveller along a circuit shouldn't be paid. But they are often true professionals, capable, enthusiastic and reliable.

**Djemme** believes that their profession should be somehow recognized and eventually *legalized*: may it be that they start as *sustainable tourism consultants*?



## THE PROJECT

The **YALLA** guides network is structured with two main figures:

type	competence	role
<b>national tour guide / tour reference</b>	all over Morocco	<p><b>national tour guide:</b> leads the group of travellers during all the journey in Morocco</p> <p><b>tour reference:</b> looks for local guides, whom to refer, guaranteeing reliability and availability during a fixed period of staying (at present this role is covered by <b>Djemme</b>)</p>
<b>local guide</b>	his own city or area of activity	<p>official guides for <b>visiting the imperial cities</b> (Marrakech, Rabat, Fes, Meknes)</p> <p>guides for <b>trekking / walking</b> in Arganier (Essaouira), Middle Atlas, High Atlas, Anti Atlas, Rif, Draa Valley and Dades Valley</p> <p>mountain guides for <b>mountaineering</b> on Jebel Toubkal, into the High Atlas</p> <p>guides for <b>desert excursions</b> from Goulmima (Merzouga) and from m'Hamid</p>

		guides for <b>snowshoe walking</b> in the Middle Atlas
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Normally, during a traditional sustainable tour, a unique local guide plays an interface role (for both language and culture) between the traveller and the local community; this guide drives the group or the single traveller from the beginning to the end of the stay in the country.

Thanks to **YALLA** project the traveller will be put in contact with not only one Moroccan guide (besides the Italian guide, if required), but several local guides, who can offer the best of their competence since true experts of their area or activity.

A medium-long term purpose of the project is to replace the Djemme operator, for his role of national tour reference, with a Moroccan operator, chosen among national tour guides; in this way, the project will be run by Moroccans only, and they will interface directly with European tourist structures.



## HOW TO ACCESS THE SERVICE

If you wish to be accompanied by **YALLA** guides, pls choose the area(s) you would like to visit, the activities requiring a guide, 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 guides availability are clarified, 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(s) for defining all the logistics.

The payment is made directly from the traveller to the guides; no money transits through **Djemme**. No economic return is provided to either **Djemme** or to coordinators.

The following fees are applied:

type	role	fee
<b>national tour guide</b>	drives the traveller during the whole stay in Morocco	<b>30 EUR + expenses refund (1) / 60 EUR + expenses refund (2) (3)</b> per day per group
<b>generic local guide</b>	drives the traveller during the whole stay in his area	<b>350 DH + expenses refund</b> (around 31.5 EUR) per day per group (3)
<b>local guide visit to cities</b>	authorized official guide for visiting imperial cities (Marrakech, Rabat, Fes,	<b>300 DH + expenses refund (4) /</b> (around 27 EUR)



	Meknes)	<b>500 DH + expense refund (5)</b> <i>(around 45 EUR)</i> per group
<b>local guide trekking</b>	trekking excursions in Arganier, Middle Atlas, High Atlas, Anti Atlas, Rif	<b>350 DH + expenses refund</b> <i>(around 31.5 EUR)</i> per day per group <b>(3) (6)</b>
<b>local guide mountaineering</b>	mountain guide for climbing the Jebel Toubkal, the highest peak in Morocco, (4.167 mt), into the High Atlas	<i>fee on demand (6)</i>
<b>local guide desert trekking</b>	desert excursion in m'Hamid region	<b>450 DH + expenses refund (7)</b> <i>(around 41 EUR)</i> per day per persons
<b>local guide snowshoe</b>	winter excursions in the area of Middle Atlas	<i>fee on demand</i>

(1) for groups up to 2 travellers

(2) for groups from 3 up to 8 travellers

(3) for groups over 8 travellers, 2 tour guides are necessary

(4) half day

(5) whole day

(6) according to the single excursion, the service can include renting of either mules or dromedaries for baggage transport

(7) include guides, cooks, dromedaries for baggage, 3 meals per day, renting of tents and mats

**The participation to the project as traveller or guide is totally free.**

Travellers and tour guides are anyway invited to fill and send to **Djemme** a **travel report**, within a reasonable time from the end of the journey. Filling and sending the travel report is to be considered mandatory.



## LIST OF AVAILABLE AREAS

The **YALLA local guides** can offer the following activities:

### visiting cities

Marrakech, Fez, Meknes, Rabat

### trekking / walking

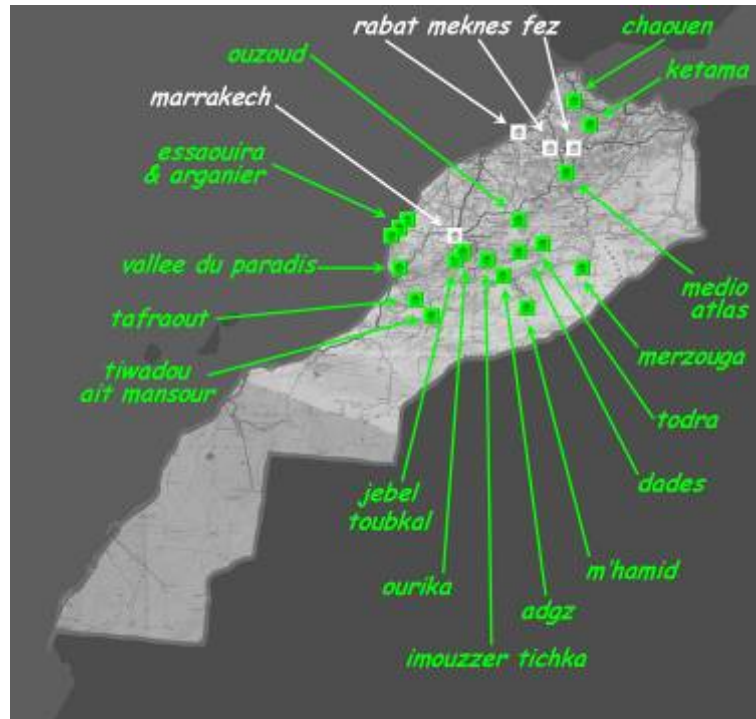
Middle Atlas, Rif, Ouzoud, Ourika, Essaouira region, Vallée du Paradis, Tafraout region, Draa Valley, m'Hamid region, Dades region, Todra, Merzouga region, Tizin'Tichka



**mountaineering**  
Jebel Toubkal

**snowshoes**  
(winter only)  
Middle Atlas

For privacy reasons, names and references to guides will not be published on this web site.



## ITALIAN COURSE

In order to make the **YALLA** guides even more independent in their activity with Italian travellers, an **Italian language course** has been proposed them.

The first part of the course was organized in June / July 2009, in modules of 7/10 days, and the Italian teacher is a non-professional volunteer.

The cost of the course was consequently only the didactic material (book + cd) given to the students.

## COSTS OF YALLA PROJECT

The **YALLA** project is cost free, a part from some phone calls, the implementation cost of the present web page, and printing cost of some brochures; all these costs are covered by **Djemme**.

That's different for didactic material for the Italian language course: the book, the cd, and the copies for the students (total around 120 EUR) has been covered by the *project cash* of **YALLAZ** travels.

## HOW TO HELP

As written above, this project does not require foundings. But the success of this initiative mainly resides in its diffusion, both at local (search of new guides and coordinators) and at international (search of new travellers). Thus, the best push to the project success is **positive advertising!**



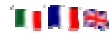
The guides, with particular reference to those involved in trekking and excursions, may need to complete or improve their **technical equipment**: backpacks, technical shoes and boots, tents, mats, sleeping bags, walk sticks, snowshoes, binoculars, water-bottles, camping equipment, all second-hand but in good conditions: if you have something that you don't use, pls contact one **operator** ([info@djemme.com](mailto:info@djemme.com)) of **Djemme**.

Moreover, filling the **travel report** is mandatory (for both the traveller and the guides and coordinators). That is the basis for a constant improvement of provided services.

## CONTACTS



**Monica Lobetti-Bodoni**



gsm	+212 672 642673
landline	+212 524 391657
email	<a href="mailto:monica@djemme.com">monica@djemme.com</a>
web sites	<a href="http://www.djemme.com">www.djemme.com</a> , <a href="http://www.yallaz.net">www.yallaz.net</a>