Title of the project:
UNWTO Tourism Tech Adventure – Morocco

Title of the competition:
UNWTO Startup Competition: National Tourism Startup Competition: Invest in the development of Moroccan Tourism Supported by SMIT (Société Marocaine d'Ingénierie Touristique) – Rayonnement Touristique du Maroc.

Introduction:
The World Tourism Organization (hereinafter, “UNWTO”) in line with its commitment to innovation and the promotion of entrepreneurship in tourism, is holding the UNWTO Land of Light Startup Competition, in collaboration with SMIT.

UNWTO has among its objectives to strengthen the entrepreneurial ecosystem and boost innovation in the tourism. The UNWTO is the United Nations agency responsible for the promotion of responsible, sustainable and accessible tourism for all. The UNWTO, as the leading international organization in the field of tourism, advocates tourism that contributes to economic growth, inclusive development and environmental sustainability, and offers leadership and support to the sector to expand its knowledge and tourism policies throughout the world. Its members include 158 countries, 6 Associate Members and more than 500 Affiliate Members representing the private sector, educational institutions, tourism associations and local tourism authorities.

One of the current priorities of UNWTO is to promote connections among the actors that form part of the entrepreneurship and innovation ecosystem in tourism as a means for the generation of employment and business opportunities, as well as for the sustainable development of the sector. In this regard, UNWTO, through its Department of Innovation, Education and Investment, has carried out 8 entrepreneurship competitions (UNWTO Tourism Startup Competitions), 6 Innovation Challenges (UNWTO Specific Challenges) and 20 innovation and technology forums (UNWTO Tourism Tech Adventures), which have generated an Innovation Network of more than 7000 entrepreneurs, 500 companies, 400 public institutions, 260 education centres, 40 incubators/accelerators and 290 investors, whose connection has allowed the generation of more than 74 million dollars (USD) in financing for new companies (start-ups).

Cities and regions increasingly need to generate new experiences both for their own inhabitants and for the tourists they receive annually. In 2019, Morocco received 12.9 million international tourist arrivals, accounting for half of the tourist arrivals in North Africa, and a total of 8.2 million dollars in international tourism receipts, with 25 million overnight stays. The Moroccan tourism sector is a very important source of jobs which counted for 565,000 jobs in 2019, counting for 7% of the GDP. Morocco received 3.7 million international arrivals in 2021, more than 34% compared to 2020. So far, in the first six months of 2022, Morocco has received 4 times (+200%) as many international tourists as in the same six months of 2021,
but 27% below the same months of 2019. In the month of June 2022, arrivals in Morocco were only 2.5% below 2019 levels, meaning they almost reached pre-pandemic values. These figures reflect a rapid recovery in Morocco’s inbound tourism.

In this regards, the World Tourism Organization (UNWTO), and the Moroccan Agency of Tourism Development Société Marocaine d’Ingénierie Touristique (SMIT), are joining forces in this national startup competition to source the most innovative and disruptive business models adapted to the tourism needs of future generations.

In 2008, as part of efforts to raise the Moroccan tourist industry’s international profile, the Moroccan government set up a new body devoted to developing and promoting investment in the country’s tourism sector: the “Société Marocaine d’Ingénierie Touristique”, otherwise known as SMIT. SMIT is a platform providing support and assistance to investors and local communities through a range of actions designed to make the country’s tourist offering more attractive. Capitalising on its extensive knowledge of tourist destinations and the potential for tourist development in each of the regions, SMIT offers qualitative, scalable solutions tailored to the development of natural and cultural assets, to promote the development of a unique product set apart from the national and international competition. By identifying the right concept for each territory based on the target positioning of each tourist destination, SMIT aims to shape Morocco’s tourist landscape, while extending the socio-economic benefits to every link in the industry’s value chain and ensuring fairness between territories. A key player in the planning and development of Moroccan tourism, SMIT develops and deploys pioneering concepts to meet the needs of the State, Local and Regional Authorities and investors. In addition to its contribution to the design of the 2020 Vision, SMIT also plays a vital role in implementing projects to develop tourism.

With its battery of indicators, SMIT constantly monitors tourism growth and determines whether each territory is meeting targets in terms of positioning and capacity. SMIT is increasingly an essential partner in the Moroccan tourist value chain for developing tourism clusters with a unique, competitive and sustainable offering. What instruments, tools, synergies and tourism promotion strategies can be adopted to stimulate economic and social development? How can flows be captured to boost local jobs? How can sustainable tourist products be made more attractive? How can the industry be encouraged to operate tourist sites sustainably? Finding answers to these questions is SMIT’s job, identifying new models and approaches to tourist development suited to the requirements of each territory and the expectations of private investors and public stakeholders.

Morocco offers the ideal balance of dynamic landscapes, colorful architecture, and vibrant cities. These cities and regions increasingly need to generate new experiences for their inhabitants and for the tourists they receive annually while preserving their natural and cultural heritage.

This competition will source entrepreneurs that can offer new experiences and solutions for tourists in a more sustainable way. The call will identify and support those that contribute to the recovery and future of the tourism sector through the development of innovative tourism products. By promoting connections among the actors that form part of the tourism entrepreneurship and innovation ecosystem, the UNWTO aims to generate employment and business opportunities to recover Moroccan tourism.

Please find below the requirements of the competition:

1. Target audience

The purpose of this Competition is to capture the attention of a large number of start-ups, tour operators and entrepreneurs from the Kingdom of Morocco from across the tourism value chain to facilitate the selection of those that are most relevant to the challenge we are addressing.

The business must offer an innovative solution that is legally based in Morocco.
2. Participants

The projects must be aligned with the Sustainable Development Goals established by the United Nations and the introduction or adaptation of digital and technological elements, and focused on one (or several) of the following areas:

- Be innovative/disruptive in nature providing value-added solutions;
- Harnessing the impact of new technologies;
- Alternative and complementary business models to harness the economic impact of tourism in destination(s);
- Smart and innovative solutions for sustainable experiences; Entrepreneur/promoter team: Suitability of the promoter team, motivation, and interest;
- Startup in Seed Stage or Early Stage (have a minimum viable product or an idea that is ready to be developed and funded);
- Emphasize the promotion of gender equity (and female empowerment), digitalization, environmental preservation, local communities, and youth leadership;

3. Requirements

3.1. The Competition: will require the following requirements to participate:

- Innovative/disruptive nature identified
- Entrepreneur/promoter team: Suitability of the promoter team, motivation, and interest

In addition, other selection requirements will be evaluated, such as:

- Market and sector: Market potential

3.2. The representative must be a natural person, of legal age and with legal capacity to enter into a contract:

Not having been convicted by a final judgment, for intentional crimes, with a penalty of six months or more, insofar as the criminal responsibility has not expired.

Participants, who, initially or at any point during the programme, fail to meet any of these requirements, may be excluded from the programme, losing any option to receive any service and without the right to claim anything from UNWTO.

The data that participants provide when registering in the programme must be true, and therefore any participants whose data is incorrect or incomplete shall lose any option to participate in the programme and to receive any service.

UNWTO reserves the right not to accept or to remove from the programme, without prior notice, any participants who, in their opinion, act fraudulently, in an abusive manner, or in a manner contrary to the spirit of the programme, the principles of the United Nations or the law, third-party rights and/or good faith. Likewise, any participant or related person whose action may be contrary to the reputation or good name of UNWTO may be removed.

None of the above actions shall entitle any participant or potential participant to any right or claim whatsoever for damages, expenses incurred, etc.

3.3. The candidatures must contain the following information:

Online registration form available on the website: UNWTO.org - https://docs.google.com/forms/d/e/1FAIpQLSe3xuLuXY8KzNvHFydiMOH0MsxXkJUHiH7hXrMbgaJ3zKPhA/viewform
Applicants must complete in English or French all the required fields requested in the form.

3.4. Exclusion from participation:

Those who do not comply with any of the requirements established in these terms and conditions will not be able to participate, with UNWTO having the right to exclude those who do not meet the established requirements, or even not to deliver the prize, as the case may be. Employees of UNWTO may not participate.

Minors are excluded from participating in the Competition. UNWTO shall not be liable for any false, inaccurate, obsolete, incomplete, or erroneous data submitted by the participants. In such a case, the participant shall be automatically excluded from the Competition, and lose the right to the enjoyment of the prize and shall not be entitled to make claims against UNWTO.

The start-ups that do not have travel insurance will not be able to participate in the semi-finals and finals.

4. Application process

Startups which comply with all the requirements described in section 3 “requirements” can apply to this Competition by selecting one of the categories of section 5.3. below

As there might be projects able to contribute to more than category, the one in which the positive impact is expected to be stronger should be selected.

To become a participant, applicants shall complete the online registration form available on the website https://www.unwto.org/ and form:

https://docs.google.com/forms/d/e/1FAIpQLSe3xuLu-XY8KzNvHFydIMOH0MsxXkEUiH7hXrMbgaj3zkPiaA/viewform

Applicants shall complete in English or French all required fields requested in the form. In the event that any field is left blank, or if the answer does not directly correspond to the question asked, the application may not be considered. The data that participants provide when registering in the programme must be true, and therefore any participants whose data is incorrect or incomplete.

5. Selection process

5.1. The period for the submission of projects will begin on 25 November 2022

5.2. The tentative calendar is as follows:

- Launch of the Competition: 25 November 2022
- Deadline for applications: 15 March 2023
- Selection of the winners: March 2023
- Pitch event: April - June 2023 (tbc)
- Tourism Tech Adventures: April-June 2023 (tbc)

All these forecasts will be subject to the current projections of the COVID-19 evolution.
5.3. Categories:

The categories correspond to tourism experiences materialized by a set of material and immaterial elements linked to the same tourism theme, which can be positioned over several geographical clusters, organized around a group of stakeholders, and making it possible to:

- Identify the challenges to develop the attractiveness of the tourism theme for tourists and investors.
- Support the development, improvement and structuring of the tourism offer.
- Stimulate initiatives and investments in the relevant tourism sectors while exploiting synergies between stakeholders.

Category 1: Innovation in blue economies – Life below water

Ocean waves: Hoisting Morocco as one of the best world destinations for watersports (surfing and kitesurfing) by capitalizing on the mythical spots of the Atlantic corridor. The experiences offered revolve around the discovery of the pleasures of sliding and are mainly available in nautical activities such as surfing, kitesurfing, windsurfing, relaxation activities such as yoga retreats by the sea.

Consolidating and supplementing the existing seaside offer of the Kingdom for a more attractive and adapted seaside resort (diversified animation activities), sustainable and attracting tourists all the year. Experiences to be enjoyed in the form of Beach holidays (Beach family holidays, Beach and relax) and Exclusive stays.

Nature, trekking & hiking: Developing structured experiences of green tourism by highlighting the natural capital of the Kingdom (mountains, oases / palm groves, lakes and valleys, natural parks) anchored in a transversal approach of sustainable tourism (e.g. sports and cultural activities, local population immersion, type of accommodation). The experiences related to this theme revolve around trekking / Slowtrek, Nature and discovery of wide-open spaces, Exclusive stays/experiences in the heart of nature, New outdoor activities, Mindfullness and Yoga retreat...

Desert & Oasis Adventure: Complete and multiply the offer of authentic getaways in the desert, along the links of the value chain (guides / agencies, circuits, trendy accommodation types not. glamping, animation, etc.) to improve and enrich the experiences of road trips, rallies or trekking. The related experiences consist mainly of road-trips (including rally & marathon), homestays in the desert, unforgettable and magical experiences in the desert.

Category 2: Innovation in natural heritage – Life on Land

Sub-category: Nature, trekking & hiking
Sub-category: Desert & Oasis Adventure

-Nature, trekking & hiking: Developing structured experiences of green tourism by highlighting the natural capital of the Kingdom (mountains, oases / palm groves, lakes and valleys, natural parks) anchored in a transversal approach of sustainable tourism (e.g. sports and cultural activities, local population immersion, type of accommodation). The experiences related to this theme revolve around trekking / Slowtrek, Nature and discovery of wide-open spaces, Exclusive stays/experiences in the heart of nature, New outdoor activities, Mindfullness and Yoga retreat...

-Desert & Oasis Adventure: Complete and multiply the offer of authentic getaways in the desert, along the links of the value chain (guides / agencies, circuits, trendy accommodation types not. glamping, animation, etc.) to improve and enrich the
experiences of road trips, rallies or trekking. The related experiences consist mainly of road-trips (including rally & marathon), homestays in the desert, unforgettable and magical experiences in the desert.

Category 3: Innovation in cultural heritage - Preservation through cultural innovation

- City break: Consolidate the City-Break offer with activities of animation, festivity, culture and outdoor and supplementing the City-Break offer at the level of the main urban tourist destinations of the Kingdom.

- Cultural circuits: Discover the heart of the Heritage of the Kingdom through the revaluation of the material heritage (medinas, ksours and kasbahs), new animation activities.

Category 4: Sustainable Urban Futures instead of Innovation in urban tourism

To consolidate and complete the city-break offer with animation, festivity, culture, and outdoor activities of the Kingdom's main urban tourism destinations, we are looking for startups that present sustainable and SMART features that can assure Moroccan cities are accessible, resourceful and diverse.

5.4. The selection criteria for all 3 categories that will be used shall be the following:

- Potential business impact: financial return and / or development of competitive advantages for the business in the short-medium term (e.g., access to new technologies, access to technical profiles, etc.)
- Innovation: As a future-focused destination, MOROCCO is seeking experiences that truly revolutionize the way travellers interact with a destination. The Jury will be looking for unique, new, and ‘never been done before’ experiences that leverage MOROCCO’s natural assets, the latest technology and align with the needs and desires of the modern traveller. The proposed experience should not exceed 4 hours.
- Contribution to the Sustainable Development Goals: coherence with the selected category / challenge; demonstrated contribution to the acceleration of at least 1 goal; impact forecasts; adaptability of the projects to other Nations and territories; sustainability indicators.
- Maturity of the product/technology: Degree of start-up/project comparative disruptiveness / innovation in the sector (global level); Degree of maturity of the MVP, technology or current product; Scalability potential within the business (leveraging existing resources, infrastructure, geographies, etc.); Potential value capture for the business.
- Maturity of the team and the organization: CV of the founders/team; Degree of maturity of the business (e.g., alliances/partners, initial investments, customers, initial sales, etc.); Entrepreneurial motivation and personal interests of the founders; Internal organization and processes (e.g., use of lean / scrum methodologies, use of outsourcing)
- Sustainability: Team should indicate how the designed experience delivers a net-zero impact on the environment, generates sustainable revenue, and contributes to the liveability of MOROCCAN residents.

5.5 An Expert Committee will be appointed by UNWTO to evaluate the filtered projects and will carry out the selection of each winner.

The Committee members will be decided based on the final number of applications received. Decisions, made by the Committee, are final.

5.6 Evaluation process
Both for the filtering and the Expert Committee evaluation processes, the above-mentioned criteria will be comprehensively assessed, and entities will receive an overall score from 1 to 5.

All categories will be judged in the same manner. Based on the scoring at least 1 winner per category will be selected, unless the Expert Committee consider that quality does not satisfy the criteria, for which it can decide not to nominate any entity. The evaluation process is strictly based on the specific project, not on other initiatives developed by the applicants. If the evaluation specific project reveals misconduct, the application will be disqualified.

5.7. First Phase (semi-finalists)

Based on the criteria mentioned in the previous clause, an initial screening and filtering of all participating projects will be carried out through the platform. The first pre-selection will yield up to 20 start-ups that will go through the next selection process. The list of selected projects will be announced online, and participants will be notified individually by e-mail.

5.8. Second Phase - (finalists)

The selection of the 10 finalist projects will be made by the jury chosen for the occasion.

5.9. Third Phase - (Winners)

The Selection of the Winners (one per category) will be made by the jury chosen for the occasion.

5.10. Prize

The finalist will be awarded the prize (to be confirmed) for the idea and will get the possibility to implement it in collaboration with MOROCCO.

6. Industrial and Intellectual Property and Protection of Personal Data

In case the processing of personal data is necessary for the running of the Programme, the organizers of the programme assume the following commitments:

- To use the data communicated solely for the purpose of the start-up Competition.
- To ensure that the persons authorized to process personal data shall undertake to respect confidentiality and that the data will not be communicated to unauthorized third parties.
- To take all necessary measures to provide a level of security appropriate to the risk that may arise from the processing of personal data and ensure the safety and integrity thereof, as well as to prevent their alteration, loss, accidental or unlawful destruction, treatment, disclosure or unauthorized access.
- If there is another entity in charge of processing, to impose the same protection obligations established in the applicable regulations.
- The participant may exercise his rights of access, rectification, cancellation and opposition by sending a postal mail to the registered office of the Organizer indicated in the heading of the present Legal Bases or sending an email to the address comm@unwto.org to contact the Organizer indicating the right that you want to exercise and attaching a copy of your Passport, National Identity Document (DNI) or equivalent documentation.
The participant expressly consents, and this through the mere fact of participating in the Programme presented herein, that UNWTO may use of his/her name in order to make the winning project known to the rest of the participants and without any remuneration being generated in his/her favour.

In submitting their applications, the project promoters guarantee that:

- The projects are original of their authors and/or they have free disposal or ownership over them. Participants undertake to exempt the organizers from any responsibility and hold them free of liability with respect to any legal action, claim or demand that may be filed in relation to intellectual property rights or personal data of third parties with respect to the projects they submit.
- In the event that the projects are a unitary result of the collaboration of several participants, the project will be treated as a collaborative work, with the resulting rights belonging to all of them as co-authors.
- The participant authorizes UNWTO to upload the project summary to their respective official websites, and accepts that visitors to the web pages have access to said information in accordance with the conditions of use of said website. The participant authorizes the use by UNWTO of the name and title of his/her project, without time limit, for the purpose of being mentioned on the website or for any actions or events related in any way with UNWTO as well as for its recording in the historical archives and storage media of diverse nature of UNWTO and linked to the programme.
- UNWTO shall not claim any ownership over the information offered or any industrial or intellectual property it may contain. The participant does not assign to UNWTO industrial or intellectual property rights derived from the projects.
- The participant expressly authorizes UNWTO to use their personal information with the objective of sharing information with them regarding events and activities that may be of their interest.
- The participants accept their transfer of data to the UNWTO once the contest has ended

7. Final considerations

This programme may be modified, interrupted and/or cancelled if there are justified circumstances that so warrant. Likewise, UNWTO reserve the right to declare all or any of the benefits unawarded, in the event that no submitted project meets the expected quality, in the opinion of the decision-making team. UNWTO is not liable for possible deficiencies of the application platform and for any problems regarding computers, networks or any other reasons that may lead to lost, damaged or late entries.

8. Acceptance of the terms and conditions

Mere participation in the Competition implies the acceptance of the entire content of these Terms and Conditions. The non-acceptance of any of the points that make up these Terms and Conditions supposes non-participation in the Competition and, in the event of being selected and/or being declared the winner, the automatic waiver of the prize.

9. Applicable Law & Dispute Settlement

These Terms and Conditions shall be interpreted in accordance with the general principles of international law, to the exclusion of any specific national law. Any dispute, controversy or claim arising out or in connection with these terms & conditions or any breach thereof, shall, unless it is settled by direct negotiation, be settled by arbitration in accordance with UNCITRAL Arbitration Rules.