



# AFRICA **T**Travel MAGAZINE

Global  
Markets  
for Morocco  
Travel, Trade  
and Tourism

**Morocco World Edition**

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# MOROCCO ...



I am Morocco, home of Africa's oldest monarchy, consitutional in form, with an elected parliament. I rank high on the list Africa's prime tourism destinations, generating over 2 billion per year in foreign currency. I am located in Northern Africa, with coastlines along the Atlantic Ocean and Mediterranean Sea. I am a stable and democratic country linking Sub-Saharan Africa and Western Europe, separated by the Straits of Gibraltar, a short ferry ride. In area I am slightly larger than the state of California and the same size as Iraq. I am bordered by Algeria to the east, Spain to the north, three small Spanish enclaves and Mauritania to the south via my Western Saharan territories. Most of my south east area is in the Sahara Desert and as such is generally sparsely populated

## **My status**

I am a member of the Arab League, Arab Maghreb Union, Francophonie, Organization of the Islamic Conference, Mediterranean Dialogue group, and Group of 77. I received my independence from France in 1956. My current population is more than 30 million. My official language is Arabic, Berber dialect - with French popular as the language of business, government and diplomacy and English widely spoken. My Ethnic groups are as follows: Arab-Berber 99.1%, other 0.7%, Jewish 0.2% My religions: Muslim 98.7%, Christian 1.1%, Jewish 0.2%.

I am the third most populous Arab country, after Egypt and Sudan. Most of my people practice Sunni Islam and are of Berber, Arab or mixed Arab-Berber stock.

## **Great Cities of Morocco**

I am famous for my Imperial Cities. Casablanca is my business and economic capital, and has the Northern Africa's largest seaport. A modern autoroute connects Casablanca with other major centers, and the railways system is well advanced, with seamless service to the Mohammed V International Airport, with over 6.2 million passengers annually.

**Continued on page 40**

# I AM MOROCCO , FROM THE ATLANTIC OCEAN AND

From page 2

It is home base to RoyalAir Maroc, Jet4you, Air Arabia Maroc and Regional Air Lines. Rabat is my administrative capital - traditional yet modern and elegant, with wide boulevards with trees, flowers, gardens and luxurious boutiques. Small wonder they call in the Garden City.

An exciting development currently underway is a rapid light rail system linking Rabat to its sister city of Sale.

Fés, the Imperial City, is my spiritual and cultural center and original capital, dating back to the 800s. Meknes is famous for its picturesque and exotic souks (markets) with colorful displays of foods, handicrafts and textiles. Close by is the Roman City of Volubilis, now a UNESCO World Heritage site.

Marrakech has many historical sites as well as exquisite shopping bazaars. Opportunities to experience luxurious palaces, exotic kasbahs, museums, casinos, golf courses, mountains, lush oases, and fabulous market-places.

Other cities include Agadir, Essaouira, Fes, Marrakech, Meknes, Mohammadia, Oujda, Ouarzazat, Safi, Salè, Tangier and Tétouan. My climate is Mediterranean, becoming more extreme towards my mountainous interior regions. My coastal plains are rich and accordingly, they comprise the backbone for agriculture. Forests cover about



# MEDITERRANEAN SEA TO MOUNTAINS AND DESERT

12% of the land while arable land accounts for 18%. 5% is irrigated. I am known for my wildlife biodiversity, with birds representing the most important fauna

I m an ethnically diverse country with a rich culture and civilization, having hosted many people coming from East (Phoenicians, Carthaginians, Jews and Arabs), South (Sub-Saharan Africans) and North (Romans, Vandals, Andalusians (including Moors and Jews)). All those civilizations have had an impact on my social structure.

I am any ally of the United States via the Moroccan-American Treaty of Friendship, the oldest non-broken friendship treaty. It was negotiated by Thomas Barclay and signed by John Adams and Thomas Jefferson. It has been in continuous effect since 1787.

Portuguese efforts to invade and control the Atlantic coast in the fifteenth century did not profoundly affect the Mediterranean heart of Morocco. Many former Portuguese forts are integrated into my coastal cities.

With my capital at Rabat, there are 37 provinces and 2 wilayas; Agadir, Al Hoceima, Azilal, Beni

Mellal, Ben Slimane, Boulemane, Casablanca\*, Chaouen, El Jadida, El Kelaa des Srahna, Er Rachidia, Essaouira, Fes, Figuig, Guelmim, Ifrane, Kenitra, Khemisset, Khenifra, Khouribga, Laayoune, Larache, Marrakech, Meknes, Nador, Ouarzazate, Oujda, Rabat-Sale\*, Safi, Settat, Sidi Kacem, Tanger, Tan-Tan, Taounate, Taroudannt, Tata, Taza, Tetouan, Tiznit . note: three additional provinces of Ad Dakhla (Oued Eddahab), Boujdour, and Es Smara as well as parts of Tan-Tan and Laayoune fall within Moroccan-claimed

Executive branch: Chief of state: King MOHAMED VI (since 23 July 1999),

Head of government: Prime Minister \_\_\_\_.

Education is free and compulsory through primary school (age 15).

List of universities in Morocco  
Main article: List of universities in Morocco

Abdelmalek Essaâdi University , Tétouan - Tanger  
Al Akhawayn University, Ifrane

Cadi Ayyad University, Marrakech

Chouaib Doukkali University , El Jadida

Hassan II Ain Chok University , Casablanca

Hassan II Mohammedia University , Mohammedia

Hassan Premier University , Settat

Ibn Tofail University , Kenitra

Ibnou Zohr University , Agadir  
Institute of Management and Business Technology (IMBT)

Rabat  
Mohamed Premier University , Oujda

Mohammed V University, Rabat  
Mohammed V University

Agdal, Rabat  
Mohammed V University

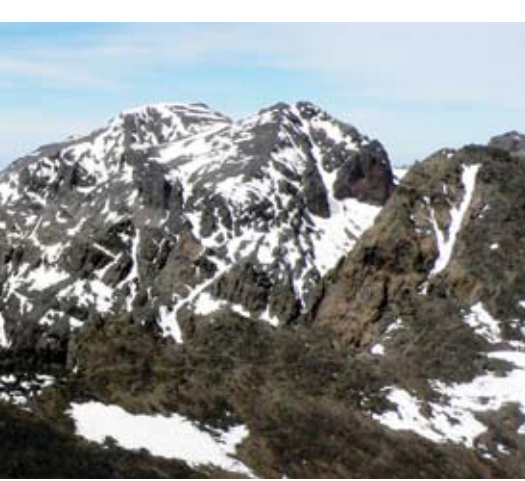
Souissi, Rabat

Moulay Ismail University , Meknès

Sidi Mohamed Benabdellah University , Fes

University of Al Karaouine, Fes

Université Moulay Slimane (formerly called Cadi Ayyad Univer





by Habeeb Salloum

In this rushed 20th century there are not many of us who know that in Morocco there still exists a medieval world of craftsmen who are creating, with their hands, masterpieces of art. Incorporating a synthesis of the Libyco-Berber, Mediterranean, Middle Eastern, African and Andalusian artistic traditions, these artisans have a long and honored history.

Whole families, century after-century, handing down the trades from father to sons, have kept Motional fee based on number of nights. Prices and dates for each of the tours are subject to change based on total number of participants. Photo (above right) Rabat, Mor.occo's artistic traditions alive. The families know-how, always open to contributions from the outside world, are constantly improved without deviating from tradition. New ideas are assimilated, brewed, melted, then re-created to become genuine Moroccan art.

These craftsmen who, in our time, compete with modern mechanical technology, are able to survive and, in fact, prosper. Unbelievably, these Moroccan skilled workmen, unlike their brethren in other parts of the world, have fought against the machines of the modern age and have not lost the battle. With skills inherited from their fa-

*Photos: Left- Craftsman at ITB Berlin, 2009. Right- ornate lamp at Atlas Hotel,, Essaouira, a Royal Air Marox\ property.*

# The Splendid Handicrafts of Morocco

thers, they produce, today, some of the finest handmade products in the world.

If one wishes to be transported to a world of ancient oriental splendor, Fez el-Bali or the old section of Fez is the place to visit. Within its walls no automobile is allowed to enter and, as it was in the medieval ages, all work is carried on by man or donkey. The craftsmen, like their forefathers in the days when Moorish Spain and Morocco were one, still turn out superb handmade articles which dazzle the onlooker.

In the same way as they have been for hundreds of years, these artisans are grouped in numerous streets specializing in different crafts. Fascinating to any visitor, the souks not only in Fez but also in the other cities of Morocco, appear to come straight out of The Arabian Nights.

## **Artistry in Fine Leather**

I will never forget the first time I walked down into the heart of the medieval part of Fez and saw artisans working amid shops displaying their colorfully embossed articles of leather.

Green, red, violet, white and yellow, marvelously treated by that city's celebrated tanners and dyers, leather was being gilded and transformed into dozens of products. Book covers, wallets and purses in all shapes and forms, desk sets, belts, hassocks, photo

frames and countless other articles were being decorated with sumptuous motifs comprising geometric designs, arabesques and stylized flowers or stars. The artistry of these Moroccan craftsmen was dazzling and breathtaking. However, this should not have come as a surprise since the ancestors of these leather artisans have been world-renowned hundreds of years. In the Middle Ages Moroccan leather was so famous that the best leather of that time and Moroccan were synonymous terms.

## **Brass and Copper**

Next to leather products, the craftsmen of Fez and Marrakesh are world famous for their brass and copper utensils. In the shops and homes, gleaming brass and copperware entice the tourist and Moroccan alike. Trays in all sizes, ashtrays, braziers, incense burners, door knockers, kettles, sugar boxes, teapots and other articles decorated with interlacing

arabesque designs and intricate floral motifs are produced with hands inheriting the skills of centuries.

Candelabra and lanterns with green, red and yellow glass inserts are in demand by the many visitors Morocco hosts annually. Numerous restaurants and night-clubs make use of them to create for their clients a relaxed aura. The colored lights project to the customers an haunting and romantic atmosphere.

## **Artistry in Lighting**

In Morocco, a room lit with colored lanterns is always complemented with attractive handmade carpets. The oldest of that country's handicrafts, they come in basically two types: rural and urban. However, these are divided into a wide range of many styles.

## **World Famous Carpets**

Rural carpets, known as Berber carpets, are the oldest type and the most common. Some have very thick woolen piles while others have short goat or camel hair piles. In almost all cases, they reflect the colors of the landscapes where they are made. Hence, they come mostly in beige, brown and tan with a few in black, red and white. Some have designs recalling prehistoric inscriptions while others have geometric compositions made up of lozenges, arrows and



saw-tooth lines. Urban carpets are a newer type of rug. They were only introduced from the East into Morocco in the 18th century. Rabat and Sale became the production centers of these rich carpets. Traditionally, the urban carpets have a harmony of seven colors and a multitude of designs. Three bands of unequal width frame a rectangular field with a star-shaped motif in the center. Bands of different colors in geometric or floral designs encompass

these and, at each end, there is a kind of mihrab arch. Fine carpet experts indicate that these colorful rugs bring to mind garden paths around a pool surrounded by flowers and pet birds. In the homes of the wealthy in Morocco the handmade rugs are usually associated with inlaid furniture and other wooden knick-knacks usually made from they wood (a type of oak). Essaouira, famous for its marquetry, is where many of these charming pieces of furniture, desks, all kinds of tables, chests and jewelry boxes are made.

### **Artistry in Woodwork**

The city's skilled artisans polish the hard they to a satin finish, then inlay it with cedar, lemon wood, ebony, mother-of-pearl and silver in floral



and geometric patterns. By using thin veneers of the same wood in a checkered design, or with chevrons, stars and other forms alternating with mother-of-pearl, ebony and silver they bring out the subtleties of the they wood. The saying that the wood craftsmen of the city combine and harmonize their inlaying to sing a song of beauty has much merit.



In Fez, the craftsmen are well known for their skill in decorating all types of structures with cedar wood, which is abundant in the nearby forests. Ceilings, doors and windows are made attractive with zouak, a type of decor dominated by geometric figures. The city\*s artisans, as well as those in neighboring Meknes, also specialize in masharabiehs (screens made

of small pieces of cedar wood turned on a lathe and then assembled in clever designs). Delicate and appealing these screens make the windows of the traditional homes attractive.

### **Ceramics**

Alongside the inlaid articles are the ceramics which beautify, besides the homes, fountains, palaces, mosques and public buildings. The tile-makers whose ancestors made Andalusia an earthly paradise still practice their trade in Fez and Meknes. Throughout Morocco, tiled green roofs harmonizing with the surrounding greenery and breathtaking tiled blue, turquoise, white and yellow patios, rooms and hallways are all the handi-

work of these master craftsmen. For the preparation of their food the Moroccans, in the main, employ glazed red or brown pottery. However, enameled ornamental pottery made in Fez, Meknes, Sale and Safi are produced with the finesse of Italian or Spanish wares. Amphoras, dishes, jars, pots and vases are decorated mainly with cobalt blue on an enamel background. Cross-stitch designs, interlaced curves, polygonal stars and geometric or floral designs are then applied in black to these colorful utensils. In addition, in Safi, ceramic artisans produce in darker colors the metallic sheen found in Malaga pottery which itself was initiated by the Arabs. In all aspects of the handiwork industries, nothing is created hastily. The taste for the superb, along with the passage of time has created perfection. For export, the production of handicrafts is strictly regulated by the Moroccan government which allows only the topnotch products to be exported outside the country. In the country itself, the cooperative shops Coopartim sell handmade goods of guaranteed quality at reasonable prices. Hence, a visitor need not worry about bargaining if he/she is not inclined.

Nevertheless, whether sold in these regulated stores, in the traditional shops, or laid out on the sidewalks or on the bare ground



*Photos: From top left- (1) Metal sculptures of Gnaoua musicians, Atlas Hotel, Essaouira. Moroccan crafts at ITB Berlin (3) Leather handbags, souk, Essaouira.*



# MOROCCO: FROM MAJESTIC MOUNTAINS

Story and photos by  
Habeeb Salloum

*Thanks to the Africa Travel Association's 6th Cultural and Ecotourism Symposium in Fez, Morocco during the International Year of Ecotourism, our ATA web site is receiving a flood of e-mail requests for information on the historic host city. The following article by Habeeb Salloum captures the magic of Fez and its surrounding area thanks to the writer's professional style.*

For two days we had explored Fez, Morocco's historic city, glorifying in its ancient section which remains enclosed within its ancient ramparts. Inside no auto is allowed. Only donkeys contest with humans the few feet wide medieval streets. Seemingly, we had traveled back a thousand years in time.

It was a fabulous beginning for the trip we intended to take across the Atlas Mountains to the land of kasbahs (mud castles) and deserts. Fez, with its air of the Arabian Nights, was still on my mind as our tour group of five, along with Abdelatif, our guide, traveled through the foothills of the Atlas Mountains towards the desert frontier town of Erfoud, some 480 km ( 298 mi) away. I was still dreaming of the

city's enchanting medieval palaces and skilled craftsmen when suddenly, the voice of Abdelatif, magnified by our small auto bus's microphone, boomed, "During this journey, we will see some of the most magnificent scenery in

the world. It will be a journey of make-believe". A lady next to me snickered, "He's like all the other guides, always exaggerating." "We will see!", I thought to myself as we drove through a green fertile valley, covered with olive trees, many newly planted, set in the midst of sprouting wheat fields.

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# TO ROMANTIC KASBAHS AND DESERTS

After about a 40 km (24 mi) drive, we turned and began to travel upward on a road edged by stately maple trees, into the Middle Atlas Mountains. Further away, small apple orchards and patches of pine trees, increasing as we moved along, dotted the slope of the hills. Past the 1,220 m (4,000 ft) high red-roofed resort town of Imeuzzer der Kandar, we passed through an oak forest, then barren land until we entered the attractive 1,650 m (5,412 ft) high skiing town of Ifrane with its red-sloped roofs. A modern and prosperous resort town, it is labeled by travelers as the 'Switzerland of Morocco'. Located 60 km (37 mi) from Fez, this European-looking town is snow-bound in winter and ideal for skiing. It is the playground of the rich - the place where affluent Moroccans build their second home. Ifrane is also noted for the

privately built Al-Akhawayn University, specializing in foreign language training. Downward, we drove through oak forests until, on the outskirts of Azrou, we turned upward. A short drive and the oak forests were soon inter-mixed with the majestic cedar. However, this all-encompassing greenery was followed by a barren countryside - the home of shepherds and their flocks. We drove through this arid Middle Atlas landscape, in the shadows of the snow-capped peaks of the High Atlas Mountains, until we stopped at Midelt - a town of 70,000, located at the entrance to the Berber region in Morocco - 200 km (124 mi) southeast of Fez. Situated between the Middle and High Atlas Mountains, 1,525 m (5,000 ft) above sea level, this windswept town, an important center for local carpets, defuses

a calm and friendly atmosphere. Besides being a rest stopover, travelers come to this town to visit the nearby convent of Kasbah Myriem - a nunnery staffed by a handful of European nuns who make their living selling carpets. We stopped to refresh ourselves at the Kasbah Hotel Restaurant Asmaa - a traditional kasbah-style building whose interior is beautified by fountains and tiles in traditional Moroccan fashion. Soon thereafter, we were driving in the barren High Atlas until we passed a spot 1,907 m (6,255 ft) above sea level - the highest point we were to reach during our journey. From this high pass, the road wound its way downward through an arid landscape until we reached the Ziz River - a thin line of greenery in an otherwise barren countryside. Habeeb Salloum (continued)

**Habeeb Salloum.** From page 7

At places, the road wound its way high above the river, then suddenly it would descend to the water's edge where vegetables thrive under olive, palm and many other type of trees. The scene brought to mind the words of the poet-astronomer Omar Khayam, "Between the desert and the sown."

After passing a dam on the Ziz River, which supplies the nearby city of Errachida with drinking water, we entered that town - some 400 km (248 mi) from Fez.

Once known as Kasr es Souk, its name was changed in 1979 to honor Moulay Rachid, father of Morocco's ruling Alaouite dynasty. Built at the crossroads of the main caravan routes to the Dadés Valley and the Tafilalet area, Errachida us by the beauty of its kasbak-like structures, seemingly all newly built. A city of some 200,000, with agriculture the main source of revenue, it appeared attractive and had an air of prosperity.

From Errachida, the highway continued to hug the Ziz River, forming the largest valley oasis in

Morocco. The whole valley is covered with aspin trees and date palm. This shimmering field of green stayed with us until we reached the desert town of Erfoud, saturated with modern buildings, built in replicas of the ancient kasbahs - huge fortress structures, once castle-homes of emirs, tribal chiefs and government officials. Some 350 million years ago the region around Erfoud was a huge

ocean and sea creatures from that era are found in abundance, fossilized in the local rock formations. A thriving tourist industry has been established by the fashioning into works of art these fossilized creatures of the sea and the manufacture of black marble found in the area

The last town in Morocco to be occupied by the French who thereafter made it into a military outpost, Erfoud is a typical tourist destination. A bustling place of some 40,000, its dusty streets, all year round, are usually filled with travelers from the four corners of the world, coming to examine its fossils and exploring its sand dunes. This is especially true when the annual Date Festival is held in October.

October had long gone when we landed in Erfoud, but there was still much to do in and around that desert town. After resting that night in our kasbah-like hotel, the next day we set out for nearby Rissani where the Ziz River disappears into the desert. Just before entering that town, we stopped at the spot where the now almost disappeared historic city of Sijilmassa once stood. Erected in 757 A.D., it was the first true Muslim city in North Africa. Subsequently, it became a major staging post on the trans-Saharan caravan route, especially in the trading of salt. It once had a population of 100,000 and was the capital of the Tafilalet region. Today, only the desert wind and blowing sand swirl around the little of what remains of Sijilmassa.

In a few minutes we passed the



town's gate and entered Rissani, a town of 30,000. Strangely, the setting of the town and its environs along the Ziz River with heavily populated villages, seemingly living in the past, its canals, building styles and the nature of its inhabitants, have often reminded travelers of the villages edging the Nile in Egypt.

Just inside the city gates, we stopped at a tiny museum where we examined artifacts found in Sijilmassa. We then moved on to visit the Mausoleum of Moulay Ali Chérif, ancestor of Moulay el Rachid, the founder of the present ruling Alaouite dynasty. A colorful authentic Berber market was our next stop after which we drove to the Kasbah of Moulay Ismail - a tiny town inside the city walls. Here, we spent some time examining beautiful rugs for sale in converted old homes.

Back in Erfoud, while my traveling companions left to view the spectacular sunset over some of the highest sand dunes in the world, I explored the town. Tired, I sat down on a bench by a well-dressed young man and introduced myself. Soon my new found companion, Muhammad, and myself were talking together in a friendly fashion.

When he found out that I would be writing an article about the Erfoud region, Muhammad asked, "Did you know that Hilary Clinton is from here?" Taken aback, I looked at him in astonishment, "Hilary Clinton from here! You must be kidding!" He smiled, "Haven't you heard about her Moroccan origin?" Muhammad went on to explain

that Hilary's grandfather, a Moroccan Jew living in Rissani, married an American woman, then immigrated to the U.S.A. He went on, "You know that Hilary visited her grandfather's home in Rissani and along with our king's sister Lalla Myriem visited the Mausoleum of Moulay Ali Chérif - forbidden to non-Muslims." He continued, "At the same time, she also visited her sister's daughter who is married to a Berber tourist guide and lives in the Atlas Mountains." I looked at Muhammad in disbelief. Was he telling the truth? I had no idea! But it was an interesting story which capped our thrilling mountain journey to the land of kasbahs and desert.

#### **Facts About Morocco:**

- (1) Nationals of most countries do not need visas to enter Morocco- only valid passports.
- 2) If you know French, it is easy to get around in Morocco. Everyone speaks French, but many also know English.
- 3) Unit of currency in Morocco is the dirham which fluctuates at around 10 to 12 to a dollar. Exchange money at banks or hotels - rates are all the same with no commission.
- 4) When traveling in Morocco, trains are the most comfortable. Buses are inexpensive - CTM the best. Small autos, with unlimited mileage and fully insured, rent for about \$50. a day, fully insured.
- 5) The mass of hustlers which once infested the tourist spots in Morocco have been greatly diminished by the strong arm of

the law.

6) Tips are expected for every service - always carry small change.

7) Bargain for all tourist items - never shop with a guide - his commission is usually about 30%.

8) At night, avoid dark alleyways. Morocco is safer than many other countries, but muggers still stalk the lonely streets.

9) When in Erfoud, for a breathtaking taste of the desert, one should make a trip to Merzouga, an oasis near the Algerian border surrounded by sand dunes - some more than 50 m (164 ft) high. The oasis's lake is a favorite spot for migrating birds, especially in February and March, when the Dayet Srji flamingos appear. On the other hand, if traveling the desert is on one's mind, trips to the desert can be arranged by tour companies in Erfoud.

10) Two good places to stay in Erfoud: Hotel Salem - a 4 star abode - from \$56. To \$80. A room; Hotel Ziz, an excellent 3 star abode located in the heart of town - \$34. a room. Note: All prices quoted are in U.S. dollars. For Further information, Contact: Moroccan National Tourist Office: Suite 1460, 2001 rue Université, Montreal, Quebec, Canada H3A 2A6. Tel: +1 514 842 8111/2. Fax: +1 514 842 5316. Moroccan Tourist Office: 20 East 46th St., Suite 1201, New York, NY 10017, U.S.A. Tel.: 212-557-2520. Fax: 212-949-8148. Web Site: <http://www.tourism-in-morocco.com/>

Habeeb Salloum



# HAPPY RETURNS TO MOGADOR FOR FESTIVAL D'

By Jerry W. Bird



It's been seven long years since we first toured Morocco with the Ministry of Tourism as part of the ATA media team. This time, our purpose is to set up Africa Travel Magazine's first office in Africa, here at Essaouira, a beautiful Atlantic Coast city, once known as Mogador. A world-class golf course development, with multi-star hotels is underway and many other attractions are on the horizon.

Since arriving from Paris on Royal Air Maroc, we have visited Rabat, with brief stops at Safi and Al Jaddida, spent two days in Casablanca and another in Marrakech, meeting old friends and new. Some of our positive impressions were a new Autoroute, with divided highway and the start of a Tramway system in Rabat. Muguette's brother, **Maurice Goufrani** of the Pompidou Centre in Paris, asked us to make sure we covered **Festival Gnaoua** (Gnawa) Essaouira, a unique musical experience, June 24-29, 2009. This event is high on our agenda and is in the **Venues World Edition**, now available for download at [www.africa-ata.org/venues.pdf/](http://www.africa-ata.org/venues.pdf/)

Known as the "windy city," Essaouira is Morocco's wind-surfing capital, where the sky is ablaze with multi colored kites from dawn to dusk every day.

## Flashback 2002

Here we are, basking in the noonday sun on North Africa's Atlantic Coast at Essaouira, Morocco, following a journey of discovery which began in the Imperial City of Fès and continued via Rabat, Casablanca and Marrakech. In a few days, we will drive south to the resort city of Agadir, with its luxury beach front hotels and lavish casinos, catering to the jet set of Europe, Africa and Middle East. Most North Americans have yet to really discover Morocco's coastal resort cities - and that's a prime opportunity for our magazine, read by travel professionals

and their clients.

We are enjoying a nautical view of Essaouira's historic seaport, once known as Mogador, from our dockside table at "Chez Sam." Highly recommended by locals in the know, this charming waterfront restaurant is surrounded by fishing boats and marine activity. Men repairing fish-nets, shucking shrimp and sorting sardines, looming skeletons of boats under construction add to the scene. The interior of Chez Sam reminds me of Trader Vic's, once a popular hang-out in our home port of Vancouver, and Ivar's in Seattle. The fresh seafood, decor and atmosphere are magnificent and the impressive gallery of celebrity photos; Louis 'Satchmo' Armstrong, Stevie Wonder and others, attests to the fact that the owner comes from the world of jazz. Sam and his huge, jet black dog Nikita joined our table a few days later, and thanks to that rendezvous, I was able to learn the history of this outstanding restaurateur and the origin of the Essaouira (Mogador) seaport's most popular eatery.

Freshness is the order of the day, every day at Chez Sam and also at the many outdoor stalls, perched side-by-side along the dock area. Each offers visitors fresh caught products from the sea to the table and each competes vigorously with its neighbour for our attention. Barkers, menu boards and tempting displays of fresh catch from the Atlantic is their marketing approach. I enjoyed a generous portion of sole fillet and





# ESSAOUIRA GNAOUA, A MUSICAL BANQUET

fresh salad for less than five dollars U.S. My two colleagues split a large crab for a similar tab. Overhead a flotilla of sea gulls was dipping and diving against a background of crashing whitecaps, rocky outcrops and rugged remnants of the centuries old Portuguese fort that marks the city's place in history. Some call this the "city of winds ... and when we visited Essaouira earlier this same week, a minor storm was brewing. Gusts swept the area clear of surfers, bathers, wanderers and beachcombers. A few lonesome camel drivers still tended their stalls near the far end of the crescent shaped beach, and the waves grew even more fierce as they pounded the shore. But today, near the end of December,

the weather is as balmy as any spring afternoon, and the buyers and browsers are out in force, filling the Medina with its dozens of shops and stalls. We found an excellent Cyber Cafe right by the entrance and are getting our dozens of e-mail letters ready to send around the world. It's a great way to stay in touch, which is why we always carry our 'portable office - a reliable Macintosh laptop computer.

## Arabian Nights On New Years Eve in Morocco

One of my favorite meeting places in Essaouira is the 5-star Sofitel Mogador, located on the main promenade facing the beach. Here's where we spent one of the most enjoyable New Year's Eve celebrations in years. It started with an invitation to a Fashion Show, which continued into the wee hours. For starters, the hotel's dining room staff were all decked like Aladdin (of the lamp), and the entire ballroom looked like a scene from Arabian Nights, complete with belly dancers, mariachis with their Spanish guitars, Magicians and special visual and musical effects. The entire evening was unforgettable.

We then moved to the hotel's beach side restaurant, where the music was going full tilt. One of local girls modeled Muguette's bottle-green gown with shoulder wrap- one of several gifts we received from our friend and former Tourism Minister, Hon. Sylla Diakite of Conakry, Guinea. The Moroccan Khaftan fashion segment of the evening proved highly popular.

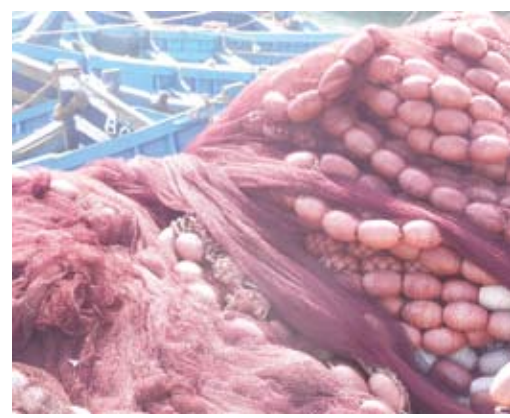
## Doors of Hospitality

Another friendly, convenient place to meet is the Hotel des Isles. Next to the Medina and offers a full range of services. Since we spent almost two weeks in the immediate area, we are pleased to recommend a stay in Essaouira to any traveler looking for something different. Photos courtesy: Thierry Mareschal and the Essaouira Cultural Center.

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## SCENES OF MOROCCO'S ATLANTIC COAST LIFESTYLE: THE HARBOR



From our magazine's Africa headquarters office at Es-souira our editors have an opportunity to explore this city so rich in culture, from its art galleries and strolling musicians to the dawn to dusk activity at the medina and adjoining harbor - one of the best anchorages on Africa's

Atlantic Coast. It's a photographer's delight with an interesting kaleidoscope of activities - seagulls fighting for scraps, fishermen mending their nets, workmen applying coats of paint to the hulls of fishing craft. On this warm, sunny day in mid October the weather was



# AT ESSAOUIRA RETAINS THE MAGICAL SPIRIT OF OLD MOGADOR



the best we've experienced since summer, however with the powerful trade winds and current from the Canary Islands, you can expect a refreshing breeze most of the year.

Small wonder Essaouira is called the wind-surfing capital of Morocco. We often meet groups of people from Marrakech which is only a few hours away by car. Many consider

this area the beach for Marrakech, but in return, families from Essaouira often drive to Marrakech for upscale shopping in its many stores. *Continued on page 52.*

**Behold what treasures  
await in the heart of a  
typical Moroccan Medina.**

*African Lifestyles*

# THE RIADS OF



*by Muguette Goufrani*

## **Homes of Character**

These traditional homes of Morocco, which many referred to as riads, villas, dars, kasbahs or guest homes, range from the simplest structures to the most sumptuous, luxurious palaces. Legendary comparisons are made to the Garden of Eden, with its fruit-laden trees, or a treasure-filled hideaway from *A Thousand and One Nights*. Cascading waterfalls, inner fountains with roses petals and bird baths, interior and rooftop tented patios, refreshing sauna-like hammams - you will find all of this and much more. Many riads are showpieces of Moroccan architecture and culture, a constant challenge to innovative decorators attracted by the opportunity to renovate and improve, with amazing transformations from ugly ducklings to graceful swans. While the concept is the same, each riad is unique in its own way, as in the hands and eyes of the owner or designer. *Africa Travel Magazine's* editorial team never tires of visiting a riad, whether it be in the heart of a médina, a desert oasis or a retreat high in the Atlas Mountains. In our first Morocco edition, Habeeb Salloum describes the experience this way, *"We stopped to refresh ourselves at the Kasbah Hotel Restaurant Asmaa - a traditional kasbah-style building whose interior is beautified by fountains and tiles in traditional Moroccan fashion. Soon thereafter, we were driving in the barren High Atlas until we passed a spot 1,907 m (6,255 ft) above sea level - the highest point we were to reach during our journey. From this high pass, the road wound its way downward through an arid landscape until we reached the Ziz River - a thin line of greenery in an otherwise barren countryside. At places, the road wound its way high above the river, then suddenly it would descend to the water's edge where vegetables thrive under olive, palm and many other type of trees. The scene brought to mind the words of the poet-astronomer Omar Khayam, "Between the desert and the sown."*

# MOROCCO. VIVE LA DIFFERENCE!

## How it started

The idea for our World Edition supplement on Moroccan homes and lifestyle was born in 1996 during the first Africa Travel Association (ATA) Conference held in this fascinating country. The venue was Marrakech and the focus was on Cultural and Ecotourism. The stage was set in 2002, when myself, Editor Jerry Bird and broadcaster Ogo Sow toured the major cities from Fez to Rabat, Casablanca, Essaouira and Marrakech. One of the highlights was our visit to several of the boutique hotels, riads and luxury resorts, such as the **Amanjena** with its 32 Pavilions, six, two-storey maisons and the Al-Hamra Maison, with its pools and oasis of palms and olive trees in the foreground and the High Atlas Mountains as a backdrop. Our editor has these comments



about Marrakech, "Where else are all the walls and buildings tinted in a rich pastel peach, the broad avenues and promenades lined with rows and rows of orange trees, with ripe fruit dangling from their branches like holiday ornaments?"

## Riads of Mogador

We stayed an extra few weeks through New Years at Essaouira, formerly Mogador. Here we were treated to a visit of the superb facilities and park-like grounds at the elegant **Dar Mimosas**, situated a few miles south of the city. At the Médina, inside the walls of a centuries old Portuguese fortress, a variety of attractive riads offer fine food and accommodation. I was introduced to Les Terrasses d'Essaouira, a luxurious riad which offers a scenic view of the bay. One of our favorite stops while doing business or shopping is the **Riad Al**

**Médina**. My brother Maurice Goufrani of the Centre Georges Pompidou in Paris often stays when he visits the Essaouira Cultural Complex, or attends the popular Ganaoua Festival, a three day banquet of music.

Our current stay in Essaouira has given the Homes and Lifestyles project a giant leap forward. In recent months, we have traveled the Atlantic Coast from Agadir in the South, via Safi, Al Jaddida and Casablanca to beyond Rabat. Other areas are in our sights as we develop the Africa Travel Library through our series of World Editions and supplements.

## Living the Moroccan Lifestyle

We are actually living in a riad. When my mother retired over a decade ago, she had an architect friend design her a villa in the traditional Moroccan style and during the interim the place has taken shape. Now that we have arrived to stay it will become the African base for our magazine and growing library of magazines, books and media resources. At the moment we are developing the garden area, which will be a pleasant retreat, with additional shade trees, flowers, birds and fish pools. The roof terrace has an outstanding view of the new world class golf course, with construction well underway - confounding the skeptics who said it could not be done.

## Facts About Morocco:

Courtesy of Habeeb Salloum.

- 1) Nationals of most countries do not need visas to enter Morocco- only valid passports.
- 2) If you know French, its is easy to get around in Morocco. Everyone speaks French, but many also know English.
- 3) Unit of currency in Morocco is the dirham which fluctuates at around 10 to 12 to a dollar. Exchange money at banks or hotels - rates are all the same with no commission.
- 4) When traveling in Morocco, trains are the most comfortable. Buses are inexpensive - CTM the best. Small autos, with unlimited mileage and fully insured, rent for about \$50. a day, fully insured.
- 5) The mass of hustlers which once

infested the tourist spots in Morocco have been greatly diminished by the strong arm of the law.

- 6) Tips are expected for every service - always carry small change.
  - 7) Bargain for all tourist items - never shop with a guide - his commission is usually about 30%.
  - 8) At night, avoid dark alleyways. Morocco is safer than many other countries, but muggers still stalk the lonely streets.
  - 9) When in Erfoud, for a breath-taking taste of the desert, one should make a trip to Merzouga, an oasis near the Algerian border surrounded by sand dunes - some more than 50 m (164 ft) high. The oasis's lake is a favorite spot for migrating birds, especially in February and March, when the Dayet Srji flamingos appear. On the other hand, if traveling the desert is on one's mind, trips to the desert can be arranged by tour companies in Erfoud.
  - 10) Two good places to stay in Erfoud: Hotel Salem - a 4 star abode - from \$56. To \$80. A room; Hotel Ziz, an excellent 3 star abode located in the heart of town - \$34. a room.
- Note: All prices quoted are in U.S. dollars.
- This feature continues on the following page.**





# THE RIADS OF MARRAKECH ARE EVERYTHING A

by Muguette Goufrani



While I was born in Morocco and began my career there with our family's tour company and Royal Air Maroc, before working my way

modern communities anywhere, with upscale shops, famous name hotels, leafy parks and treed boulevards.

### Hidden Treasures

Within the Médina itself you will find several huge doors, which like the entrance to Ali Baba's cave, open up to reveal what North Africans call a 'riad.' During a stop in Marrakech enroute to Casablanca, we had the pleasure of staying at the **Hotel Riad Shama**, and

visiting several others including the **Hotel Riad Oasis**. Both are operated by the same company and each has its unique attractions - magical Arabian architecture and

decor, pools and oriental lounges, spacious bed rooms, cosy fireplaces and luxury bathrooms. Want to enjoy the fresh air of Southern Morocco and a bird's eye view of the exotic surroundings within the Médina? Each riad provides guests with access to a roof terrace or sundeck. How did we know about these two attractive riads? We spent some time learning about them from the general manager herself - during our weeks at ITB Berlin

and the Salon International de Tourism in Paris. After checking in at the **Hotel Riad Shama**, we took a walk through the souk, a huge marketplace with products and services of every description - and plenty of bargains awaiting your pleasure. Close by is





# FINE HOTEL SHOULD BE - AND MUCH MORE

Djemaa el Fna, one of the busiest market squares in Africa, with snake charmers, acrobats, storytellers, dancers, and musicians. By night, the square turns into an open-air restaurant where traditional Moroccan dishes, such as cous cous and tangine are on the menu.

## What is a Riad?

A traditional Riad is a Moroccan home or palace, which often includes an interior garden. The ancient Roman city of Volubilis, which we visited in 2002, during our conference in Fez, provides a reference for the beginnings of riad architecture. The



design of these courtyard dwellings in the coastal regions of Morocco were an adaptation and modification of the Roman villa. When the Almoravids conquered Spain in the 11th century they sent Muslim, Christian and Jewish artisans from Spain to Morocco to work on monuments. These artisans brought with them the idea of arranging the rooms of the house around the central open-air courtyard that has become today's riads. The riads were inward focused which allowed for family privacy and protection from the weather in Morocco. This inward focus was expressed in the central location of most of the interior gardens and courtyards and the lack of large windows

on the exterior clay or mud brick walls. Entrance to these houses is a major transitional experience and encourages reflection because all of the rooms open into the central atrium space. In the central garden of traditional riads there are often four orange or lemon trees and possibly a fountain. The walls of the riads are adorned with tadelakt plaster and zellige tiles. The style of these riads has changed over the years, but the basic form is still used in designs today. Many riads are now used as hotels or restaurants. *Photos from the Riad Shama are on the above page (left) and those from the Riad Oasis are on above page (right). To find out more or to book rooms for yourself or group at either hotel, contact Muguette Goufrani by e-mail: [airhwy@smartr.com](mailto:airhwy@smartr.com)*

**CONTINUED ON NEXT PAGE**



## DESERT ECOTOURS WITH THE BLUE MEN OF MOROCCO INCLUDE

We first met Elena Hall during the Africa Travel Association's Cultural and Ecotourism Symposium in the Imperial City of Fez, 1992. Originally from the state of Maryland, USA, Elena has spent over 15 years bringing visitors to Merzouga, a small village in the Sahara Desert of southern Morocco. Recently, Elena and her partner Hmad Ourdaras, a local Berber from Merzouga, established the Haven La Chance Desert Hotel to facilitate their many Ecotours. Amenities include a restaurant, camping, bivouac, camel excursions and a unique Sahara experience amidst the sand dunes and palm trees.

Merzouga is a poor village that has little or no outside support - so tourism is the main source

few hours to 6 days into the sand dunes. Many of their guests are inclined to slow down their pace and mingle with the families, play with the children or watch local women make bread, tangine and cous-cous.

### **Sharing with Berbers**

Some guests will offer advice to the Berber men on agriculture, modes of construction, well digging and other skills. They are in a completely different world in Southern Morocco.



of income for residents. With the Blue Men of Morocco, visitors spend several days or longer if they wish, and can enjoy camel excursions in the desert from a

Elena and Hmad travel back and forth regularly from their base in Malaga, Spain and some of the Ourdaras brothers manage the business when the partners are



# LA CHANCE DESERT HOTEL AND EXCITING CAMEL EXCURSIONS

not in the Moroccan desert. Other brothers travel throughout Morocco on an expanded series of tours that may include the Imperial cities of Fez, Marrakech, Rabat, Meknes and Casablanca, Essaouira, Safi, El Jaddida and other fortified towns along the coast. The travel includes the desert treks, mountain villages and kasbah routes.

## Berbers are unique

Elena has been accepted by the local people who were originally nomads but have decided to settle down in the smaller villages. Other nomads live in the desert with their camels or goats and can be seen during camel excursions. Like many guides who keep in regular contact with tourists who travel to Morocco, Hmad speaks several languages.

Berbers are not Arabic, although most belong to the Muslim faith. The Berber women are seldom involved with tourists, but Hmad's family and friends invite visitors



into their homes to share meals and refreshing mint tea. Guests are also welcome at special feasts and weddings where they can watch the rituals, and enjoy the meals like part of the family.

Elena Hall has great respect for these desert people, poor as they may be. She and her partner try to help the locals by bringing tourists to the area. They like to acquaint guests with these special Berber people, their humble food, and generosity. Profits from tour operations are invested in Haven La Chance

Desert Hotel, which generates employment for locals. The combination of skills, education and background of Elena and Hmad provides a reliable, professional tour with no surprises. Close contact with local Berbers and their way of life is a special extra to the rest of the tours. It is important to make friends and provide an unforgettable experience which entices one to return to Morocco.

Contact information:

## BLUE MEN OF MOROCCO CO.

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Tel. 34 952 467562  
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<http://www.blumenofmorocco.com>

# The Medieval Schools

## Morocco's Intellectual Heritage

by Habeeb Salloum

Called the "Holy City of Morocco," Fez is, above all, noted for its Qarawiyn mosque - the symbol of the country's intellectual life and its most prestigious historic site. For more than eleven hundred years it has been the haven for Islamic scholars and religious officials. Enhancing this aura of learning are medersas (Islamic schools) which dot the city and hug the Qarawiyn in a loving embrace. Inspired by the schools in Baghdad, they were, in the main, built by the Marinid sultans, during the 14th century. As Islamic colleges with lodgings for students who came to study, besides religion, the Arabic language, astronomy, mathematics and medicine, they were unequalled, in their time, as places of learning. The majority of these schools were built in the same fashion. Each medersa had two levels and a central courtyard, incorporating a fountain, used in ritual ablutions. A colonnade or gallery surrounded the courtyard

which is edged by a large room, serving both as a lecture hall and a place for prayer. The student rooms or cells were mostly located on the second level but, in a few of the schools, there were a number on the first level. The medersas were all exquisite works of art, decorated with carved wood, geometric designs and floral motifs and lace-like



plaster-work. Each one is a creation of perfect handiwork by master craftsmen. Yet, in spite of the ostentatious splendor of the buildings, the students, living two in each cell-like room, led a frugal life. In these usually damp and dark rooms, they prepared their

meals, slept and studied. Their lodgings, bread and drinking water were supplied free, but they had to buy their own books and most of their food. Hence, many were compelled to work part-time as lecturers in mosques or as servants in the homes of the affluent. The mother of all of Fez's medersas is **Bou Inania**, built in the mid 14th century by Sultan Abu

Inan, the first ruler of the Marinid Dynasty. Incorporating direct importation of 14th century Andalusian building techniques, the school is different than the other medersas in that it had an imposing minaret and served both as a mosque and a school. Its doorways, columns, courtyard and hall are all extravagantly decorated with dark cedar, exquisitely carved; floral and geometrical patterns; delicate lace-like stucco, toughened with egg white; marble floors; and

ceramic-tiled lower walls covered in Arabic script with academic messages - one reading, "This is a place of learning,". The whole inside is a stunning combination of decorative artwork. However, like the other medersas, its student cells are barren and forlorn. It is said that Sultan Abu Inan

built the school to rival the city's grand Qarawiyn mosque and its cost almost broke the treasury. Because of the great expense, a story is told that the Sultan threw away the account books into the river saying, "A thing of beauty is beyond reckoning."

Opposite Medersa Bou Inania, but connected to this school, is a medieval water clock, consisting of 13 windows and platforms - seven of which still retain their brass bowls. High over them on a carved lintel of cedar is a decaying row of 13 windows. Forgotten for centuries, the clock is being renovated and hopefully, in the future, experts will be able to have it working again.

The grandest, most elaborate and beautiful of all the Marinid monuments, Bou Inania comes close to perfection in every aspect of its construction. It is the one historic site not to be missed by travelers, in fact, it is the only structure still in religious use which non-Muslims can enter. Almost every first-time tourist in Fez takes a photo of Bou Inania's green-tiled minaret through the Boujeloud Gate - the most utilized point of entry into the old walled medieval town into which no auto is allowed to enter.

**The Medersa El Attarine**, next door to the Qarawiyn mosque was built in the 14th century by the Marinid Sultan Abu Said. He built it on the edge of the spice souk - hence, its name, Attarine (from the Arabic air (spices)).

In fame, it comes second to Bou Inania. Some claim it is more beautiful and delicate, and more perfect than that medersa.

It is an incredible structure, with a profusion of fine pattering in blue and white tile, wood and stucco. Verses from the Koran are incised in continuous friezes and are breath-taking in their intricacy. Even though some renovation has been made, basically the school is in an excellent state of preservation. Without question, its graceful proportions, elegant geometrical carved-cedar ornamentation and distinctive brass doors make it a living medieval work of art.

**Medersa Shrij** is the third finest of the Fez medersas. Erected in the 14th century, it was named after its beautiful ablution pool (from the Arabic saharaj - pool). Noted for its rich carvings and its aura of calmness and tranquility, it is worth a visit. However, if one has visited Bou Inania and El Attarine, this school does not have anything really new to offer.

**Medersa es Seffarine**, constructed in the 13th century is the oldest medersa built in Fez. Unlike the other schools, it is built like a traditional Fasi (Fez) home and gets its name from the Seffa-

rine square (from the Arabic afar - brass) where craftsmen hammer metal into huge urns and pots.

The medersa still houses some students and is only worth a visit if one has time to spare.

Edging the medersa on the square, stands a marble fountain, decorated with a carved fleurs-de-lis and one side of the Qarawiyn mosque's library - one of the most important libraries in the Arab world.

The newest of these medieval schools is **Medersa El Cher-ratin**, built in the 17th century by the Alaouite Sultan, Moulay el-Rachid, founder of the present Moroccan dynasty. Noted for its double bronze-faced doors and fine door knockers, it is much less ornate than the medersas built by the Marinids. However, as a school it is much more functional. Designed to hold more than 200 students, it contrasts vividly with the intricate craftsmanship of the medersas erected during the earlier Marinid era.

Rarely visited by travelers are the few remaining less important schools like Medersa Misbahiya, now under renovation. Built in the 14th century by Sultan Abu Hassan, it is noted for the lavish use of marble in its construction.

For visitors seeking historical architectural gems, these schools have few equals as relics from the medieval era. Yesterday, they drew students from the whole Islamic lands; today they draw tourists from the four corners of the world.





by Muguette Goufrani

My father, who owned and operated a tour company in Casablanca, Morocco for many years, took me along with a German tour group to visit a traditional “Wedding Fair” at Hadiddou Imilchil, a Berber village in southern Morocco. While I knew that many Berber Fairs combine a local Saint’s Day with a regional market event, only at September’s ‘mousssem’ (pilgrimage) of Imilchil, have I seen such a colorful pageant, with instant engagement, and a mass exchange of marriage vows. Berbers have inhabited North Africa for centuries, some being of Caucasian ancestry, with fair complexions and blue eyes. Visitors may think of Berbers as exotic outsiders, yet they preceded the Arabs in settling Morocco, and they remain the country’s main culture. This is expressed by the phrase, “Morocco is Berber - the roots and the leaves of freedom.”

While the Wedding Fair is key part of Berber marital custom, families usually arrange marriages in their home village. Women are free to divorce and remarry. At the mousssem, divorced and widowed women form the majority, and are identified by their pointed headdress. The courtship is a family affair as I learned after accepting an invitation to drink mint tea in the goat hair tent of a Berber elder. His oldest daughter Malika, prettied up her divorced 18 year old sister Yasmina with traditional beauty aids - rubbing

# Berber Wedding Fair at Imilchil

saffron colored powder into her sister's eyebrows, applying kohl to outline her eyes and carmine rouged to her cheeks. A wool cape, striped in tribal colors, covered her white dress; then a cone shaped headdress was assembled, held on by loops of spangled wool.

I gave Yasmina a silver chain as a wedding gift, since silver brings good luck. Many Westerners think that



Moroccans purchase their wives at the fair, but in truth, marriage depends on mutual consent and family approval.

A nod and a wink: The language of gesture is as clearly understood by these people as the spoken word. By having a friend help him choose a bride (with often no more than a silhouette and two dark eyes as a clue) the groom gets overcomes his shyness. All day long, in pairs, these men weave in and out amongst a cluster of anxious brides. Then, welcomed by a shy glance or a quick nod, the suitor will stop to speak to the lady, encouraged by a signal from his friend's reassuring hand.

Once this happens, the newly acquainted boy and girl unite, holding hands as a sign of intent. Male relatives who accompany

the bride-to-be lend advice, often making snap judgment calls at first sight. If rejection is signaled by a broken handclasp, it's time to look elsewhere.

When a bride does give consent, she may speak the magic phrase, "You have captured my liver."

Since a healthy liver aids digestion and promotes well-being, in Berber culture it's the liver, not the heart that's considered the location of true love. Might one say, "Darling, my liver pines for you?" Often snowbound behind village walls for up to six months a year, the new couples must learn to live in harmony. Despite those

old Foreign Legion movies from the 50s, which showed Berbers as being fierce, hot tempered and warlike, they believe in "paix chez eux" (peace at home).

Moroccan food

Who wouldn't enjoy steamed semolina, topped with a meat and vegetable sauce called couscous? Or tajines, a vegetable stew that may contain rabbit, lamb, goat and chicken meat, combined with prunes, apricots or raisins. Pastilla (baked pigeon pie) is made of layered filo pastry, with nuts and spices, and coated with sugar. With your morning coffee, try a light deep fried Spanish doughnut, we call sfinj, or cornes de gazelle pastries.

History and culture

Most of the 27 million Moroccans are Berbers, Arabs or Moors (people of mixed Berber and

Arab descent), whose ancestors built the mighty Moorish empire that once ruled Spain, Portugal and most of Northern Africa.

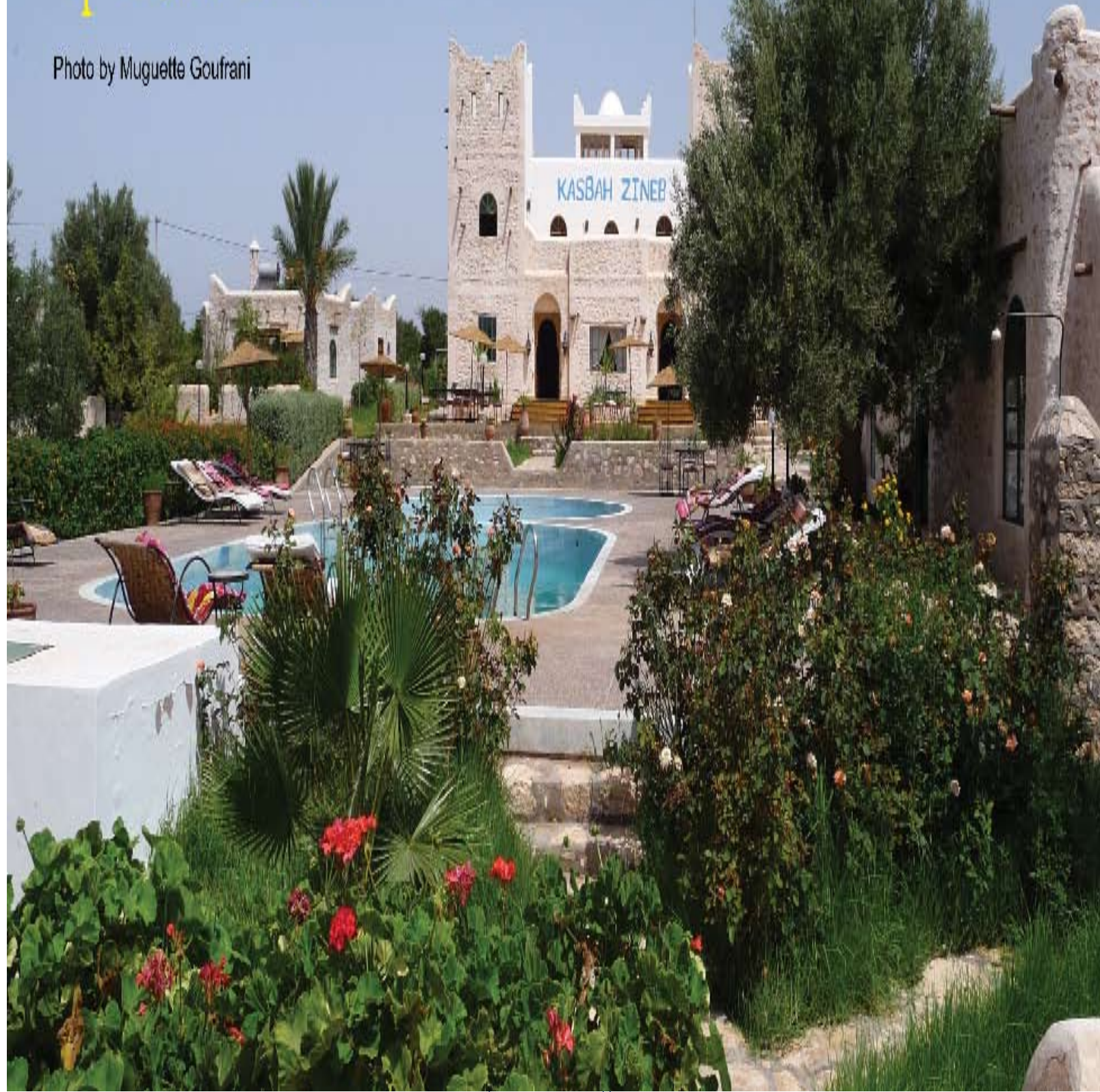
Most Berbers dwell in the mountains, while the Arabs and Moors live on the plain and desert. Most cities have a European section a Jewish enclave, and a Medina (Arab-Moorish section). Over the past 3,000 years, its geographic location has given Morocco a strategic importance far beyond its small size. The country has taken the best from the Phoenicians, Romans, Arabs, Berbers, Portuguese, Spanish and French.

## Letter from a reader

Dear Muguette,  
Since I read your article about Morocco, we took a group of African American Female educators there last year and had a wonderful time. Hope to take a group again next year. Briefly, the experience was wonderful. We spent most of our time in Agadir with a one night excursion to Marrakech. We stayed at Club Valtur and the resort was great, albeit very Italian. I didn't learn much about the people or culture of Morocco, hence the need for a second trip. However, I did make a few friends (smile). Morocco is a fascinating if you love sensory experiences or sensory overload!! The experience started as soon as we boarded the Royal Air Maroc flight, and continued for the entire trip. I'll never forget the

# Boutique Hotels of Morocco

Photo by Mugnette Goufrani



# Night in the Berber Gites

by Karen Hoffman

Our one-day adventure began in Marrakech; an enchanting walled city at the foot of the Atlas Mountains. We drove about 48 km into the mountain foothills to Imlil, a charming hamlet which was the starting point of our trek. We were welcomed by the villagers with mint tea and a delicious array of Moroccan pastries. The mountain guides gave a briefing on the area, and on the culture and tradition of its inhabitants, the Berbers (“Chleuhs”). Morocco is a land of mountains which cover an area of 100,000 square kilometres. The High Atlas alone cover more than 700 square kilometres, with a dozen summits exceeding 4000m and more than 400 reaching 3000m.

Trekking on foot and on skis are popular mountain sports in Morocco. The summits are easily accessible, with a good network of mule tracks. The peaks are permanently snow-capped, but there is a mild climate with sunshine most of the year. But it is the opportunity to explore less frequented areas and interact with an extremely hospitable local population that make the Atlas particularly attractive to hikers. Our trek was an easy 60-90 minute hike up a winding path which we shared with cargo-bearing mules. Each turn revealed a breathtaking vista. One could only envy the views enjoyed by these villagers from the terraces

of their flat-roofed homes. Built into the mountain slopes, these house fit into each other. Although the summit of this mountain was Toubkal, at 4167m, our destination was the tiny village of Aremd. As the group arrived, we were greeted with a loud fanfare of Berber horns. On the terrace, we were able to relax and appreciate the dramatic mountain panorama before us. Rested, we were invited to feast on a seemingly endless array of traditional dishes made of couscous, lamb and chicken. Our

“digestive” was the return trek to Imlil, once again taking in the peaceful scenery and fresh mountain air.

For those unable to make the trek on foot, Aremd is also accessible by four-wheel drive vehicles. And for visitors who prefer a more challenging mountain experience, you can arrange overnight treks, staying in one of three types of accommodation: mountain inns, mountain refuges (cabins built by the French) and Gites, overnight stays in the homes of local people. Many GITES are classified according to the amenities and facilities available (toilets, running water, shower, bedrooms, kitchen terrace) Another option is

to spend a night under the stars in one of the many mountain sheepfolds (AZIB), but in winter it is advisable to pitch a tent.

“The Great Trek Through the Moroccan Atlas”, a brochure distributed by the Moroccan

National Tourist Office, is a detailed guide full of practical information, including local customs and the environment. This is an excellent example of how government tourist boards can encourage responsible tourism by reminding visitors to respect the environment and ancestral traditions of the local population.

Luxurious antidote to

adventure: A secretive

hideaway  
In Palmeraie, a lovely suburb of Marrakech, hidden in a park full of bougainvillea, rose bushes and jasmine, is an exquisite, new “Palais”. Completed a few years ago as a private residence, the owners recently decided to open it to guests as an exclusive villa and “hideaway”

The architecture, a magnificent blend of Greco-Roman and oriental styles, maximizes the use of natural light. A double row of majestic columns, together with the five guest rooms and two suites, gracefully form a semi-circle around the Hollywood-style swimming pool.

Already discovered by jet-set



# MOROCCO'S VEGETABLE FOODS

by Habeeb Salloum

No one who has enjoyed couscous, the national dish of Morocco, in all its meat varieties, will dream that in many peasant homes this delicacy is prepared solely from vegetables and semolina. These toilers of the soil who never taste meat for weeks at a time prepare, not only their couscous, but almost all their dishes from grain and vegetables. With the right amount of herbs and spices they create incredibly tasty meals, forming an important part of the Moroccan kitchen - a cuisine with an illustrious history. A great number of the Moroccans firmly believe that no other country's culinary art has reached the exalted heights of their cooking. A number of travellers support this assessment, stating that if the food of this North African country is not the greatest in the world, it stands near the top as one of the world's eminent cuisines.

## Ethnic Variety

In that spellbinding land with its long sandy coasts, rich plains, towering mountains, and endless deserts, many civilizations have

come and gone. Phoenicians, Greeks, Romans, Arab's, Spanish Muslims, and the Berbers, the original inhabitants of the country, all had their day. They ruled the country for awhile then faded into history. Their cuisines, with a touch of Portuguese, Turkish and Jewish influences, helped in the creation of the modern Moroccan. Well-known culinary experts have written that great food and glorious civilizations complement each other. They go on to say that what creates a noteworthy cuisine are: abundance of ingredients;



NORTH AFRICA  
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outside influences; a noble civilization; and refined palace life. Hence, in the elegant palaces of the rich in Fez and Marrakesh where the great Arab-Islamic civilization of Spain had its greatest impact, the culinary art of Morocco reached its epitome of perfection. Paula Wolfert in her book, *Couscous and the Other Good Foods From Morocco*, writes that Moroccan cooking is the last of the great undiscovered cuisines. Included in this relatively unknown kitchen with a distinguished past are the tasty dishes of the workers and peasants. In their daily Menues, little meat is utilized. The grains and vegetables are combined with numerous herbs and spices to produce savory and satisfying meals. The herbs: chervil, garlic, fresh coriander leaves, mint and pars-

ley are blended with the spices: aniseed, cayenne, cinnamon, cumin, ginger, paprika, pepper, saffron, turmeric and ras el-hanout (a blend of spices) to produce mouth-watering dishes. To give these non-meat creations even more zest, onions, olives, pickled lemons, almonds and sesame seeds are utilized extensively.

Soups, the mainstay of the poorer peasants and at times their only meal of the day, are based mostly on chickpeas and lentils. Infused with herbs and spices, they become delightful creations. The most widely prepared of these soups is harira - the ultimate of Moroccan soups. In the cities, the wealthy, in addition to the vegetables, utilize all types of meat to create their mouth-watering hariras. Yet, the peasants' meatless hariras are a match for any of these soups..

Moroccan salads differ to some extent from the usual well-known salads. They are, in most cases, prepared from cooked vegetables and are somewhat zesty but not spicy hot. In the homes of the affluent, they are served at the beginning of the meal as appetizers. However, for the poor, like the soups, they are usually the main course.

As to stews, the Moroccan kitchen would be much poorer without the delectable vegetable tajines. Fragrant, zesty, spicy or sweet, they are always delicious and inviting. Simmered to produce tasty sauces, their enticing aromas, as they cook, makes even the one who has just eaten yearn to sample the simmering dish.

Perhaps, more than any other food, couscous, Morocco's national dish, is cooked by the peasants solely from vegetables. A Berber dish embellished by the Arabs and Spanish Muslims, it is prepared in endless varieties. Pleasing to the eye, it is served on a platter and the couscous is heaped pyramid style with a hollow on top which is filled with the stew. Known as the king of the Moroccan kitchen, it is served

at the end of *diffas* (great feasts) to satiate the hunger of guests. Hence, complying with Arab hospitality that 'no guest can go home hungry'.

For sweets, the Moroccans are known for their creations based on honey, almonds, sugar and flaky dough. The honey and almonds have always been utilized in Moroccan pastry. The sugar and flaky dough were introduced by the Arabs to North Africa and

Spain.

With an illustrious background and centuries of evolvement, Moroccan cuisine has made for itself a notch in the cooking of the world. In all strata of society, the housewife prepares her dishes so perfectly that it is considered vulgar to place salt on the table. Usually, she keeps secret her own recipes and improves them with the passing years until they reach perfection.

For one visiting Morocco there is not much chance to try these home-cooked meals. Nevertheless, travellers should not leave the country without having a meal in restaurants set in a converted Moorish-Andalusian palace which are to be found in every large city. Here, with haunting Arab music as a background, one can enjoy a sumptuous Moroccan repast which always includes a number of tempting vegetarian dishes. Such a meal will leave with most visitors, when they return to their native lands, a deep nostalgia for that country's food.

On the other hand, if a person cannot journey to the enchanting and fascinating land of the Moors, these few vegetarian foods will give an insight into their great cuisine.

#### VEGETABLE HARIRA

- Serves about 12
- 5 tablespoons olive oil
- 2 medium sized onions, chopped
- 3 cloves garlic, crushed
- 1/2 cup finely chopped fresh coriander leaves
- 1 small hot pepper, finely

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chopped

1 cup lentils, soaked overnight  
2 cups cooked chickpeas  
2 cups stewed tomatoes  
8 cups water  
3 teaspoons salt  
2 teaspoons ginger  
1 teaspoon paprika  
1 teaspoon pepper  
1 teaspoon cumin  
1 teaspoon turmeric  
1/4 cup rice  
4 tablespoons lemon juice

In a large saucepan, heat oil, then sauté onions over medium heat for 10 minutes. Add garlic, coriander leaves and hot pepper, then stir-fry for a further 5 minutes. Stir in remaining ingredients, except the lemon juice, then bring to a boil. Cover and cook over medium heat for 35 minutes or until the rice and lentils are well done, adding more water if necessary or if a more liquid soup is desired. Stir in lemon juice, then serve.

#### **BROAD BEAN PURÉE - BIESAR** Serves about 8

2 cups large dried broad beans, soaked for 24 hours, then skinned  
5 cloves garlic, chopped  
1 teaspoon ground cumin  
4 tablespoons olive oil  
3 tablespoons lemon juice  
1 1/2 teaspoons salt  
1 teaspoon oregano  
1/2 teaspoon thyme  
1/8 teaspoon cayenne  
1/2 teaspoon paprika  
In a pot, place broad beans, garlic and cumin, then cover with water and bring to boil. Cover saucepan, then cook over medium heat for 50 minutes or until beans are cooked. Drain, but reserve the

adding more water if necessary. In the meantime, in a frying pan, heat oil, then sauté onions over medium heat for 15 minutes. Add garlic, coriander leaves and hot pepper, then stir-fry for further 5 minutes. Add frying pan contents and remaining ingredients to beans, then bring to boil, adding more water if necessary. Re-cover, then cook for 30 minutes, adding a little more water if necessary. Stir in lemon juice, then serve hot or cold.

#### **VEGETABLE TAJINE**

Serves 6 to 8  
4 tablespoons butter  
2 medium onions, chopped  
4 cloves garlic crushed  
4 tablespoons finely chopped fresh coriander leaves  
1 small hot pepper, finely chopped  
4 medium potatoes, peeled, the sliced into 1/4 inch thick slices  
2 medium sized carrots, scraped, then cut into thin rounds  
1 can chickpeas (19 oz 540 ml), with its water  
2 cups stewed tomatoes  
1 teaspoon salt  
1 teaspoon ginger  
1/2 teaspoon pepper  
1/4 teaspoon cumin  
pinch of saffron  
1 lemon, quartered, then sliced into thin slices  
1/2 cup pitted green olives  
In a casserole, melt butter, then sauté onions, garlic, coriander leaves and hot pepper over medium heat for 10 minutes. Stir in remaining ingredients, except the lemon slices and olives, then place in a 350 F preheated oven, then cover and bake for 1 hour, or until vegetables are cooked. Place

lemon slices and olives evenly overtop, then re-cover and bake for a further 10 minutes. Serve hot from the casserole.

#### **VEGETABLE COUSCOUS**

Serves about 12  
A couscouisiere is needed for this recipe. However if one is not available a double boiler with a perforated top may be substituted.  
2 cups couscous  
5 tablespoons butter, melted  
4 tablespoons cooking oil  
1 large onion, chopped  
4 cloves garlic, crushed  
1/2 cup finely chopped fresh coriander leaves  
1 hot pepper, finely chopped  
1 can chickpeas (19 oz 540 ml), with its water  
2 cups stewed tomatoes  
1/2 cup lentils  
2 medium carrots, scraped and quartered, then cut lengthwise into 2 inch long pieces  
2 medium parsnips, peeled and quartered, then cut lengthwise into 2 inch long pieces  
2 medium sized potatoes, peeled and diced into 1 inch cubes  
1 small turnip, about 3 inch in diameter, peeled and diced into 1 inch cubes  
1/4 cup raisins  
3 teaspoons salt  
1 teaspoon pepper  
1 teaspoon ginger  
1/2 teaspoon cinnamon  
1/2 teaspoon allspice  
pinch of saffron  
6 cups water  
1 teaspoon paprika  
1/4 cup toasted sesame seeds  
Place couscous and butter in a bowl, then thoroughly mix until all kernels are coated. Place in top part of the couscouisiere, then



set aside.

In the bottom part of the couscou-  
schiere, heat oil, then sauté onion,  
garlic, coriander leaves and hot  
pepper over medium heat for 10  
minutes. Add remaining ingredi-  
ents, except paprika, and sesame  
seeds, and bring to a boil, then fit  
the top part of the couscous filled  
couscouchiere with the couscous  
on the bottom part and seal the  
two parts together with a piece  
of cloth impregnated with flour.  
Cook over medium heat for 20  
minutes, stirring couscous once  
in a while to make sure no lumps  
are formed, then slowly sprinkle,  
while constantly stirring, a cup  
of water over couscous. Cook for  
further 30 minutes, continuing to  
stir couscous every few minutes.  
Remove top part of the couscou-  
schiere and ensure the vegetables are  
cooked. If not, cook for further  
few minutes.

Place couscous on a large serving  
platter, pyramid shape, then make  
well on top. Place cooked vege-  
tables with a little of the sauce in  
the well, then decorate couscous  
with paprika and sesame seeds.  
Serve immediately with remain-

ing sauce in a gravy bowl and  
remaining vegetables in a sepa-  
rate bowl.

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# MOROCCAN TRAVEL MARKET, MARRAKECH 2010

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## **About Marrakech**

by Muguette Goufrani

We have known what a great host city Marrakech is since we were part of the Africa Travel Association's 3rd Cultural and Ecotourism Symposium in 1996 at Le Palais du Congrès, one year after Africa Travel Magazine was founded. Born in Morocco, educated here and having traveled much of the country with my father, one of Morocco's major tour operators, I knew about Marrakech, its reputation and amazing potential for tourism. Today, 14 years later, that statement is borne out by outstanding growth in the city's tourism sector and the

country as a whole. Where else are all the walls and buildings tinted in a rich pastel pink, the broad avenues and promenades lined with rows and rows of orange trees with ripe fruit dangling from their branches like holiday ornaments? In recent years and from our magazine's new base in Morocco, we managed to visit a and photograph a wide cross section the city's of riads and hotels, in order to give our readers an idea of the choice available for all price ranges. The following are comments from Morocco Tourism: Serving as the capital of southern Morocco, the city of Marrakech is one of the country's most visited and this colorful oasis retains a rather exotic flavour, with some 16 km / 10 miles of mid-brick ramparts still stand-

ing adding an undeniable feeling of the past. Marrakech is now something of a Moroccan tourism Mecca and is home to the south's premier souq (market).

Founded almost 1,000 years ago, the character of Marrakech remains quite unchanged, being hot, full of energy and somewhat African. However, the city of today has been greatly influenced by arriving Europeans and features outdoor swimming pools, mountain parties, and street cafes, as well as Moroccan palaces, mosques and kasbahs, spread around the Medina and its centre Djemaa El Fna square. For the latest in Marrakech tourist information, head to the New City (Ville Nouvelle) and pay a visit to the Office National Marocain du Tourism (ONMT). Morocco and Africa are developing their own tourism event, the Moroccan Travel Market (MTM), the International Tourism Fair dedicated to industry professionals, which will take place from 14 to 17 January 2010 in Marrakech.

An International Event, MTM's first edition in 2008 brought together tourism professionals from over 20 countries; with 230 exhibitors, 8689 visitors and 120





New higher resolution photos and maps to be added. Text to receive final editing before publication.

# INTERNATIONAL FAIR FOR TOURISM PROFESSIONALS

foreign journalists who took part in the inaugural event, which has been unanimously described as a master piece.

An excellent business platform, the fair is the ideal opportunity for all Moroccan and foreign tourism professionals to expose their products and services and meet fellow professionals, decision makers and buyers from around the world. Enjoying its strategic geographical situation, between Europe and Africa, Morocco, through the Moroccan Travel Market, is becoming the vector of development of the North-South exchanges. For fill

information and accommodation visit [http://www.mtm.ma/Home\\_a71.html](http://www.mtm.ma/Home_a71.html)

## Why Exhibit at MTM?

A single quote summarizes the satisfaction of the participants to the Moroccan Travel Market, that of a Tour Operator who addressed the organizers: “What has been noted here far exceeds what we generally expect at some shows that are more internationally famous. Morocco gave evident that it can organize its own event and succeed.”

In one edition, The MTM became the first Travel Fair dedicated

to tourism professionals in the region, this is confirmed by the international echo which it had that by the trust and the loyalty of the participants. Indeed, 97 % of the exhibitors renew their participations to the second edition and the majority of exhibitors double their spaces of exhibition. This trust is a strong signal expressed by satisfied professionals.

Exhibiting at the Moroccan Travel Market it is benefiting from the contribution of an integral event:

- Business and development opportunities for your company
  - Fruitful and beneficial meetings
  - Professional visitors and decision-maker
  - A rich and diverse program in a friendly atmosphere
  - A meeting space for professionals to promote destinations
- MTM offers you the possibility to:
- Materialise commercial opportunities and finalise partnership agreements
  - Follow new market trends and stay up-to-date
  - Promote your offering to the leaders of the industry
  - Boost your image and stress your positioning

