

Kasbah du Toubkal Discover Ltd Vision, Environmental and Social Sustainability Policy

The Aim Vision

To develop a small Berber hospitality Centre designed and built on sustainable principles, which would compliment the exceptional site and be of benefit to visitors and local inhabitants. To protect the Imlil valley against the more negative effects of unsympathetic, rapid development. To try to ensure that the area was not subjected to a tourist monoculture, but put time and effort into sustainable projects that provide diverse employment. The aim was always to augment the quality of life whilst preserving the cultural heritage

Discover Ltd Moroccan Objectives for The Kasbah du Toubkal

- To be a showcase / flagship development for sustainable tourism in a fragile mountain environment.
- To be a viable business involved in the development of Moroccan economy and its growth.
- To contribute to the enhancement, viability and vitality of the life of the local community (biosphere concept linked with Gross National Happiness).
- To be the Centre of Excellence for academic work on the High Atlas Berbers and in Morocco
- To be capable of being an exclusive mountain retreat providing exceptional privacy and entry to almost anyone
- To continue to generate a change of attitude / thinking in our guests through exposure to something different
- To be able to modify our corporate behaviour by receiving feedback from the local community
- To reward stakeholders and create a product that they are proud of

Making it a reality.

As a small organisation turning words into actions is often the challenge. As the Kasbah du Toubkal has become increasingly well known in the International Boutique market we have insisted upon keeping and integrating our traditional Student Group activity. Over more than 20 years we have been bringing school children to morocco to experience what many consider a life changing experience. Whilst delivering traditional geography field work they are also exposed to the activities of a country in transition and also traditional rural ways of life. This experience allows children to be exposed to an Islamic culture in contrast to the daily news casts. This is of key importance in these changing times.

Accommodation at the Kasbah has continued to feature dormitory accommodation and communal food dishes and eating habits (the traditional ritual washing of hands “Tasse” before eating is central to this). Despite having room prices up to Euro 400 per night we still welcome people into the Berber Salons on a dormitory basis at only Euro 35. This wide constituency of guests is also important to the Kasbah experience. There is a shared belief that the beauty of the Toubkal National Park should be accessible to all who respect it. The Kasbah du Toubkal is not a hotel in the traditional sense, it is more an extension of the hospitality that stems from the home of the Berbers who run it.

Mike McHugo Managing Director 2nd March 2005