

## Resilience and Renewal: Sustainable Tourism Development in Post-Earthquake Marrakech-El Haouz

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**Abstract :** The devastating earthquake in Marrakech-El Haouz in September 2023 underscores the critical need for sustainable tourism practices. This study proposes innovative approaches to territory tourism, prioritizing resilient and sustainable development to aid recovery and empower local communities. Using a mixed-methods approach, the research evaluates post-earthquake tourism impacts, gathers local perspectives, and benchmarks global models for disaster recovery through tourism. The paper aims to offer practical, community-centric tourism initiatives, integrated with strategic communication strategies, to enhance socio-economic welfare and ensure long-term resilience. The findings are expected to contribute significantly to sustainable tourism literature in post-disaster contexts and provide actionable strategies for the revitalization of the Marrakech-El Haouz region.

**Keywords :** sustainable tourism, community development, Marrakech El Haouz, communication strategies, territory tourism, sustainable tourism, community development

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