

PROGRAM OF CERTIFICATION OF THE MOROCCAN TOURISM DEVELOPMENT COMPANIES

Case of a certification program of the development and promotion company of
Taghazout resort, Souss-Massa region, (Morocco)

Khalid Benamara¹

Mohamed Ait Nacer²

Zakaria Hmidani³

Abstract

Inspired by several international experiments, in particular French and Spanish, the Society for the Development and Promotion of Taghazout Resort (SAPST) engaged in an approach of sustainable development with an aim of preserving the natural resources, to respect and develop the sociocultural authenticity of the Souss-Massa region and to promote energy efficiency. The SAPST chose to set up a system of environmental management combining three approaches of certification: the High Environmental Quality building (HQE) certification; the Quality, Safety at Work and Environment (QSE) certification and the Green Globe certification.

In this proposal, we would try to follow the evolution of these approaches of certification since the year 2012 until currently to understand this passion for the environment and to check if it is a question of a real attempt of repairing the damage caused by the tourist activity over the era of naturalness of the project of the Taghazout resort or of a simple operation of "green marketing", which would be only the concretization of an entrepreneurial approach, a kind of environmental ethics which would hide a green business.

Keywords: Tourist resort, certification programme, labelling, environmental management, green marketing

¹ Multidisciplinary Faculty of Taroudant, Ibn Zohr university, Quarter Nahda 1, street Bouarfa, number 181, mail box 678, postal code 83350, Municipality of Ouled Teima, Country of Morocco, Tel: 212 677 216 788, E-mail: khalid.benamara@edu.uiz.ac.ma.

² University of Picardy Jules Verne, E-mail: aitnacermohamed@gmail.com.

³ Ibn Zohr University, E-mail: z.hmidani@uiz.ac.ma.

INTRODUCTION

The energy context, economic and global environmental concerns encourages more than ever understanding the environmental impacts of buildings. Inspired by several international experiences, including French and Spanish, the Society for the Development and Promotion of Taghazout resort is committed to a sustainable development approach in the goal to preserve the natural resources, respect and value the authenticity of the sociocultural Souss-Massa region and promote energy efficiency.

The SAPST wished to integrate a high quality environmental (HQE) standard in the construction of this resort. The project was given HQE-A certification by CERTIVEA and CERWAY. In view of the above consideration, the question which needs to be asked in the context of this proposal is to know if the certifications that are attributed to the SAPST, and which relate to aspects related to the development, town planning and the respect of the environment, are really a desire to be positively correlated with the constraints imposed by climate change and sustainable development, currently in force, or simply a marketing operation on a large scale.

1. SAPST: CERTIFICATION PROGRAMS AND COMMUNICATION AROUND THE ECO-TOURISTIC VOCATION

1.1 The Society for the Development and Promotion of Taghazout Bay resort (SAPST)

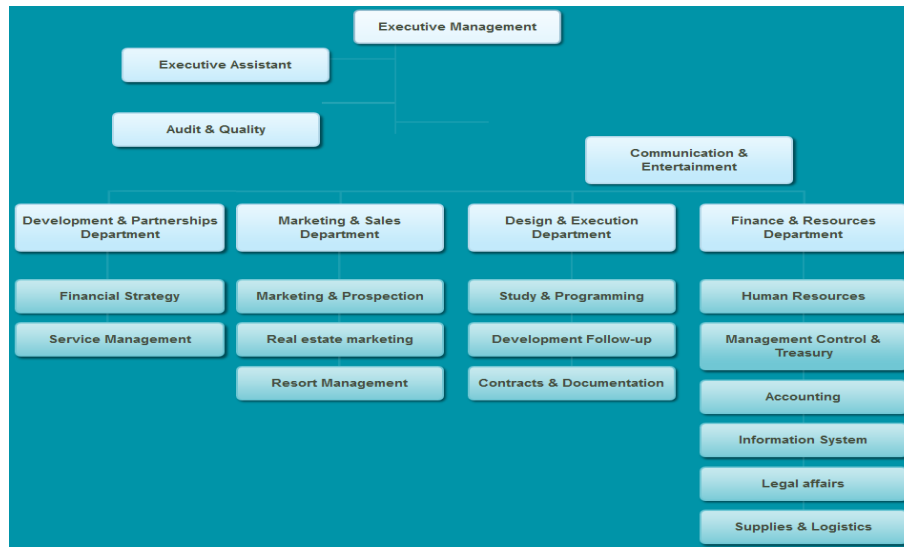
The Society for the Development and Promotion of Taghazout Resort was responsible for developing the site and develop part of the resort of the program. Created in July 2011, the SAPST is a limited company registered with a capital of seven hundred million Dirhams (MAD 700,000,000), owned by four Moroccan shareholders.

Table 1 : Shareholders, SAPST

Shareholders	Market
CDG Development	45%
Moroccan Fund for Tourism Development (FMDT)	25%
Sud Partners (Subsidiary of Akwa Group)	25%
Moroccan Tourism Engineering Company (SMIT)	5%

Source: SAPST

Figure 1: organizational chart, SAPST



Source: SAPST

1.2 Focus on the High Environmental Quality certification (HQE)

Launched in 1996, the High Environmental Quality building certification system (HQE) is a French certification that is registered internationally and is the exclusive property of non-governmental organization Association HQE based in Paris, France. Platform of the construction and sustainable planning, the HQE Association accompanies the donors of orders, experts and professionals in anticipating and initiating reflection, in evolving the level of development in the territories and in bearing the general interest of the sector at European and international level. To do this, it forms the professionals and embodies its values to the networks and global forums.

HQE is based on four general targets: Eco-construction target; Eco-management target; Comfort target and Health target. The first two relate to the impact the building may have on the environment, on a world, regional or local level. The latter two relate to the environmental conditions provided for the user or the inhabitant, inside the building. These four main categories structure a set of 14 target criteria that structure the technical, architectural and economical answers:

- A. The Eco-Construction criteria: the harmonious relationship of the building with its direct environment; integrated choice of products and building materials and products and minimize nuisance around the construction site,

- B. The Eco-Management criteria: energy management; water management; business waste management; upkeep and maintenance,
- C. The Comfort targets: hygrothermic comfort; acoustic comfort; visual comfort and olfactory comfort,
- D. The targets of Health: health conditions; air quality and water quality.

Figure 2 : example of a passport sustainable building, CERTIVEA



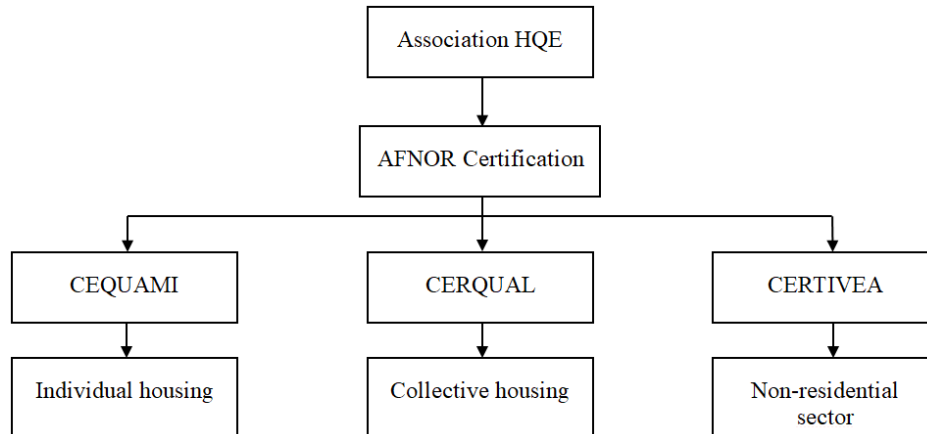
Source: document from the Website of CERTIVEA Company

In France, the HQE certification scheme is operated through three different certification bodies: CERTIVEA⁴ (created the brand NF Tertiary buildings – HQE approach for offices); CERQUAL (created the brand NF Housing – HQE Approach for collective housing) and CEQUAMI (created the brand NF House – HQE Approach for individual houses). The Association HQE is in charge of the HQE demarche but however it is not an organization of certification; they outsource AFNOR Certification to elaborate the certification HQE. CERQUAL,

⁴ CERTIVEA is a subsidiary of the Group CSTB that accompanies by the certification, approaches for improving the performance of the actors of the sector construction. Mandated by AFAQ AFNOR Certification, CERTIVEA delivers the Effinergie labels and BEPOS-Effinergie 2013 in association with the NF certification tertiary sector buildings and the NF certification sports equipment.

CEQUAMI and CERTIVEA, subsidiaries of the Scientific and Technical Center for Building (CSTB) are asked by AFNOR Certification to elaborate the certification. They are independent and accredited by the French Accreditation Committee (COFRAC), which manages the activity of certification organizations in France. This process is not only used for new buildings but can also be used for rehabilitations.

Figure 3: The HQE demarche in France



Source: Benamara, Ait Nacer

Outside of France, the HQE certification scheme is operated by CERWAY. To assist those involved in projects applying for certification outside of France, CERWAY has recognized a number of HQE Referents. These referents are professionals in the construction, property management or planning sectors (architects, engineers, town planners, etc.) who have been accredited after training and examination. In Brazil, CERWAY operates in partnership with the Vanzolini Foundation (Fundação Vanzolini) who provides AQUA certification (a direct translation of HQE).

HQE certification is available worldwide: each HQE schemes can be adapted to meet the specific context of any country. The technical documentation of HQE certification is currently available in English, French and Portuguese. CERWAY has trained a range of HQE professionals and HQE Referents who support and guide HQE professionals worldwide. The HQE ratings are: pass; good; very good; excellent or exceptional. The ratings are represented by a maximum of up to four stars indicating the level of achievement in the four categories, energy, environment, health and comfort.

The HQE certification is a three-step process. The first phase is entitled “the project initiation”: the applicant issues an application request with the relevant operator, including a description of the environmental targets the project is planning to reach. An eligibility check is carried out by CERWAY outside France or, in France, by the relevant operator. An offer of agreement is then made with CERWAY outside France or, in France, by the relevant operator – this offer initiates the certification process.

The second phase is entitled “Audits”: these procedures are third party assessment and verification processes which determine that the HQE criteria are met. The results of each audit are captured in a report: the project initiation audit is designed to check whether all project management requirements are met. This audit is optional for the non-housing related schemes; the design audit allows checking that the agreed environmental targets will be met. This audit is also optional for the non-housing related schemes.

Finally, the completion audit is conducted onsite, following project completion. “Certification” was the third and final phase of this process: in this phase, the audit reports are submitted to a commission run by the scheme operator. Upon review of the documentation submitted, the commission may issue approval and issues a precertification. This can be done after each audit phase: the commission then simply updates the pre-certificate as the project moves from initiation, to design, to completion. The final HQE certificate is delivered upon approval of the final completion audit.

1.3 Case study: the Taghazout Bay resort

The case study is the Taghazout Bay resort. This project embodies the search for a new model of tourism development and is part of a tourism development strategy and socioeconomic both regionally and nationally. The project is one of six planned resorts in the Azur Plan 2010 and the Azur program 2020; Morocco's tourism strategy for 2020.

Given its strong appeal and its potential for development, the Taghazout Bay resort and its 615 hectares area are designated as a Tourist Development Zone in Nord Agadir's Coastal Urban Development Plan (SDAULT). This resort is located between two rural municipalities: North, the rural municipalities of Taghazout (5,348 inhabitants) – Agadir-Ida Outanan Prefecture – coastal village, internationally recognized and prized by surf connoisseurs since the 1960s. In the South, Tamraght (6,390 inhabitants) located within the rural municipality of Aourir (27,483 inhabitants) – Agadir-Ida Outanan Prefecture – is the transition point between the urban area of Agadir and

the rural environment.

Figure 4 : The Taghazout Bay resort is spread over an area of 615 hectares



Source: the Global Career Heights Human Resources and Management Consultancy firm

Figure 5: the rural municipalities of Taghazout



Source: the Global Career Heights Human Resources and Management Consultancy firm

Figure 6: the rural municipality of Aourir



Source: Khayr Eddine, 2016

The project comprises a bay with six kilometers of coastline and a beach free of facilities. It includes tourist establishments, two 18-hole golf courses, a medina, surfing, golf, tennis and football academies, public and private facilities, a reserve and an argan cooperative and residential housing.

For this, its implementation and its development require an investment of about six billion dirham's for direct and indirect creation of about 20,000 jobs. The Moroccan government has also put all means, in addition to the basic infrastructure off site (water and electricity) already in service, and assured the completion of a bypass in the amount of about 185 million dirhams for this major project in the region.

Figure 7 : Master plan, Taghazout Bay resort

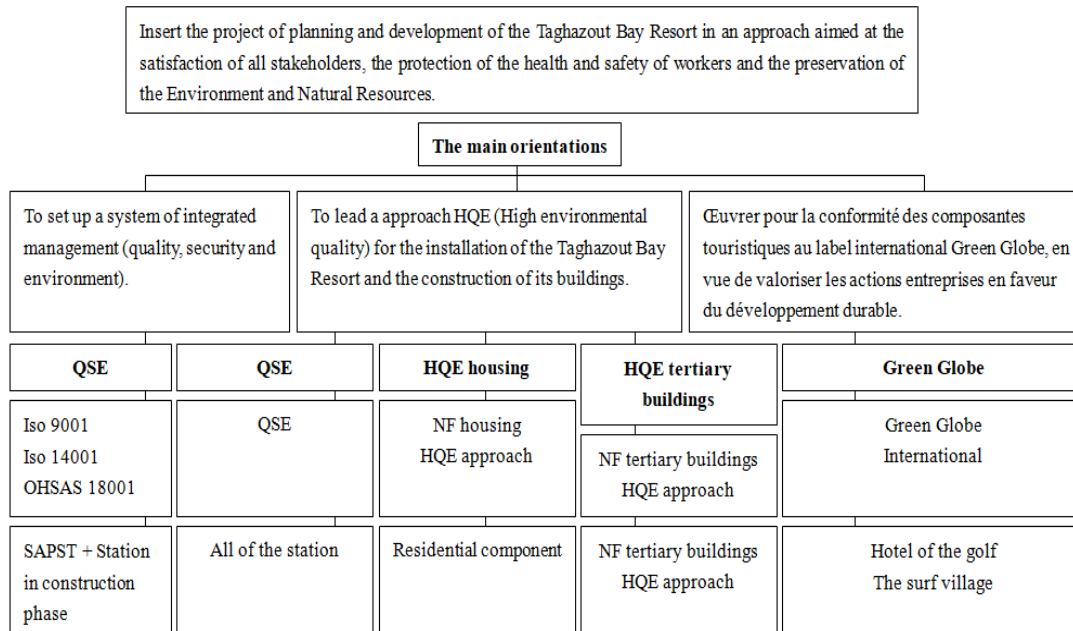


Source: <http://www.taghazoutbay.ma/index.php/en/taghazout-bay/master-plan>

The programme, the ground-plan and the design, takes into account the preservation of natural resources and the respect and appreciation of the socio-cultural authenticity of the area. It is destined to become the first seaside resort in Morocco, located 160 kilometers from the city of Essaouira, and 230 kilometers from Marrakech. Applying this scheme, Taghazout Bay resort is the first pilot project that implements an HQE Planning Certification Internationally. The SAPST has chosen to put in place an environmental management system combining three steps of certification: a High Environmental Quality (HEQ) certification, a Quality, Safety at Work and Environment (QSE) certification and a Green Globe certification.

Since 2012, the SAPST, aware of the importance of these eco-labels both environmental and economic terms, has not hesitated to submit its application files to obtain them. In the following sections we try to follow the evolution of these approaches for labelling since the year 2017 until currently to understand this infatuation for the environment and to verify if it is a real attempt to repair the damage caused by the tourist activity on the natural era of the project or a simple operation of "green marketing", to paraphrase Asmae Bouaouinate and Abdelmalik Saloui (Bouaouinate and Saloui, 2016: 35), which would only be the realization of an entrepreneurial approach, a kind of environmental ethic that is hiding a green business.

Figure 8: the certification approach initiated by the SAPST, Taghazout Bay resort



Source: Benlamliah, 2012

The two irreconcilable designs objects of these questions will also be analyzed in the light of a signal theory perspective founded by Stephen Ross, who has initiated in 1977 the main work in this area. In fact, this theory stipulates that information is not shared equitably, namely symmetric. On the contrary, the asymmetry of information is a general pattern. Therefore, an efficient and coherent communication policy which highlights the importance of the credibility of the signal is required. “The signal is seen here as a variable of behavior, which would reduce the asymmetry of information between two parties” (Bertrand, Michel, 1984: 28)⁵.

This problem of asymmetry of information intervenes on several markets such as tourism. This concern is reflected by a greater attention to the communication in the broad sense, and addressed as well to the purchasers (tourist, visitor, citizen, etc.) to all the providers who make up the value chain of tourism (hotels, travel agencies, tour operators, etc.), in particular in an economic sector subject to the more substantial uncertainties such as tourism. Some approaches, such as certification programs, must be accompanied by a particularly active communication

⁵ Translation work from French: « Le signal est perçu ici comme un variable de comportement, qui permettrait de réduire l'asymétrie d'information entre deux parties » (Bertrand, Michel, 1984: 28).

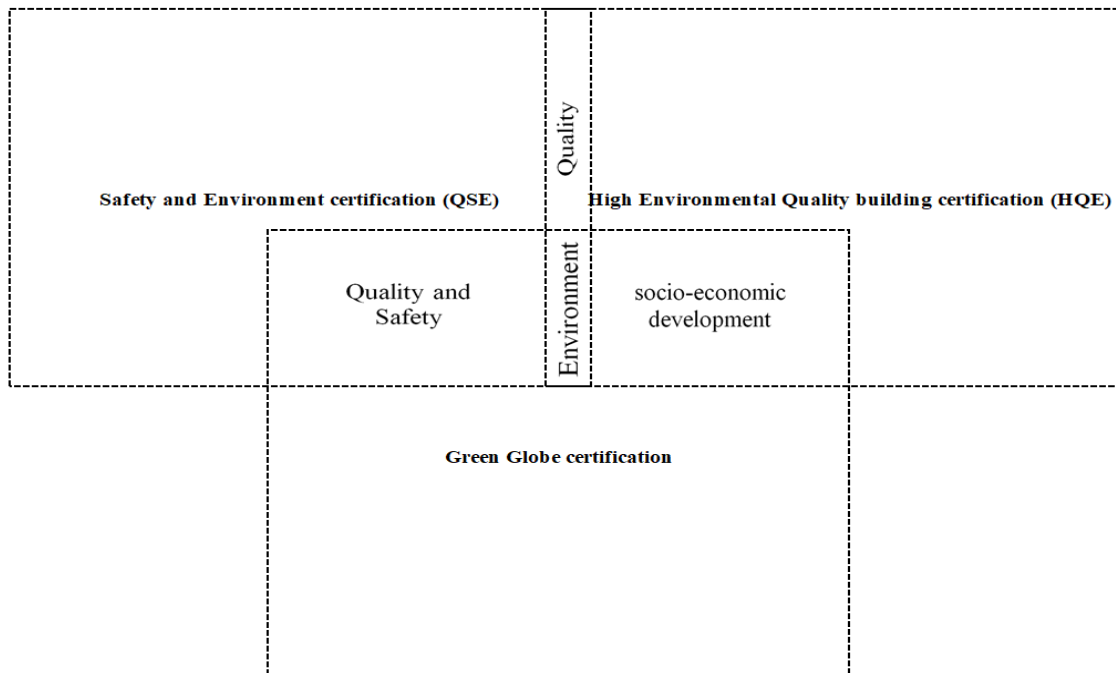
since they are particularly sensitive to the asymmetry of information as is the case in particular of the triple certification process initiated by the SAPST at the level of the Taghazout Bay Resort.

1.4 The Management System of the SAPST: a three complementary approaches

The development project of Taghazout Tourist resort falls within the framework of Azur Plan 2010 and more broadly within the tourism development strategy “Vision 2020”. The SAPST fully supports this national strategy which consists of a responsible approach with three major objectives: preserving the Moroccan culture, values, traditions and identity; protecting the environment and promoting tourism as a vector for economic and social development.

To reaffirm its commitment to this strategy and to sustainable development, SAPST decided to adopt an integrated approach, namely: the High Environmental Quality building (HQE) certification; Quality, Safety at Work and Environment (QSE) certification and the Green Globe certification. All these different approaches constituting the heart of the management system of the SAPST, affect all the aspects of sustainable development, while placing the environmental component as a core around which they converge.

Figure 9: the three pillars of sustainable development: the environmental, social and economic aspects



Source: Benamara, Ait Nacer.

Among the topics that the HQE certification addresses, the SAPST has chosen to put

forward the following issues: to integrate the local populations in the project; to contribute to the socio-economic development of the Souss-Massa region; to respect the environment and to preserve biodiversity and natural resources; to promote energy efficiency and encourage to a reasoned consumption of resources.

To test these repositories of certification, the SAPST has appealed to the Cap Terre Company⁶ who has conducted in 2012 a diagnosis sustainable development for its account in order to assess the impact of the project on the environment and socio-economic context of the Souss-Massa region. The environmental certification initiated by the SAPST has three components: the HQE sustainable planning and development certification; the HQE residential and non-residential building certification and the HQE non-residential buildings in operation certification.

⁶ Cape Terre is a Bureau of Studies and Council in energy, landscape, construction and sustainable development which design and it embodies the sustainable performance of real estate projects.

1.4.1 The HQE sustainable planning and development certification

The HQE sustainable planning and development certification attests to the implementation of a project management system that allows sustainable planning goals that are appropriate to the circumstances of the project to be set and the project to be organized in such a way as to ensure that the goals are met while controlling: the coordination, participation and assessment processes and the operational planning processes for the design, build and handover stages.

The HQE sustainable planning and development certification applies throughout the scale of a territory and allows establishing the link between the territorial planning, the urban programming and design of projects, by integrating the concerns of following sustainable development:

- Architectural Design and Integrated landscape in its natural environment,
- Orientation which promote the natural lighting and allowing to better take advantage of the contributions of the sun in the winter and to protect the summer,
- Thermal and acoustic insulation performance at the level of the roofs and the envelope of buildings,
- Lighting of car parks and external paths 100% LED,
- The use of durable materials (Certified Wood PEFC⁷ at the level of the bungalows),
- The use of solar energy for the production of the ECS,
- Separation of the Count of water and electricity by area for a better control of consumption,
- Establishment of a system of home automation at the level of housing which will allow to optimize the consumption of water and energy,
- Implementation Of Equipment hydro-thrifty at the level of health,
- Taking into account of the accessibility of the equipment to carry out the interviews without degradation of the frame,

⁷ The Programme for the Endorsement of Forest Certification (PEFC) is an international, non-profit, non-governmental organization which promotes sustainable forest management through independent third party certification. It is considered the certification system of choice for small forest owners.

- Taking into account of the quality of the domestic air,
- Responsible Waste Management,
- Management of the site with stringent provisions in matters HSE.

For the Taghazout Bay project, the cost of the HQE sustainable planning and development certification amounts to approximately 225,000 dirhams (EUR 20,000). This sum, reduced to the overall investment of the project of nearly a billion euros, equivalent to approximately 0.002% of the cost of the project. Through an audit carried out from 14 to 16 May 2013, the certification HQE-development of the station Taghazout has been issued to the SAPST by a certification body CERTIVEA. This certification attests by the fact that the station promotes a reasoned model of tourist development, at the service of a strategy for socio-economic development concerned with the preservation of the specificities of the site.

Table 2 : Taghazout Bay project: Certified Development HQE, version of Certification 2013

Language	French
Country Code	Morocco
Year of first issue	2014
Application number	B
Certificate number	0001
Project and address	Taghazout Bay resort slice 1 and 2
City of the certified project	The city of Agadir
Name and address of the Applicant	SAPST, Angle Av. Mehdi Ben Berka and Eugénia street 1 st floor - Hay Riad, 10,000 Rabat, Morocco
Country	Morocco
Scheme version	HQE version of the 01/01/2014
Launch	25/07/2013
Stage n°2: Initial analysis	25/07/2013
Stage n°3: selection of objectives"	25/07/2013
Stage n°4 : sustainable project design	01/09/2014
Stage n°5 : implementation	01/09/2014
Urban planning area in hectare	462 hectares

Source: CERWAY Company

1.4.2 The HQE residential and non-residential building certification

The HQE residential certification covers the design and construction phases of residential buildings (new construction or refurbishment), while the HQE non-residential building

certification covers the design and construction phases of new-builds and renovated buildings. The HQE residential and non-residential building certifications are issued following audits that consider: the Project Environmental Management (PEM) and the Environmental Performance of the Building (EPB).

The residential part of the Taghazout Bay resort (villas and apartments) has been audited in July 2013 for the phase before-project on two pilot parcels. The HQE residential certification was obtained in 2014 for the design phase of the project and has concerned 700 housing units located at the level of the residential area of the station. The certification of the implementation phase is not obtained up to now.

Table 3 : Taghazout Bay resort: the HQE residential certification, certification version 2014

Year of the first issue	2014
Demandeur	SAPST Angle Av. Mehdi Ben Berka and Eugénia street 1 st floor - Hay Riad, 10, 000 Rabat, Morocco
project	Residential Component of the Taghazout Bay resort, parcel TAMOURIT n° 13
	Residential Component of the Taghazout Bay resort, parcel TAWENZA n° 18
	Residential Component of the Taghazout Bay resort, parcel TAMDA n° 21
	Residential Component of the Taghazout Bay resort, parcel AMDA n° 22
Type of building	Residential
Construction or Development	Construction
Scheme version	version of 12/04/2014

Source: CERWAY Company

Table 4 : HQE certification construction phase - parcel TAMOURIT n° 13 80022

Language	French
Country Code	Morocco
Year of first issue	2014
Application number	A-
Certificate number	0144-1
Project and address	Residential Component of the Taghazout Bay resort, parcel TAMOURIT n° 13 80022 Taghazout, Morocco
City of the certified project	Taghazout
Name and address of the Applicant	SAPST
Country	Morocco
Residential or non-Residential	Residential
Building Use	Résidentiel
Construction or Refurbishment	Construction
Scheme version	CERWAY package du 12 avril 2014
Date de certification phase Conception Design	05/06/2014
Global level	EXCELLENT
Energie criteria (Non residential) Energie et Economie criteria (residential)	3
Environment criteria	3
Health criteria (non-residential) health and safety criteria (residential)	3
Comfort criteria	3
Number of Buildings	44
Number of Housing Units	213
Area m ²	23 820

Source: CERWAY Company

Table 5 : HQE certification construction phase - parcel TAWENZA n° 13 80022

Language	French
Country Code	Morocco
Year of first issue	2014
Application number	A-
Certificate number	0144-2
Project and address	Residential Component of the Taghazout Bay resort, parcel TAWENZA n°1880022 Taghazout, Morocco
City of the certified project	Taghazout
Name and address of the Applicant	SAPST
Country	Morocco
Residential or non-Residential	Residential
Building Use	Résidentiel
Construction or Refurbishment	Construction
Scheme version	CERWAY package of 12 April 2014
Date of certification design phase	05/06/2014
Global level	EXCELLENT
Energy criteria (non-residential) Energy and economy criteria (residential)	3
Environment criteria	3
Health criteria (non-residential) Health and Safety criteria (residential)	3
Comfort criteria	3
Number of Buildings	7
Number of Housing Units	137
Area m ²	12 000

Source: CERWAY Company

Table 6 : Certification HQE construction phase - parcel TAMDA n°21 80022

Language	French
Country Code	Morocco
Year of first issue	2014
Application number	A-
Certificate number	0144-3
Project and address	Residential Component of the Taghazout Bay resort, parcel TAMDA n°21 80022 Taghazout Bay, Morocco
City of the certified project	Taghazout
Name and address of the Applicant	SAPST
Country	Morocco
Residential or non-Residential	Residential
Building Use	Résidentiel
Construction or Refurbishment	Construction
Scheme version	CERWAY package du 12 avril 2014
Date of certification design phase	05/06/2014
Global level	EXCELLENT
Energy criteria (non-residential) Energy and economy criteria (residential)	3
Environment criteria	3
Health criteria (non-residential) Health and	3
Comfort criteria	3
Number of Buildings	60
Number of Housing Units	60
Area m ²	13 577

Source: CERWAY Company

Table 7 : Certification HQE construction phase - parcel AMDA n°2280022

Language	French
Country Code	Morocco
Year of first issue	2014
Application number	A-
Certificate number	0144-4
Project and address	Residential Component of the Taghazout Bay resort, parcel AMDA n°2280022 Taghazout, Morocco
City of the certified project	Taghazout
Name and address of the Applicant	SAPST
Country	Morocco
Residential or non-Residential	Residential
Building Use	Residential
Construction or Refurbishment	Construction
Scheme version	CERWAY package du 12 avril 2014
Date of certification design phase	05/06/2014
Global level	EXCELLENT
Energy criteria (non-residential) Energy and economy criteria (residential)	3
Environment criteria	3
Health criteria (non-residential) Health and	3
Comfort criteria	3
Number of Buildings	173
Number of Housing Units	173
Area m ²	44,000

Source: CERWAY Company

1.4.3 The HQE non-residential buildings in operation certification

The HQE non-residential buildings in operation certification relates to the Surfing Village (Sol House Taghazout Bay) and the Hilton Hotel. For the Surfing Village the HQE certification of the realization-execution phase has been obtained on November 08, 2017. The HQE non-residential buildings in operation certification: design phase, for the Hilton hotel has been obtained on the first July 2016 (mention Very Good). The certification of the realization phase of the said hotel is expected for 2018.

Table 8 : HQE certification: conception and design phase - Hilton Hotel

Language	French
Country Code	Morocco
Year of first issue	2016
Application number	A-
Certificate number	282
Project and address	Hilton Hotel Taghazout Bay – Agadir, Morocco
City of the certified project	Taghazout
Name and address of the Applicant	SAPST
Country	Morocco
Residential or non-residential	Non residential
Building Use	Hotel
Construction or Refurbishment	Construction
Scheme version	CERWAY package of 09 mars 2015
Date of certification design phase	01/07/2016
Global level	VERY GOOD
Energy criteria (non-residential) Energy and economy criteria (residential)	1
Environment criteria	3
Health criteria (non-residential) Health and Safety criteria (residential)	1
Comfort criteria	2
Number of Buildings	1
Number of Housing Units	
Area m ²	17 171

Source: CERWAY Company

Table 9 : HQE certification : construction phase - parcelle AMDA n°2280022

Language	French
Country Code	Morocco
Year of first issue	2016
Application number	A-
Certificate number	323
Project and address	Sol House Taghazout Bay, RN1, Km 17, Agadir, Morocco
City of the certified project	Taghazout
Name and address of the Applicant	SAPST
Country	Morocco
Residential or non-residential	Non residential
Building Use	Hotel
Construction or Refurbishment	Construction
Scheme version	CERWAY package du 09 mars 2015
Date of certification realization-execution	08/11/2017
Global level	VERY GOOD
Energy criteria (non-residential) Energy and economy criteria (residential)	1
Environment criteria	3
Health criteria (non-residential) Health and Safety criteria (residential)	1
Comfort criteria	1
Number of Buildings	1
Number of Housing Units	-
Area m ²	7 600

Source: CERWAY Company

1.5 Quality, Safety at Work and Environment (QSE) certification

Quality, Safety at Work and Environment (QSE) certification is an integrated management system comprising three standards. The first standard is the Quality Management System (ISO 9001): an international standard that specifies requirements for a quality management system. Organizations use this standard to demonstrate the ability to consistently provide products and services that meet customer and regulatory requirements. It is the most popular standard in the ISO 9000 series and the only standard in the series to which organizations can certify. ISO 9001 was first published in 1987 by the International Organization for Standardization (ISO), an

international agency composed of the national standards bodies of more than 160 countries. The current version of ISO 9001 was released in September 2015.

The second standard is the Health, Safety and Security at work management system (OHSAS 18001): an internationally applied British standard for occupational health and safety management systems. It exists to help all kinds of organizations put in place demonstrably sound occupational health and safety performance. It is a widely recognized and popular occupational health and safety management system. The third standard is the environmental management system (ISO 14001): this standard specifies the requirements for an environmental management system that an organization can use to enhance its environmental performance.

Constituting a foundation for the sustainable development approach, the implementation of QSE certification, according to these three standards meets the following objectives:

- Ensure the satisfaction of all stakeholders (customers, staff, suppliers, communities),
- Ensure better control of the processes,
- Comply with the legal and regulatory requirements in force,
- Control the environmental nuisances and impacts generated by construction sites.

Following a certification audit of QSE process according to ISO 9001, ISO 14001 and OHSAS 18001, realized by “Bureau Veritas”⁸ from 17 to 25 December 2014, the Taghazout Bay resort has obtained the QSE certification.

1.6 The HQE Certification is more based on a process, than on marks

The HQE sustainable planning and development certification must be posted at the SAPST premises and at the work site. This label goes through six phases attested by annual audits, after which the certificate may be withdrawn or maintained. The approach provides that:

“The right of use of the mark HQE layout is issued to the developer until the end of the phase certified, until not later than the end of the calendar year following the year of completion of the audit (period during which a follow-up audit allows the cancellation, the maintenance or the update of the certificate), or for a lesser duration, corresponding to the Interval provided between two audits, for the operations of short

⁸ Bureau Veritas S.A. is an international certification agency. In addition to certifications, they provide HSE expertise (Health, Safety and Environmental).

duration"⁹ (Guide of certification rules HQE Development, 2016:15).

However, according to the information drawn from the site of the SAPST, consulted on 09 January 2018, the last audit carried out is that of June 2014. During the years 2015, 2016, 2017 and 2018, no other audit is performed, at least that the SAPST prefers not to publish the maintenance of its certificate or its withdrawal, which makes obsolete the right of use of the certificate obtained. In fact, this are less these legal details relating to the rights of use of the certificate, that are important to us, than the issuance of the certificate itself, in view of the flagrant slippage, at the level of the environment or against the local population, characterizing the whole process of the development of this resort.

1.7 The Green Globe certification, case of three components of the Taghazout Bay resort

1.7.1 The Green Globe certification

Green Globe is an international program of certification and improvement of the performances in sustainable development conceived especially for tourism industry. This program, established in 1999 by the Australian NGO Green Globe and EC3 (an international certification body specializing in environmental management), comes from the commitments made by the tourism industry at the summit for the earth of Johannesburg in 1992, as well as the most demanding international standards and agreements (ISO 9001, 14001 and 19011, Agenda 21, etc.).

The Green Globe program is designed to support and reward all the companies and the tourist organizations (accommodations, campsites, journeys, transport, cruises, restoration, amusement parks, golf courses, etc.) that have opted for an improvement of environmental and social management of their activities. The process involves taking measures to rationalize water and energy consumption, reduce greenhouse gas emissions, protect biodiversity and ecosystems, encourage the use of ecological materials, to promote local employment and finally to work for the socio-economic and cultural development of the region, etc.

The Green Globe program includes 41 fundamental criteria mandatory associated with the

⁹ Translation work from French: « Le droit d'usage de la marque HQE Aménagement est délivré à l'aménageur jusqu'au terme de la phase certifiée, au plus tard jusqu'à la fin de l'année civile suivant l'année de réalisation de l'audit (période durant laquelle un audit de suivi permet l'annulation, le maintien ou la mise à jour du certificat), ou pour une durée moindre, correspondant à l'intervalle prévu entre deux audits, pour les opérations de courte durée » (Guide of certification rules HQE Development, 2016:15).

field of application of sustainable tourism, supported by 370 compliance indicators divided into four thematic areas and dealing with the whole of the CRB criteria (Social Responsibility of the Business) for a sustainable tourism: the management of sustainable development; the economic and social constraints; the cultural heritage and environment.

To obtain the Green Globe certification, companies must be in compliance with each of the thematic (41 fundamental criteria mandatory), and this in reaching a compliance rate of greater than 50% for indicators corresponding to each criterion. Among the indicators, a number can be defined as mandatory, they must imperatively be respected to validate the criterion and therefore obtain the certification.

1.7.2 The case of three components of the Taghazout Bay resort

The SAPST has chosen the French cabinet-council “François-Tourisme-Consultants” (FTC)¹⁰ to assist it in the implementation of the Green Globe standard. Three components of the Taghazout Bay resort have been certified in 2016: Taghazout Golf¹¹, Hyatt Place (Hyatt Regency Group) and Sol House Taghazout Bay-Surf (Melia Hotels International Group). This certification is issued following an audit carried out from 26 to 29 September 2016. All three components have again been awarded Green Globe certification in 2017.

¹⁰ François-Tourisme-Consultants (FTC) is a cabinet-council in the trades of the hotels and tourism. He founded in 1994 by Philippe François, former Director of hotels and hotel schools. The activity of FTC is entirely concentrated on the hotel business (restoration, lodges, campsites, etc.) and on the tourist territories.

¹¹ Designed by Kyle Phillips, the golf course covers a total area of 76 hectares and a playing area of 30 hectares.

Figure 10 : Sol House Taghazout Bay-Surf, Taghazout Bay resort



Source: SAPST

Figure 11 : Taghazout Golf, Taghazout Bay resort



Source: SAPST

Figure 12 : Hyatt Place, Taghazout Bay resort



Source: SAPST

The multiplication of certification programs observed at the end of the 1990s in the field of tourism, coupled with the growing debate on the role of sustainable tourism has generated over the past few years several critical studies of certification systems of tourism. As well, “rather than to assess the concrete results on the ground in terms of the protection of the environment and ecological sustainability and the effects as well products on the different parties concerned, these studies tended to focus on the comparative analysis of the benefits of standards and systems in presence.” (Organization for Economic Cooperation and Development, 2005: 315).

The case of the Green Globe certification raises the key question of the conformity of the certification program for socio-economic requirements of the actual host territory. This label is not official, that is to say that it is not assigned by the government, such as the European Union eco-label. It is a private program. Its role is rather one of a mechanism for marketing and a Counselor who allows suitors to distinguish themselves from their competitors.

“To promote its standard with suppliers, Green Globe submits that it can reduce their costs (mainly by improvements in the field of the Environment), improve their brand image, generate on the markets a greater interest in their regard and help them to anticipate and react quickly to the changing regulations. In return, the supplier shall

bear the financial costs related to its accession to Green Globe, to its evolution and certification"¹² (Organization for Economic Cooperation and Development, 2005: 315).

The comments reiterated by the Green Globe certification about the regular control and the environmental regulatory, analyzed objectively, contradict the essential foundations of the sustainable development approach. As well, the Office of the United Kingdom for the World Wide Fund for Nature (World Wildlife Fund United Kingdom Office) "criticizes the Green Globe to base its certification only on the existence in the company of an environmental management system" (Organization for Economic Cooperation and Development, 2005, 316). This is particularly the case for the station Taghazout that has adopted the Environmental Management System (ISO 14001) since 2014, that is to say, a year after the accession to the program Green Globe. Thus, "a company having adopted a Green policy and put in place an environmental management system could be certified Green Globe 21 and nevertheless prejudice to the environment in the conduct of its business" (Organization for Economic Cooperation and Development, 2005: 316).

Despite the fact that the three components of the Taghazout Bay resort are certified Green Globe and be subject, moreover, to an annual audit which imposes a regular control and a standby environmental regulatory, they enroll, however, in the facts, in a logic of mass tourism, which resets entirely in question the essence of this certification based on an ethic which standardizes the external and internal relations of these entities quality label and, moreover, their brand image.

In their report entitled: A Guide for the certification of tourist accommodation and tour-operators in the countries of the Southern Mediterranean, Anahide Bondolfi, Luc Jaquet and Trabel Faycel have developed a comparative study between five certification programs. It is: Green Key (Clef Verte), Travelife, Green Globe, European Ecolabel and EarthCheck. This study relied on the analysis of a corpus of certification criteria: cost, marketing/recognition with clients,

¹² Translation work from French: « Pour promouvoir sa norme auprès des fournisseurs, Green Globe fait valoir qu'elle peut réduire leurs coûts (principalement par des améliorations en matière d'environnement), améliorer leur image de marque, susciter sur les marchés un plus grand intérêt à leur égard et les aider à anticiper et à réagir rapidement à l'évolution des réglementations. En contrepartie, le fournisseur supporte des coûts financiers liés à son adhésion à Green Globe, à son évolution et à sa certification » (Organization for Economic Cooperation and Development, 2005: 315).

adapted to the structure, current level of compliance. This analysis allows subsequently assessing the labels of certification according to a rating scale which varies between very favorable and very unfavorable. On the basis of the information provided for each label, it is possible to compare therefore through the matrix of following assessment:

Table 10 : evaluation Matrix of Labels

Examples of criteria	Labels				
	Green Key	Travelife	Green Globe	European Ecolabel	Earth Check
Cost	+	+	-	-	--
Marketing/recognition from customers	++	+	0	+	0
Adapted to the structure	++	0	0	+	+
Current level of compliance	+	0	-	0	+
Balance sheet	6+	2+	2-	1+	0

Source: Anahide, Luc & Faycel, 2017: 7- Rating scheme: ++ = Very Favorable / + = Favorable / 0 = Neutral / - = Unfavorable / - - Very Unfavorable

To these grievances are adds the use made by Green Globe of its logos. These are assigned as well to companies that are only incurred to obtain the certification that the companies who have actually obtained as we point out in the figure below:

Figure 13 : Logos Green Globe



Source: Organization for Economic Cooperation and Development, 2005: 319

There are clearly the striking similarities between the Logos used in the two cases of figures. As well, only a check mark on the logo to the right differentiates the incumbents of the

certification of the contenders. This is particularly the case of the three components of the station Taghazout Bay who have joined the program Green Globe: Taghazout Golf, Hyatt Place hotel and Sol House Taghazout Bay-Surf, which, “are included in the framework of a program international Green Globe” as stipulated formally a SAPST communiqué since 2016. These entities therefore had the right to make use of the Green Globe logo even if the latter did not imply the respect of standards or specific criteria but noted only that the companies concerned had taken the commitment to improve their environmental performance and to undertake regular self-assessments. However, the three components of the Taghazout Bay resort have not been able to demonstrate their conformity with the 370 requirements of the referential certification program 2016 following a result of an audit carried out from 26 to 29 September 2016.

Figure 14 : Web site of the SAPST



Source: <http://www.taghazoutbay.ma/index.php/fr/developpement-durable/demarche-green-globe>

Figure 15 : Web site of the SAPST



Source:<http://www.taghazoutbay.ma/index.php/fr/actualites/137-trois-composantes-de-la-station-taghazout-bay-certifiees-green-globe>

The use made by Green Globe of its logos prevents consumers to identify and understand the difference between the process (labelling) and the result (label). In the same register, Martha Honey and Abigail Rom argue in their report entitled: "Protecting Paradise: Certification Programs for Sustainable Tourism and Ecotourism". Report for the Center on Ecotourism and Sustainable Development, that: "Certification can, in practice, be used to penalize poorer countries and locally-owned businesses that cannot subscribe to the standards or meet, at least in the short term, the criteria " (Martha and Abigail, 2001: 66).

CONCLUSION

By engaging in an HQE-A certification strategy, SAPST wished to valorize its efforts while ensuring that the strategy was well-coordinated and controlled and that most of the central and decentralized public stakeholders concerned by the project were mobilized both at national and local level. This will also help ensure that the project's objectives are maintained over time up to delivery of the site.

The SAPST, following the logic of sustainability that underlies today the major public investment projects, attempts to compensate for the adverse effects of the project of the

Taghazout Bay resort on its environment. In its approach of legitimation, the company managed to get several certifications and labels covering essentially the environmental dimension, then, at a secondary level, social and economic. This consecration is then optimized and put forward for charmed a clientele follower of the precepts of sustainable tourism, even beyond the country.

However, the reality on the ground reflects any other thing, and contradicts the advertising slogans of labels obtained. The patent cleavage which characterizes the resort and the nearby villages gives rise to an effect of contrast putting in question the credibility of the certifications obtained. However, the responsibility applies to both the process of labelling, little relevant and easy to divert, to these institutions themselves using these certificates as their fund of commerce.

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