



Presentation Note

Subject: Bill no°11-16 governing the profession of travel agents.

The travel distribution sector is subject to by multiple changes. In fact, the rising number of tourists, the evolution of travel consumption patterns and buying habits , the emergence of new actors, the development of e-tourism, and the increased use of new communication technologies are new major trends that affect this industry and establish new rules.

Aware of these major challenges, the tourism development strategy, vision 2020, provided for an important project as regards the regulatory reform of law no. 31-96 governing travel agencies, which should allow having an inclusive, fluid, flexible, and secure distribution system:

Inclusive

→ The distribution system shall ensure the participation of all the tourism distribution minor and major stakeholders.

Fluid

→ The system shall make contact with all concerned parties easy, efficient, and natural.

Flexible

→ The system shall adjust to the new consumption patterns, new markets, and new stakeholders.

Secure

→ The system shall contribute to offer tourists a quality experience by building up their trust in the products they buy.

The major issues identified in collaboration with the professionals are as follows:

- Setting up a grading system for travel agent licenses according to the activity and the responsibility;
- Integrating measures for online sales and distance selling;
- Improving access conditions to the travel agent profession;
- Improving the management conditions of travel agents' activity;
- Complying with the regulations that have an impact on the activity of travel agents.

1) Grading the licencing system

Grading the licencing system is a two-step procedure, depending on the degree of risk, and the responsibility and the nature of operations and services provided by the travel agent.

The objective is to make the regulatory framework inclusive to allow all travel stakeholders to adhere to it.

Licence A: concerns entities that produce and distribute travel (tour operators). The exclusivity of the profession is maintained.

Licence B: concerns entities that distribute travel and that work, in addition to their main activity, with no obligation to sell exclusively tourism services.

2) Measures for online sales and distance selling:

This procedure aims at integrating the online distribution and distance selling with operations that can be provided by travel agents, with possibility to operate from a registered address and/or via physical brick and mortar shops.

3) Improving access conditions to the travel agent profession

This procedure aims at incorporating measures that favor the integration of a new set of skills (developers, aggregators, etc.) that are necessary for the evolution of the business to keep pace with the market's new trends, particularly those resulting from the development of digital economy (e-trade, digital marketing, self services, etc.).

4) Improving the management conditions of travel agents' activity

The ambition is to allow travel agents to be operational and develop a profitable business once the licence is issued, particularly applications to be accredited by IATA.

Also, this procedure aims at facilitating access of travel agents, who want to specialize in domestic tourism, to the profession . This measure will enhance the competitiveness and the positioning of locals stakeholders.

5) Complying with the regulations that have an impact on the activity of travel agents

Complying with the laws in force (law enacting the measures to protect consumers, the e-trade law, etc.) will help to be in line with the overall regulatory framework to which the activity of travel agents belong.