

Tourism and Resilience Strategies in The Face of Covid 19: The Case of the City of Agadir

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Abstract

Present-day successful and efficient administration of all sectors depends on the durability of tourist destinations. The third-largest revenue-generating industry in Morocco is tourism, which needs to be strengthened and protected from all dangers and unforeseen events (such as the COVID-19) in order to serve as a catalyst for socioeconomic development. This work observes and highlights how the city of Agadir behaves in the face of Covid 19 as a challenge affecting its tourism industry, the potential that has been mobilized to address it, and the limits of a tourist destination's resilience.

Keywords: Tourism, Resilience, Sustainable development, Covid-19