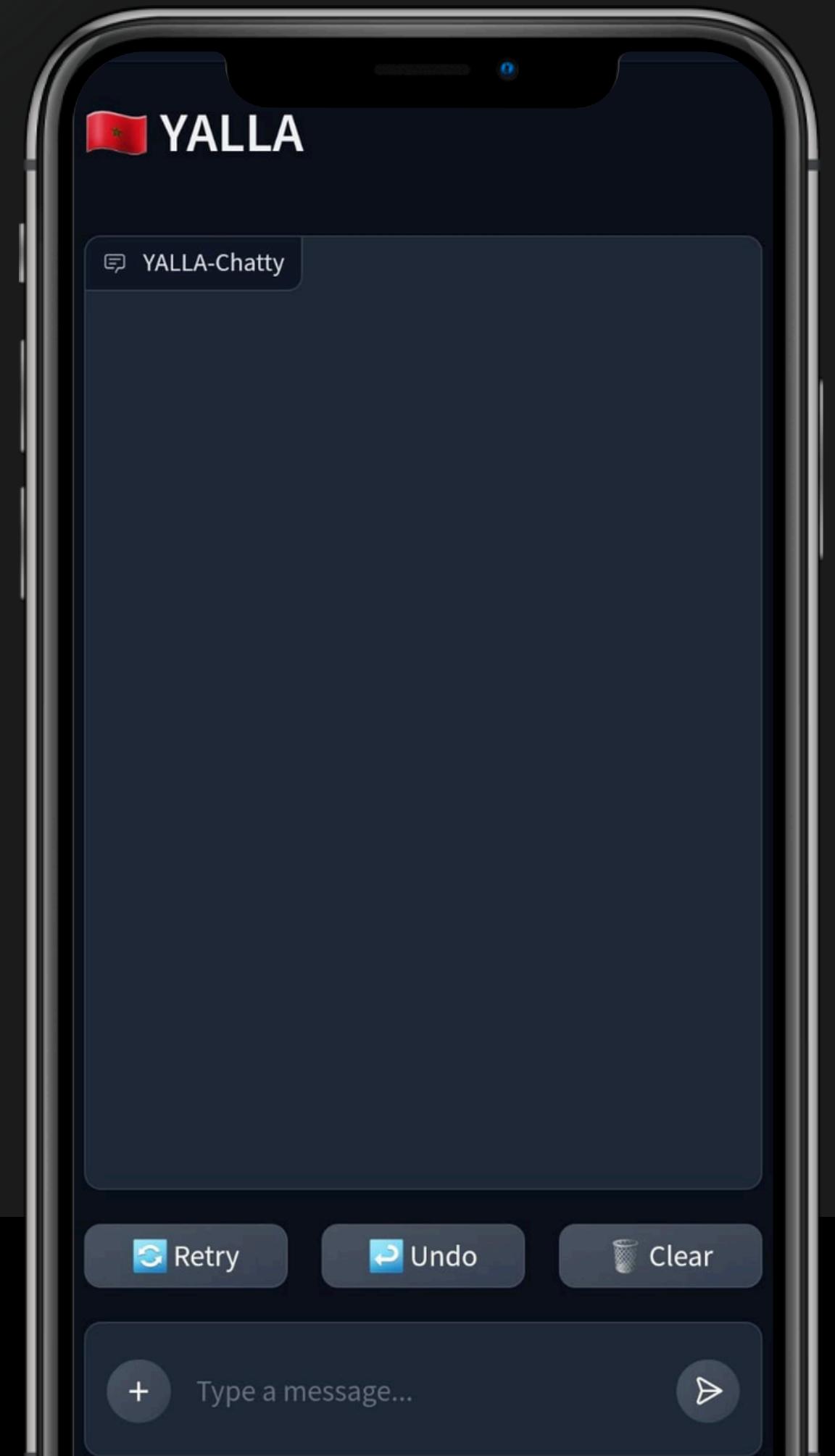




Enhancing Tourist Experience at Major Events
in Morocco



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The Problem !

CULTURAL HERITAGE



During major events generally tourists and visitors face several challenges:

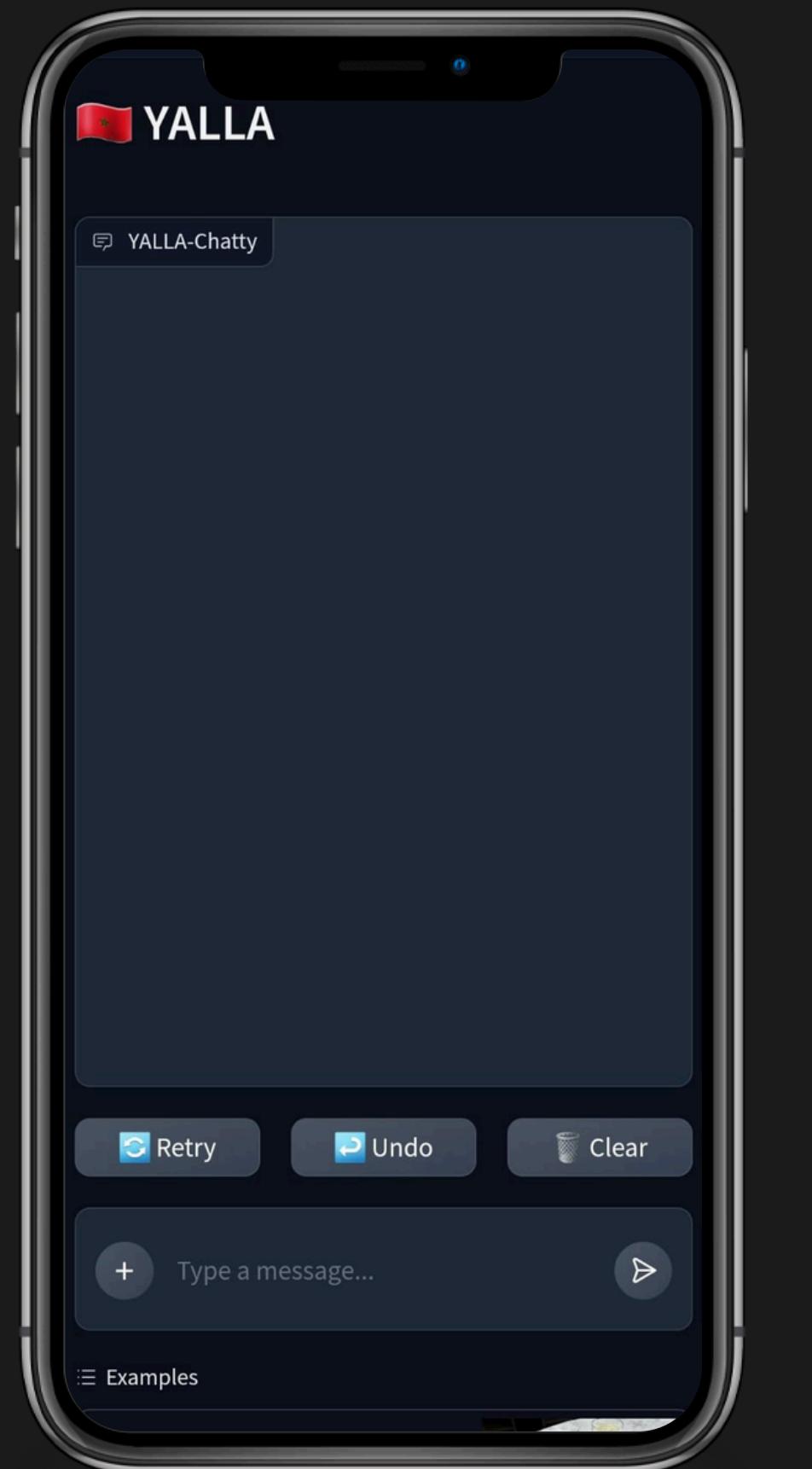
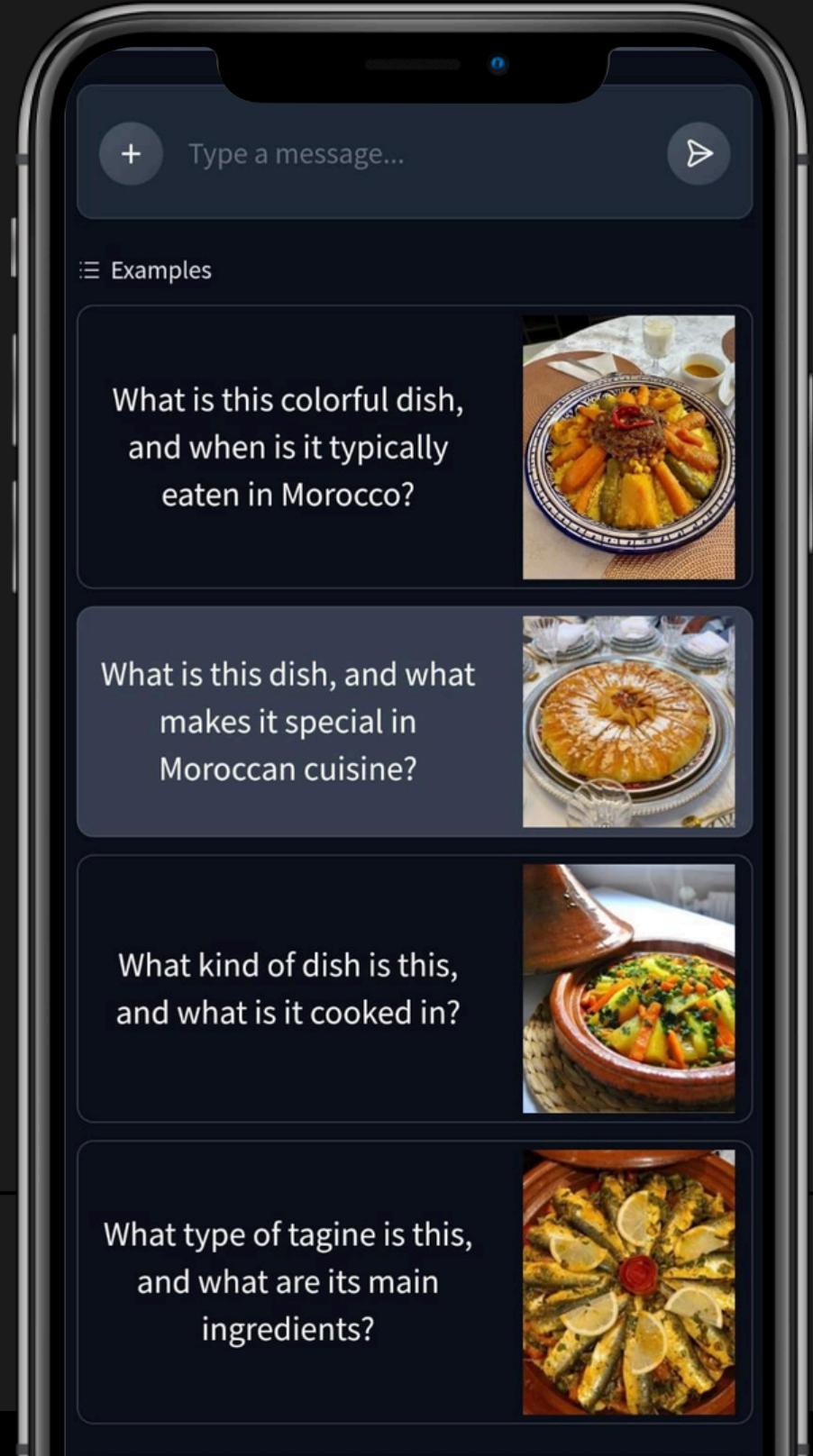
- 1. Navigational Difficulties:**
- 2. Access to Information:**
- 3. Cultural Engagement:**
- 4. Booking and Logistics:**
- 5. Multilingual Support:**

These challenges can lead to a suboptimal visitor experience, potentially affecting the overall success of the events and the perception of Morocco as a tourist destination.

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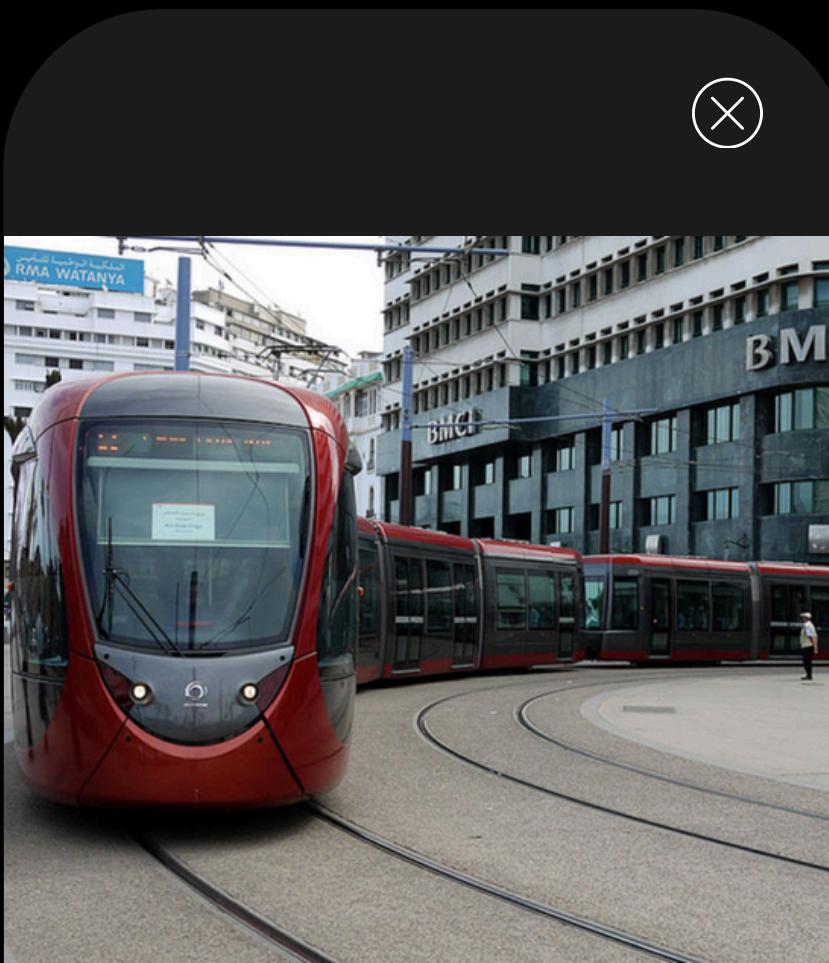
Our Solution

Our solution, is a chatbot assistant designed to tackle the challenges faced by tourists during major events in Morocco. Leveraging advanced AI technologies, YALLA provides real-time, context-aware assistance, including navigational help, instant access to essential information, and insights into Moroccan culture. Integrated seamlessly into event applications, YALLA enhances the visitor experience by simplifying logistics and promoting cultural engagement, ensuring tourists have a memorable and hassle-free stay.



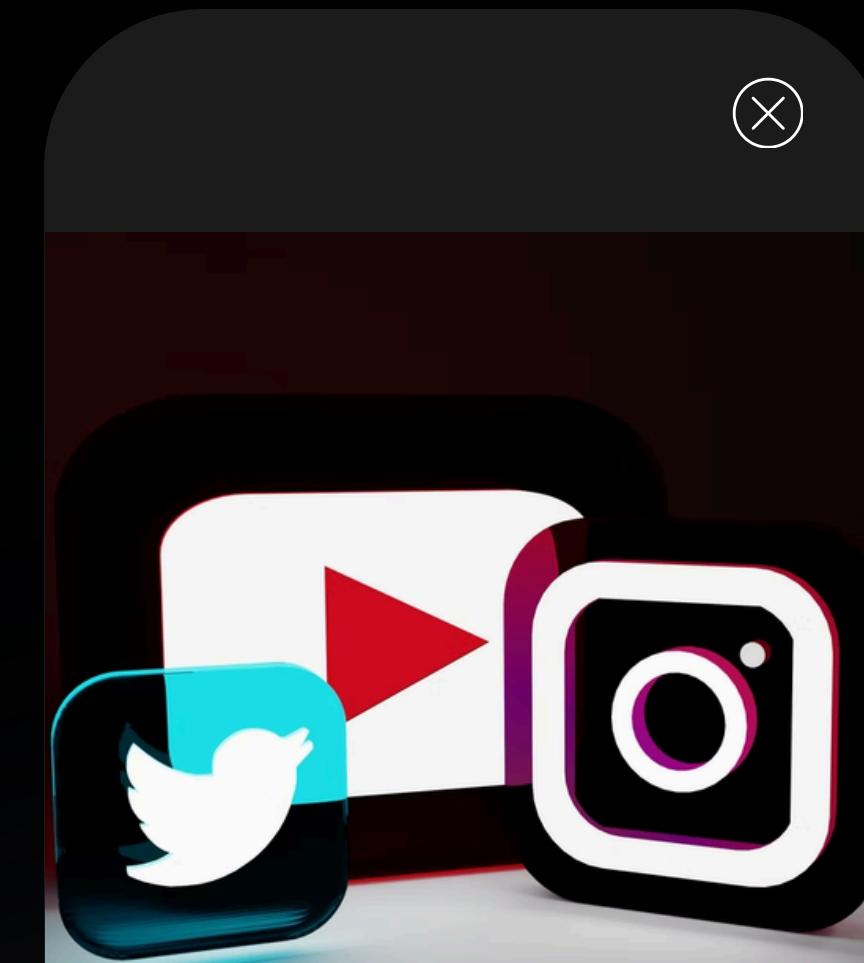
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Use Cases and Benefits



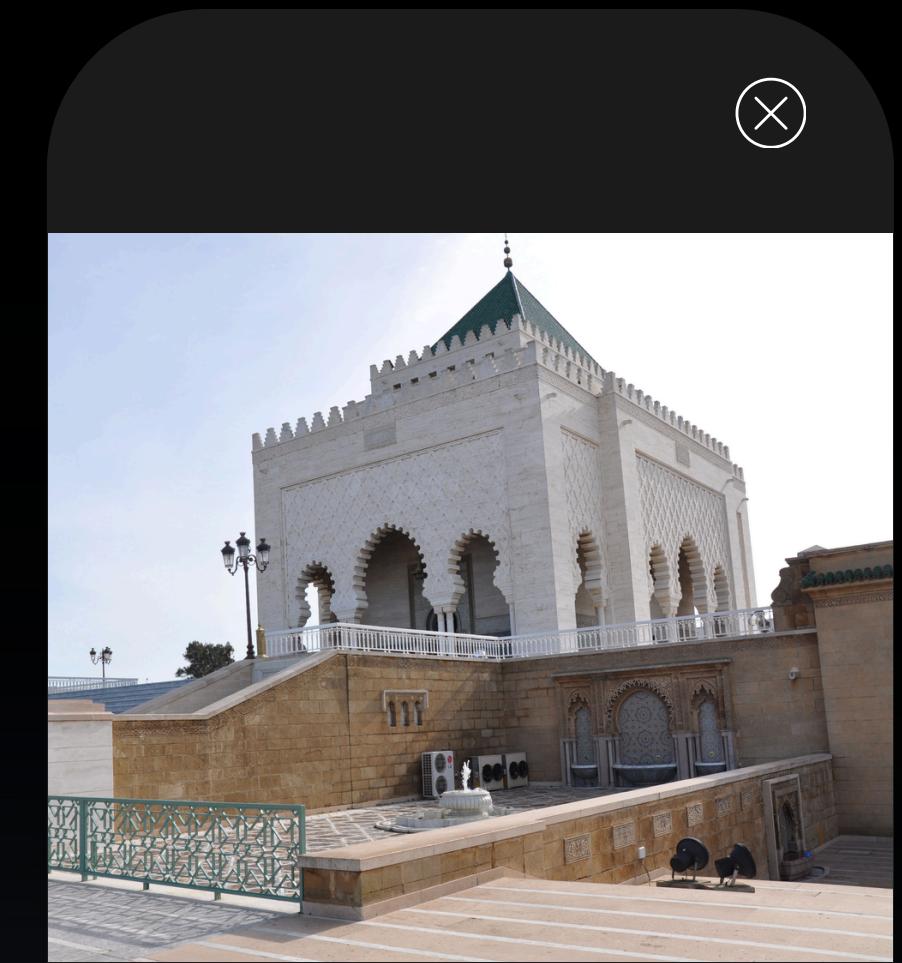
NAVIGATIONAL DIFFICULTIES

Visitors often face challenges in finding their way around unfamiliar cities and locating event venues, which can lead to frustration and delays.



ACCESS TO INFORMATION

Critical information about events, local attractions, and services is dispersed across multiple platforms, making it hard for tourists to find what they need quickly and efficiently.



CULTURAL ENGAGEMENT

Language barriers and lack of accessible content can prevent tourists from fully experiencing and appreciating Morocco's rich culture, leading to missed opportunities for cultural immersion.

Future Enhancements and Impact

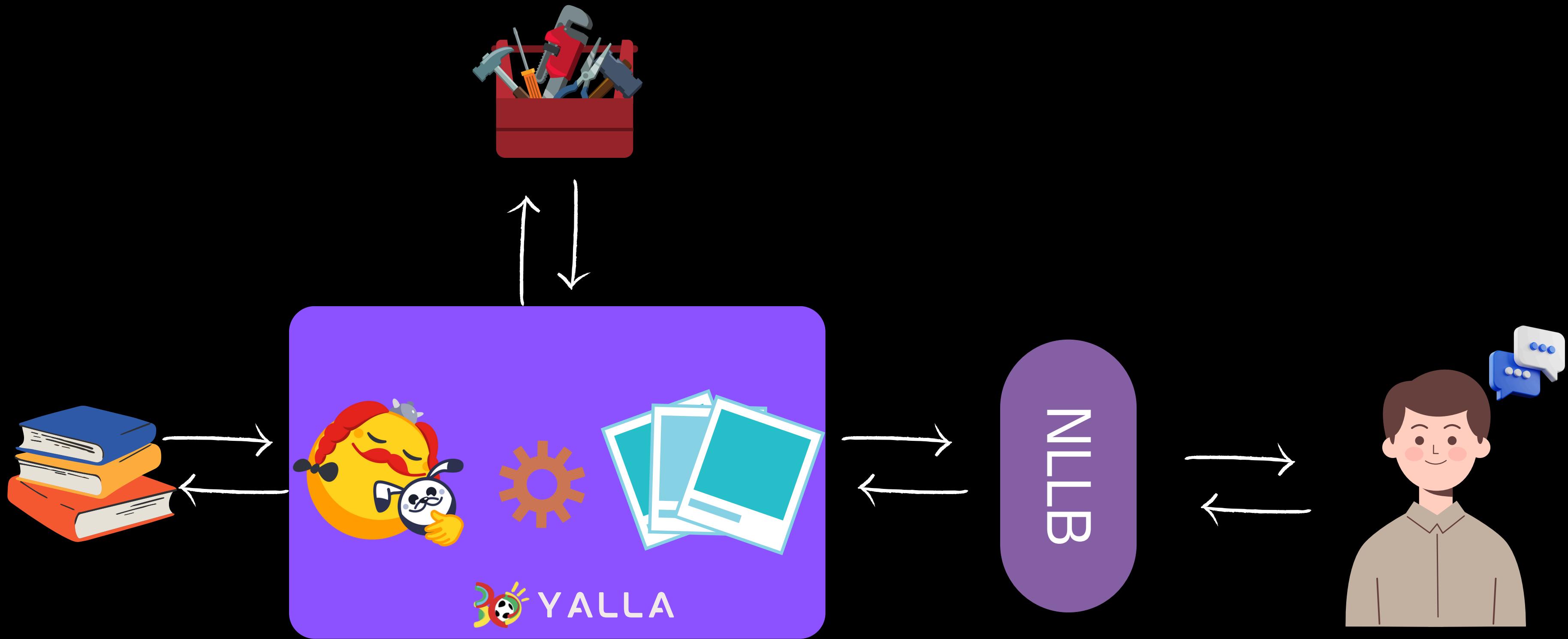
Tool Usage

- Description: Expand the chatbot's capabilities by integrating various tools and APIs to offer services like booking transport, making reservations, and accessing real-time event updates.
- Visual: Icon representing API integration or tool usage.

Cooperative and Artisan Data

- Description: Integrate data from local cooperatives and artisans to provide users with recommendations on unique local products and crafts, supporting small businesses.
- Visual: Icon or image representing local crafts or artisans.

The architecture





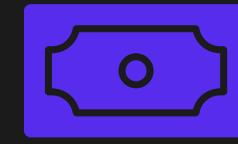
392,000

REGISTERED IN RNA*



22%

Contribution to the labor
market*



147
MMDHS

Cooperative's global
turnover*

Note : All numbers in this slide are reported by mtaess.gov.ma for the year 2023.