



Sustaining Business in African Contexts: Insights from Morocco's Development Nexus

Othman Zouaqui¹, Hassan El Amine^{1,2}

¹ Institut National de Recherche Halieutique (INRH)

² Department of Interdisciplinary Studies, Cadi Ayyad University of Marrakech

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Correspondence: ozouaqui@outlook.com

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Author notes

Othman Zouaqui is affiliated with Institut National de Recherche Halieutique (INRH) and focuses on Business research in Africa.

Hassan El Amine is affiliated with Institut National de Recherche Halieutique (INRH) and focuses on Business research in Africa.

Abstract

Morocco's development context is marked by economic diversification and integration into regional and global value chains, necessitating nuanced approaches to sustainable business practices. A qualitative approach was employed through interviews with key industry stakeholders in Morocco's agricultural and tourism sectors. Data analysis focused on identifying commonalities and divergences in sustainability strategies across these industries. The findings indicate that while both sectors exhibit a strong commitment to sustainable practices, there is a notable disparity in the proportion of businesses adhering to international sustainability standards (35% for agriculture vs. 20% for tourism). This study underscores the importance of sector-specific interventions in promoting sustainable business practices within Morocco's diverse economic landscape. Recommendations include targeted government support and industry-led initiatives aimed at increasing compliance with global sustainability standards among Moroccan businesses.

Keywords: *African Geography, Sustainable Development, Business Models, Value Chains, Regional Integration, Economic Diversification, Stakeholder Engagement*

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