

Beyond Atlas.

Ethical Travel Manifesto.

At Beyond Atlas, we believe travel should create positive connections — with people, cultures, communities, animals and the environment.

Morocco is a country we are proud to call home, and we believe those of us who work in tourism have a responsibility to protect what makes it special.

This manifesto reflects the principles that guide every experience we create.

We Put People Before Volume

We believe meaningful travel comes from genuine human connections.

Rather than operating as a marketplace of tours, we work directly with our own trusted network of local experts, guides, drivers and hosts across Morocco. Every member of our team is selected not only for their expertise, but for their professionalism, integrity and commitment to hospitality.

Whether we are welcoming individual travellers, families, corporate groups, incentive trips or international travel agencies, we maintain the same standards and philosophy across every experience.

We Support Local Communities

Tourism should benefit the people who call a destination home.

We prioritise locally owned businesses, independent artisans, family-run restaurants and community-based experiences that help preserve traditional knowledge, crafts and ways of life.

We believe tourism should create opportunities while respecting local culture and identity.

We Do Not Support Animal Exploitation

Animal welfare is an important part of responsible travel.

For this reason, Beyond Atlas does not recommend, promote or include activities involving the exploitation of animals for entertainment.

This includes experiences involving captive wildlife, photo opportunities with animals, performances, or any activity in which the animal's welfare cannot be guaranteed.

We actively discourage participation in attractions that involve monkeys, snakes, and other wildlife commonly (and sadly) used for tourism.

Our Position on Camel Rides

Camels, or Dromedaries more specifically, have been part of life in the Moroccan desert for centuries.

For many Amazigh families, they remain an important cultural tradition and a historical means of transport deeply connected to desert life.

While we understand that opinions on animal tourism can vary, we choose to work only with trusted local families whose animals are properly cared for and treated with respect.

We do not support operators who prioritise volume over animal welfare.

When camel rides are included as an optional part of an experience, they are offered within this cultural context and through partners we know personally and trust, and of course, it's optional.

We Work to Reduce Plastic Waste

Plastic pollution is a growing challenge in many destinations worldwide, including Morocco.

We encourage responsible consumption during our experiences and actively look for ways to reduce unnecessary single-use plastics wherever possible.

This includes minimising disposable materials and making practical choices that help reduce waste during our tours and operations.

While we are not perfect, we believe that small actions, consistently applied, can make a meaningful difference.

We Respect Culture and Place

Travel should be based on curiosity, respect and understanding.

We encourage our guests to engage with Morocco thoughtfully, respect local customs, ask permission before photographing people, and approach cultural differences with openness and humility.

The most rewarding experiences often come from listening, learning and participating respectfully.

We Believe Travel Can Be a Force for Good

Responsible tourism is not about perfection.

It is about making better choices whenever possible.

Through thoughtful planning, trusted local relationships and a commitment to ethical practices, we aim to create experiences that benefit travellers while contributing positively to the places and communities that make them possible.

This is our commitment.

This is how we choose to travel.

— The Beyond Atlas Team