



Hatim
Premier Tour Designer
&
Licensed Tour Guide

CURRICULUM VITAE

Professional activities

2013-2017 President of the National Federation of the Tour Guides in Morocco
2013-2016 President of the Regional Association of the Tour Guides in Marrakech

- **2008/Current** Tourism creator La Mamounia Hotel Marrakech Morocco
- **2000/2007** Tour Designer Amanjenna Hotel Marrakech Morocco
- **1988/2000** Tour guide La Mamounia Hotel Marrakech Morocco
- **1985/1986** Manager SITEL corp. Casablanca Morocco

Event planning

- **2011** Event planner for Lindt Master Swiss Chocolatier Marrakech Morocco
- **2000** Event planner for Louis Vuitton 2000 Party Tokyo Japan

Academical training

- **2007/2010** Philosophical Essay on Human Development:
A new world vision called Pentarchy: (The 5 Dimensions of Self Government/
The Quintessence of Self Government)
- **2000** Professional Certificate of Tourism Destination-Georges Washington University
& Al Akhawayn University
Tourism assessment
Environmental management for destinations
Tourism marketing
Best practices in event management
Risk management – financial, legal, ethical and safeguards
Event coordination
Event marketing
- **1979/1984** Master degree in Human Sciences Hassan II University Casablanca Morocco
- **1977/1978** Philosophy La Sorbonne University Paris France

Probation and Seminars

- **1991** Cosmetology Richard’s Beauty College London UK
- **1990** Culinary Art World Health Foundation London UK

Languages

- French, English, Moroccan

Other

- Creation of an original line of prêt-à-porter with a Moroccan touch
- Security management & training in close protection.