

A LAND OF MEN

In Tamasheq language, “Amanar” is the name of the Orion constellation, indicating the East-West direction and, thus, the North Star, the guiding star of nomads and travelers. This innovating tourism concept, combining the pleasures of traveling and the respect for the local environment, was elaborated and implemented by Jean-Martin Herbecq and Mohammed El Anbassi, in close collaboration with local communities.

JEAN-MARTIN HERBECQ, FOUNDER AND GENERAL-MANAGER OF THE LAND OF AMANAR

3 of France’s major communication agencies, Le Public Systeme. As executive-director, he managed the World Youth Day and Pope John Paul II’s visit, which gathered one million youth for three days in the streets of Paris, the Marrakech Film Festival, the Deauville Film Festival, etc. After backpacking all over the world with his wife and children, he decided to put aside his successful career and moved to Morocco, a promising country he had fallen in love with many years back.

He first had the idea to create a chain of guesthouses but after discovering this exceptional location during a motorcycle ride he decided, in collaboration with Mohammad El Anbassi and with the help of close friends, to start a project focusing on nature and Berber culture. He managed to convince local communities that his concept, promoting a collective, responsible and respectful tourism, had the potential to succeed. He strongly believes in participative-management in which every staff member works in autonomy, and places capacity-building at the chore of the project. He promotes the idea of an ethical ‘business model’ where Man stays at the center of the project.

