ONMEST2 project

WM11 Guidelines of the project

Kick off meeting - Jounieh 6-8 Feb 2014

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Summary

Foreword

1. Partners and associates in the project
2. Minor destinations and Centers of Local Culture (CLCs)
3. The entertainments
4. Women and their skills
5. Young people and their skills
6. The tour operators
7. The SMEs
8. Schools
9. Handicrafts in the CLCs
10. Touristic packages

Foreword

- A PROJECT NEW FOR THE INTEGRATION OF DIFFERENT ASPECTS
- A PROJECT RISKY BECAUSE SO FAR APPLIED ONLY FOR SMALL GROUPS AND LIMITED EXPERIENCES
- A PROJECT MANAGED BY UNSKILLED PEOPLE
- A PROJECT NOT CLONABLE, TO BE INVENTED IN EACH COUNTRY AND EACH SITE
- A PROJECT WHICH NEEDS A TEAM, IMPOSSIBLE TO FACE UP ALONE

ONMEST 2 PROJECT

NEEDS

A FIRST QUALITY JUMP

FROM THE SHORT TO THE LONG VALUE CHAIN

The "short" chain of the value

Tour operator:
-Travel design
-Purchase services
-Build up packages
-Promotion.
-Consumer & trade marketing

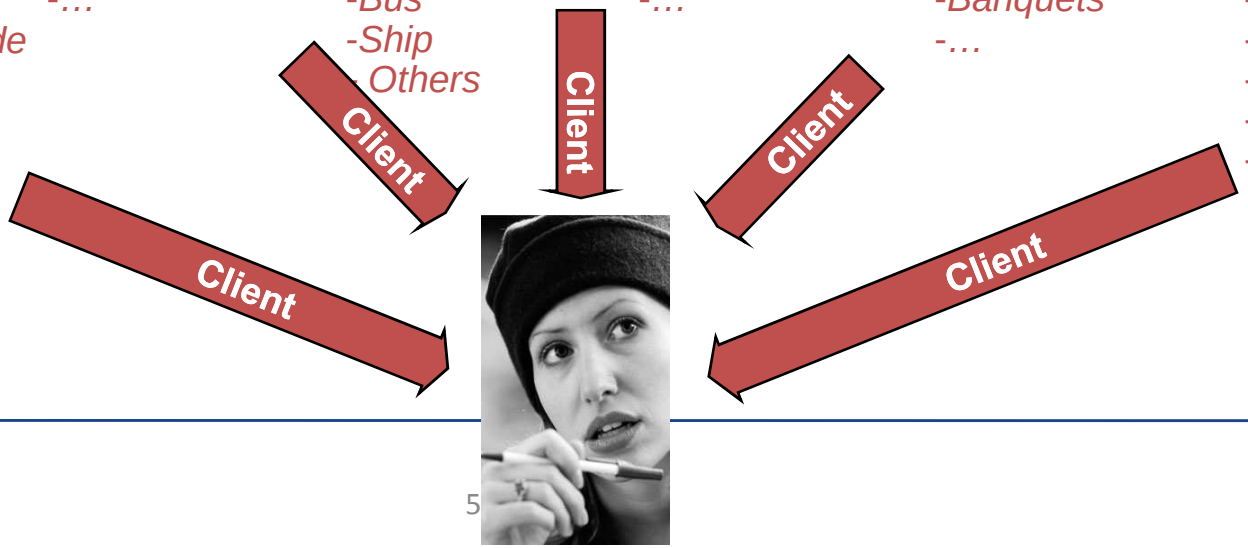
Sale:
-Travel Agencies
-E-commerce
-Direct sale
-…

Transfer:
-Flight
-Train
-Auto
-Bus
-Ship
-Others

Room division:
-Reception
-Rooms
-Garage
-…

Food&beverage:
-Dinner, lunch
-Bar
-Breakfast
-Banquets
-…

Touristic services:
-Entertainment
-Sea and beach
-Fitness
-Culture
-Sport
-Congress
-Events
-…



Foreword

The "long" chain of the value

Tour operator:
- Travel design
- Purchase services
- Build up packages
- Promotion.
- Consumer & trade marketing

Sale:
- Travel Agencies
- E-commerce
- Direct sale
- …

Transfer:
- Flight
- Train
- Auto
- Bus
- Ship
- …

Room division:
- Reception
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Food&beverage:
- Dinner, lunch
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Client

Client

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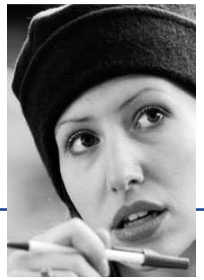

ONMEST 2 PROJECT

NEEDS

A SECOND QUALITY JUMP

A TOTAL REVOLUTION OF THE VALUE CHAIN:

FROM THE TANGIBLE TO THE UNTANGIBLE VALUES

FROM THINGS TO PEOPLE

Partners and associates

- cultural and touristic **new approach**, without previous structured experiences
- **different areas of application** in and among the partner countries
- Action **study+research+development**, before smooth and careful application
- methods and tools of **communication**
- methods and tools of **training**
- central role of **women**
- frequent **synchronizations**

<u>NOT only</u> tours centered over main destination but open to Local communities and Centers of Local Culture (CLCs)

- Must become places of **unforgettable** cultural experience
- Based on the local communities

Components

- Steering committee and executive committee
- Women for coordination
- Young and elderly people for entertainments
- Local guides
- Cultural mediators
- Places for meeting
- Use of local resources
- Adhesion by the local community

MAIN SERVICES

- not formal welcome
- tour of the town as an “open air museum
- Meeting with local people
- Participation to
    - lesson of cooking as a cultural lesson
    - lesson of a local dance
    - lesson of a local song
    - play performed by local actors or “griots”
    - realization of a local handcrafted object
- Sales of local products
- Final gift customized

<u>NOT only</u> PROFESSIONAL OPERATORS but WOMEN and their skill in leading position

- Are a key for the CLC to take part to the project
- Structured groups
- Participation to steering and decisional committee
- Training courses (at least 50%)
- Connection national and international
- Tasks
  - Welcoming manager : coordination of welcoming
  - Coordination of internal sales
  - Cultural guide (food, city guide, handicrafts guide)
  - Training and development of skills
  - Communication coordinator
  - Connection with the other women groups

Local communities and Centers of Local Culture (CLCs)

- Are national and international
- Tasks
  - Responsibility and coordination of welcoming
  - Coordination of sales
  - Training and development of skills
  - Connection **with the other women groups**
  - Supervision of the realization of a local handcrafted object

<u>NOT only</u> PROFESSIONAL OPERATORS but mainly YOUNG (18-29) AND ELDERLY (50-65) PEOPLE

- Prior selection + training with practical work and final evaluation
- Structured groups
- Participation to steering and decisional committee
- Connection national and international
- Tasks
  - cultural guide (sporting, arts and history, city guide)
  - cultural entertainer and instructor (dances, songs, plays)
  - communications and connection with other groups, national or foreign
  - IT expert in one of the data processing activities where the CLCs is involved
  - training and developing the others' skills.

NOT big foreign Tour operators, but SME TO

- Dimension, skill, vocation which makes them as small tour operators
- No ONMEST2 partners and associates
- Operate in different segments of tourism
- Agreeing with sustainable tourism and selection of SMEs
- Part of specialized (inter)national distribution chain
- Adequate organizational and financial structure
- Tasks
  - **Design the packages** under the lead of the partners
  - **Distribute the packages** through their channels
  - **Check the customer satisfaction**
  - **Share the revenues** to award the supply chain (CLCs included)

Sustainable SMEs

- Agreement with LICET evaluation
  - **LINK WITH HISTORY AND TERRITORY**
  - **INNOVATION AND CONTINUOUS IMPROVEMENT**
  - **COMPETITIVENESS AND FAIRNESS**
  - **ECO-SUSTAINABILITY**
  - **TUTELAGE**
- **Process of evaluation and improvement of the sustainability**
  - **List the SMEs** potentially candidates of the destinations
  - **willingness** to enter the project and follow the trail to improve LICET
  - **self assessment** checked by the partner and program to improve
  - Verification and **the level of advancement** of the improvement.

SCHOOLS

- Students intermediate (10-14) and higher (15-18) aged students
- Objective **of awareness raising** the students, the teachers and, indirectly their families, about:
  - Values of sustainability
  - Globalization: risks and opportunities about tourism
  - Participation to the empowerment of local communities and democracy

- The process of sensitization:
  - Tools for the presentation (printed kit, schemes for active participation, paths of commented visits to the town, participation to local events)
  - Realization of the kits
  - Selection of the schools and the classes
  - Prior sensitization of the teachers
  - Intervention
  - Organization of a country network
  - Transnational connection
  - Check (questionnaires and interviews) about the effects not only on the children but also on th efamilies

NOT cheap and standard souvenirs, but local HANDICRAFTS

- Objectives: integrate the production and promotion of the handicrafts with the cultural tourism
- Handicrafts should be proposed not only as a final object but as process of realization with the active participation of the tourists,
- **Objects produced artisanally, of medium-high quality :**
  - objects used once upon a time in the day to day living to perform
  - objects of hobby or folk art
  - objects of fine arts

Their **characteristics** must include:

- products not made in series, of good quality,
- made locally and not imported
- connected with the local culture illustrated by a card describing the process of production, the use, the age and place of origin, the evolutions during the times, the different uses, the connection with the history, the culture, the local life
- available for purchase in a corner of a shop or in a specialized shop of the town
- certified by an evaluation of the partner with the logo of the project

ONMEST2
مرحبًا

The end

"The European Union is made up of 27 Member State who have decided to gradually link together their know-how, resources and destinies. Together, during a period of enlargement of 50 years, they have built a zone of stability, democracy and sustainable development whilst maintaining cultural diversity, tolerance and individual freedoms.
The European Union is committed to sharing its achievements and its values with countries and people beyond its borders."

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