

## ONMEST2

# WM20 Criteria of designing and describing international itineraries for ONMEST2

Update 19 6 2015

### Foreword

The travel is promoted towards **foreign associations and groups and foreign TOs**. As a consequence, the design and the description of the travels must fit with:

- **An international group of tourist**
- **Which appreciates the special sustainable tourism proposed by ONMEST2.**

### I. Design of the itineraries - check-list **(the notes in red are compulsory)**

N	Description	Ck
1	The travel must include both famous destinations and CLCs. The famous destinations attire the attention of the tourists and the welcoming received in the CLC is the competitive “plus”.	
2	<b>The travels must start from and finish to an international airport.</b>	
3	<b>The night stays must be planned, as much as possible, in CLCs to contribute to the economic development of the “minor places”.</b>	
4	The basic price should be adapted to groups with lower spending capacity (3 star hotels, b&b, private houses), but can be customized to higher spending capacity. The price should not be too distant from the 100€ a day a person, flights excluded.	
5	As a rule the price should include half board (lunch free). Of course can be customized to full board. <b>In any case the FB/HB must be always clearly expressed.</b>	
6	The proposals are directed to groups, not to individuals. The welcoming service received by the CLCs should be too expensive for individuals or pairs. The groups should be of three dimensions: 6-10 people, 11-17 people, 18+ people. We suggest to publish only a price for 6-10 people, leaving to the following customization the adjustments to different dimensions of the groups.	
7	<b>The travels must contemplate: 1 night for arrival.</b> The travel should finish in the morning and leave the afternoon for the return flight, saving a night. Otherwise the last night must be included in the price.	
8	Limit to the minimum the moves among hotels, to avoid too many removals.	

Project funded by the European Union in the framework of the ENPI CBC Med program

	When possible: design stellar travels.	
9	As much as possible propose the night stays in the CLCs to give more room to the CLCs' groups to organize the welcoming and, more, to increase the value added of the CLCs.	
10	The travel must be assisted. Not necessarily for the whole route, but essentially during the stays in the CLCs.	
11	A bus dedicated is preferred but, where possible, the public transports are welcomed.	
12	When the selected travel includes sporting routes (hiking, biking, horsing, ...) the tourists should be assisted by local people. But the sporting activity must be always combined with cultural suggestions of visit and description, to keep alive the peculiarity of the ONMEST2 travels.	
13	The length of the travel should be of <b>3, 5-6 and 10+ days</b> . The 3 days trips around the CLCs are included as variations of major trips.	

## II. Description of the itineraries - check-list

N	Description	Ck
1	<p>The promotion will stress out the peculiarities of the ONMEST2 travel. It is absolutely essential that the description declares that they are treated and welcomed as <b>guests</b>, not as clients and stresses out those same peculiarities:</p> <ul style="list-style-type: none"> <li>i. where they meet and are welcomed by local people;</li> <li>ii. where they are led to discover the place like it were a “<b>museum on open air</b>” (<b>CLCs</b>);</li> <li>iii. where they learn and try a local dance, after getting aware of the environment when that dance was born</li> <li>iv. where they learn and sing a local song, and are led through the <b>sentiments of the people</b> expressed by the song</li> <li>v. where they learn how to create a local handicraft and <b>understand the society which produced it</b></li> <li>vi. where they are introduced, through the storytelling and/or a play, to and/or mythological histories, the <b>local heritage</b>.</li> <li>vii. Where they have other attractions ...</li> </ul> <p>If we promote these aspects, these aspects must be realized and the <b>description of the itinerary</b> must be explicitly coherent with them.</p>	
2	<p>Take into account that we sell through a description of a new way of travelling and as a consequence also the description must reflect a new approach and <b>transfer and make the reader taste all the above “emotions”</b>. The way of writing must be particularly devolved to create these emotions.</p>	
3	<p>Also the description of the tours in the main destinations, should not be the copy/paste of thousands of similar descriptions in the guide books, but include in each description a hint to general, historical, social, economic, problems able to be connected to similar problems in the country of origin of the visitors.</p> <p>Also the <b>description of the main monuments</b> should take into account the different</p>	

	point of view of the <b>people and cultural heritage</b>	
4	The description must include the map of the itinerary.	
5	Use of the character. Each partner should use the same character (font and width) for the description. We suggest: <b>ARIAL c.10</b> (ENPI forces the use of Arial font)	
6	Whereas the itineraries can include “free time”, never include times devoted to the “free hiking”. The description of a hiking must always have a place of departure, of arrival, the distance in km and in hours, the rise in meters, the map of itinerary	
7	Every day must be described as “special” and must be found the characteristic that makes it special.	
8	A specific promotion leverage of <i>ONMEST2</i> is the involvement of the people not only during the day but also in some evenings. This must be expressed clearly by the description.	
9	A particular problem is posed by the transliteration of the names by the Arabic alphabet into Roman characters. E.g. الفيروان can be transliterated as <i>Al Qairawān</i> , <i>Qairwān</i> , and so on. We suggest the use of the name written in Wikipedia: Kairouan.	
10	To write a description, please use the template Word of <i>ONMEST2</i> , until the arrival of the new proposal of the coordinated image.	

### III. Example of description of an itinerary: the process

a) Identification of the travel and the towns/places/territories visited

Example: the “Live the enchanting Sicily”.

b) Definition of a theme connoting the whole trip and which entitles the travel.

Example: “Gran Tour of Sicily – Meet the people, experience their life and discover the real Sicilian world”.

c) Analysis of the characteristics of each of the towns/places/territories visited

Places	Touristic highlights	Distinctive features	Themes about local and country culture
Catania	<ul style="list-style-type: none"> <li>• Duomo square</li> <li>• The cathedral</li> <li>• The elegant street of crociferi</li> </ul>	<ul style="list-style-type: none"> <li>• The centre of the Industrial Sicily</li> </ul>	<ul style="list-style-type: none"> <li>• Farming, fishing and industrial vocation of Sicily</li> </ul>
Ragalna CLC	<ul style="list-style-type: none"> <li>• Kitchen lesson</li> <li>• Storytelling</li> <li>• Tour of the Etna</li> </ul>	<ul style="list-style-type: none"> <li>• Balcony over the ETNA and start of the trekking</li> </ul>	<ul style="list-style-type: none"> <li>• The Etna and the biodiversity</li> <li>• The Arab heritage through the food</li> <li>• The ancient and modern Sicilian spirit through the</li> </ul>

			story-tellers and the “pupi”, the famous Sicilian puppets
Taormina	<ul style="list-style-type: none"> <li>• Roman amphitheatre</li> <li>• Greek Theatre</li> <li>• The landscape</li> <li>• Medieval avenue Umberto I and the palaces</li> </ul>	<ul style="list-style-type: none"> <li>• Example of a solar Mediterranean city</li> <li>• The Sicilian jewel on the Ionio sea</li> </ul>	<ul style="list-style-type: none"> <li>• The overlapping of the different cultures on the Sicilian way of life and the</li> </ul>
Volcano Etna	<ul style="list-style-type: none"> <li>• Its refuge huts</li> <li>• The landscape</li> </ul>	<ul style="list-style-type: none"> <li>• Temple of biodiversity</li> <li>• Mountain trekking</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>
Siracusa	<ul style="list-style-type: none"> <li>• Archaeological Greek park</li> <li>• Latomia (stone quarry) Paradise and the grottos</li> <li>• Greek theatre Ortigia isle</li> <li>• Apollo temple</li> <li>• Cathedral</li> <li>• Maniace castle</li> <li>• Medieval district</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>
Ispica CLC	<ul style="list-style-type: none"> <li>• The old Cava d’Ispica</li> <li>• The new town of the ‘600</li> <li>• Meeting with the local people</li> <li>• Participation to dances and songs</li> <li>• Participation to handicrafts making</li> </ul>	<ul style="list-style-type: none"> <li>• The sharp contrast between the Sicilian world before and after the earthquake of 1693</li> </ul>	<ul style="list-style-type: none"> <li>• The evolution of the social and town planning along the times</li> <li>• The familiar Sicilian traditions through the dances</li> <li>• The Sicilian melancholy through the songs</li> <li>• The handicrafts sons of a rural world</li> </ul>
Noto	<ul style="list-style-type: none"> <li>• Avenue Vittorio Emanuele</li> <li>• Municipality square</li> </ul>	<ul style="list-style-type: none"> <li>• The temple of the Sicilian Baroque</li> <li>• The centre of the</li> </ul>	<ul style="list-style-type: none"> <li>• The Spanish domination and a culture different from Italian</li> <li>• Birth and evolution of the mafia</li> </ul>
Ragusa Ibla	<ul style="list-style-type: none"> <li>• The cathedral</li> <li>• The old medieval district Ragusa Ibla</li> <li>• Castle and park of</li> </ul>	<ul style="list-style-type: none"> <li>• The citadel of the Siculi, the prehistoric inhabitants of Sicily</li> </ul>	<ul style="list-style-type: none"> <li>• The landing of the Allies in the second world war</li> </ul>

	Donnafugata		
Agrigento	The medieval city <ul style="list-style-type: none"> <li>• Saint Spirit and the cloister</li> <li>• Rupe Atenea</li> <li>• Norman Cathedral</li> </ul> The Greek archaeological parc	<ul style="list-style-type: none"> <li>• The last Greek colony</li> <li>• The magic of the Greek sacred monuments</li> </ul>	<ul style="list-style-type: none"> <li>• The Sicilian spirituality along the times</li> </ul>
Palermo	<ul style="list-style-type: none"> <li>• The Cathedral</li> <li>• The Norman palace</li> <li>• St John of Hermites</li> <li>• The Martorana</li> <li>• Maqueda street and the Spanish palaces</li> <li>• Favorita parc</li> </ul>	<ul style="list-style-type: none"> <li>• The Phoenician, Arab and Spanish city</li> </ul>	<ul style="list-style-type: none"> <li>• The attempts of independency of Sicily and the administrative autonomy</li> <li>• Sicily in Italy and Europe</li> </ul>

d) Description of the travel, using words able to create emotions, expectation, curiosity, mainly in the CLCs. **See below**

There are stressed out some parts in yellow which should make “the difference” from usual touristic descriptions focused on lists of monuments. The differences are:

- Images to appeal by the landscape point of view.
- Themes able to be developed by the guides and also to give to the visitors the feeling that they will approach the local culture.
- Welcoming and activities in the CLCs.

GLANCE DESCRIPTION (with link to the detailed description).

<b>Live the enchanting Sicily</b>	
	<p><b>Region:</b> Whole Sicily  <b>Category:</b> Travelling tour transported  <b>Planned:</b> customized: minimum 12 participants  <b>Duration:</b> 10 days 9 nights  <b>Price:</b> 1.350€ half board  <b>Description:</b> An enchanting discover of the inner spirit of Sicily, its people, history, monuments, kitchen. From Catania to Palermo through Taormina, the volcano Etna, Siracusa, Ragusa Ibla, Agrigento, Monreale, Palermo. With these most famous places of the isle, you will be hosted in the Centres of Local Culture, Ragalna and Ispica, where will meet the people, participate to their life, exchange your experiences with them and share some of their exciting moments, living the day and cheerful evenings.  <b>Tour operator :</b> Just Sicily (<a href="http://www.justsicily.net">www.justsicily.net</a>).</p>
	<p><a href="https://www.blogger.com/blogger.g?blogID=728391028379952617#editor/target=post;postID=5071104236789733607">https://www.blogger.com/blogger.g?blogID=728391028379952617#editor/target=post;postID=5071104236789733607</a></p>

## FULL DESCRIPTION

### Live the enchanting Sicily

#### Description



#### Charatteristiche

- **Category:** Local culture, life, heritage
- **Duration :** 10 days, 9 nights
- **Period:** to be customized according to the needs of the tourists
- **Accommodation:** Hotels 3 stars/private houses
- **Type of trip:** Travelling tour transported
- **Notes :** The currency is the € = Euro. All the selected hotels offer the wifi service free of charge.

#### The trip

**1 day** Arrival to Catania Airport and meeting with your courier. Accommodation in private bus and transfer to the hotel. Dinner in a small trattoria of the historical centre of the town. **First impact with a ride of tastes that will last for the whole tour and will seduce with a swirl of unique aromas mounted up by the many cultures overlapped during the millenniums.** Overnight at hotel in Catania.

**2 day** Breakfast at the hotel and guided tour of the city where the Etna eruption of 1696 and the disastrous earthquake of 1693 almost cancelled the whole city, **rebuilt according to a rational town planning scheme which designed wide streets and large squares easily attainable in case of new earthquakes.** The Duomo square is the Baroque symbol of the reconstruction and reminds how the building style of churches and palaces customized, **lightening, the heavier leading architecture of the Spanish rulers.** But the Baroque central quarter and Crociferi street, with the Ursino Castle and the Roman Amphitheatre, don't hide the living atmosphere of the most modern and industrial city in Sicily.

In the afternoon, transfer to Ragalna CLC, the first Centre of Local Culture that you meet, **where you will be warmly welcomed by the local community and take part to a kitchen lesson, cook with them a dish of the dinner but mainly will be introduced by them to the culture which generated it. A dinner with the hosts and a trained participation to a local dance, illustrated as an example of popular expression in the ceremonies, will end an unforgettable evening.**

Overnight at hotel in Ragalna.

- 3 day** Breakfast at the hotel and departure for Taormina, founded in the IV century a.c. by the Greeks. It shows many beautiful monuments: the Greek-Roman theatre, the medieval palace Corvaja (XI century), the Renaissance cathedral (XV century). But it's fame is due to the discovery by Goethe and the young scions of the European aristocracy of nineteenth century who came for the Grand Tour of Italy. They invite you to follow their traces walking along Avenue Umberto I where overlook ancient churches and palaces of an incredible mix of styles, from the Romanic to the Gothic, the Renaissance, the Baroque and the Rococo, according to different interpretations (Italian, English, Spanish). But, when you are admiring the details of these superb architectures, from the interstices between them, you have sudden perspectives of the sparkling view of the coast that will fill up your eyes in the squares of IX Aprile, of the Cathedral. And finally you will rest on the stands of the amphitheatre, suspended between sea and sky, from which you can see down below the whole coast. Free shopping in Taormina.
- In the afternoon, after the free dinner, before returning to the hotel, you will stay for a fast visit to Savoca, on the coast, and have a look to the places where were filmed many scenes of the "Godfather" by Francis Ford Coppola. You can also go down into the crypt of the Monastery of Capuchins where the corpses of the noble men of Savoca lay mummified. There, like in many places in Sicily, get evident the contrasts between form and spirit of the religion, between different behaviours of rich and poor men in front of the death, between religious rites and spirituality.
- The return to Ragalna CLC for a typical dinner brings the surprise of an evening cheered up by the performance of the "pupi", the famous Sicilian puppets. Their histories of the day-by-day life and of the ancient duels between Christian and Arabic knights open a window into the popular legends and how are lived, even nowadays, the events in form of a fight between Good and Evil.
- Overnight at the hotel in Ragalna CLC.
- 4 day** Breakfast at the hotel and departure to visit Mount Etna, the bigger volcano in Europe and one of the most active in the world.
- Will be possible a full tour by bus or also an easy hiking of 4 hours along the slopes of the volcano and the park of Etna called by the Arabs "jebel utlamat" the mountain par excellence.
- During the guided hike you'll discover the beautiful Natural Park, temple of the biodiversity, characterized by urban landscapes, dense forests that maintain different unique plant species and wasteland covered with volcanic rock.
- After the visit, we will reach Linguaglossa to visit a beautiful winery followed by a wine tasting and a dinner with delicious local products.
- At the end, back to Ragalna CLC and overnight at the hotel.
- 5 day** Breakfast at the hotel and check out.
- Departure to Syracuse and accommodation in hotel. Guided visit of the Archaeological Park, one of the most important ancient Greek site of Europe, of the Latomia (stone quarry) and its grottos (Ear of Dionisos), of the Greek theatre.
- Early in the afternoon, visit of Ortigia, the island which is the oldest part of Syracuse, with its Apollo temple, the Cathedral, the Maniace castle, the Medieval district. Here you have in front of you all the history of Sicily and can understand the overlapping of the many cultures (by Sicanis, to the Phenicians, the Greeks, the Romans, the Arabs, the Normans, the Spanish, the French, the ... Italians) whose interactions created the unique Sicilian spirit.
- Dinner in a small restaurant and overnight at the hotel.
- 6 day** Early breakfast at the hotel to leave for the animal reserve of Vendicari where in 1512 hectares on the sea, a whole ecosystem lives near important ancient vestiges from the Greek to the Byzantine ages. Stunning landscapes, a thick vegetation which opens out of the blue on a crystal-clear sea, long golden beaches which in few meters change into overhanging rock-faces. From observation shacks you can observe migrant flamingos, herons, storks, resting before reaching their destinations. And then you will have a look at the "tonnara" of Vendicari, where the tuna fishes were slaughtered in a bloody rite.
- In the afternoon, departure to Noto and guided tour of the treasures of the baroque city, a UNESCO World Heritage Site and one of the highlights in southern Sicily. The town is built on terraces, which are connected by monumental flights of steps. Here you have full immersion in the Baroque, walking along the avenue Vittorio Emanuele, crossing the Public Garden, entering the Franciscan Church and the Order of Santa Chiara Church, reaching the Piazza del Municipio with the City Hall in the Palazzo Ducezio and peeping into the Cathedral.
- You will see many monuments but will have the real feeling of how much of the Spanish domination has moulded in 560 years (except short interruptions) and, blending with other influences, has created the

Sicilian culture not easy to understand even by the Italian “continentals”.

More, you will understand the birth of a self-made justice, initially in replacement of a void created by the progressive draw-back of the state Spanish Bourbon organization, but later (after the 1815) structured more and more, as mafia, into a criminal counterpart of the State.

The tour continues to Ispica CLC, dinner and participation with the local hosts to a musical entertainment expression of the popular culture. Overnight at the hotel.

7 day

Departure to visit Ragusa, a curious example of a town with double identity, where the original Ibla, destroyed by the earthquake of the 1693, started to be re-built only forty years later in the same place and according the same structure as before the destruction. In parallel the New Ragusa was rebuilt following the “modern” criteria of the Baroque town planning and developed over the times. Whereas Ibla stayed blocked, suffered a continuous depopulation but maintained a fascinating medieval structure rich of baroque palaces and churches.

The guided visit of Ragusa starts with its Cathedral and continues with “Archi” district, which homes four of the eighteen UNESCO monuments of the city.

Return to Ispica CLC for a visit of the town like an open air museum, followed by a participative kitchen lesson of a local recipe.

The framing of the dish into the Sicilian traditions will complete the case history of the cultural riding started with the city tour and which will finish with a dinner with the local hosts.

Overnight in Ispica CLC.

8 day

Breakfast at the hotel and check out.

Departure for Agrigento. Along the road, the bus crosses Licata near the four points of landing of the Allies in the second world war and the start of the invasion of Italy. It will be able to let understand most of the evolution of the Italian political life after the 2nd world war.

Agrigento offers a double scenario: the magic “Valley of the Temples” of the last Greek colony in Sicily, an UNESCO World Heritage site, where is possible to understand the separation and also the links between political and religious power in the Greeks culture, transposed into the Roman political assets and which permeated the principles of the Occidental Democracies.

Going up the hill, another chapter of this novel is the visit of the medieval city: Saint Spirit and the cloister, Rupe Atenea and the Norman Cathedral, where the people live and looking down enjoy the sight of the temples in the stage of the sea.

In the afternoon, departure to Palermo, accommodation in the hotel and dinner in a typical restaurant where will be tasted the specialties of the *northern* Sicilian food.

Overnight at the hotel in Palermo

9 day

Breakfast at the hotel and start of the Palermo walking tour. We will enter the heart of the historic market, U Capu, where history, tradition and street food mix with the voices and faces of the people of Palermo. Through alleys, palaces and ancient legends you reach the Norman Cathedral and among the gardens of Villa Bonanno and the ancient ruins of the Paleopolis you will enjoy the Royal Palace and the splendid mosaics of the Palatine Chapel in which Arabs, Byzantines and Normans shared their knowledge, esoteric secrets, habits and life with great tolerance. Discovering medieval quarters, Spanish facades and courtyards of the historic mansions, a surprise visit will introduce you to the city into the city: the Hebrew ghetto of Palermo. Finally here we are at The Four Corners for a new cultural experience, the visit of St. Joseph of the Theatines, potent antagonists of the Jesuits.

After a free lunch when it is possible to taste the best Sicilian street food, in the afternoon, the tour goes on through the famous Pretorian Fountain, also called the “fountain of shame” for its naked statues and San Cataldo of the Order of the Knights of Malta (XII century). Then we will cross the tiny streets of the Corporations of artisans to reach St. Francis of Assisi. From there, we’ll discover the richest and darkest centuries of Sicilian history stressed out by the social criticism of the Serpotta’s stuccos in the Oratory of San Lorenzo and by the scenes of the famous movie “The Gattopardo” shot among the noble furnishings, collections and stables of Palazzo Mirto.

Both these visit point out the definitive loss of power by the old aristocracy, set aside both by the new political and economic order introduced by the Piedmontese government with the Italy Kingdom and by the increasing underground criminal power of the mafia.

In the shade of the ancient Ficus Magnolioides of Marina Square in another surprise visit we will follow the footsteps of the Holy Inquisition.

Our walk ends in the old port district of La Cala where we will eat the traditional Sicilian cannoli and gelati.

- Overnight at the hotel in Palermo.
- 10 Day** Breakfast at the hotel and check out. Transfer to Monreale, the last and one of most beautiful jewels of Sicily. Here we can see and detect the influences of fully different cultural universes: Islamic, Norman, Byzantine and Romanic in a surprising artistic melting pot expressed in the Cathedral and its mosaics, in the cloister and in the Collegiata.
- Transfer to the Palermo Airport and end of the Sicily Tour.

<b>RATE PER PERSON (min 12 participants)</b>	<b>€ 1.350,00</b>
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<b>Single room supplement</b>	<b>€ 600,00</b>
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Rate includes:

- private 20 seats High Class bus with driver for all the duration of the journey
- private courier (Italian born, English speaking),
- accommodation in hotel 3 stars hotels,
- half board basis (meals will be in the hotel or restaurant as planned),
- entry fee for all the monuments according to the program, official guides (in Etna Mount, Taormina, Noto and Ragusa, Syracuse, Agrigento, Palermo and Monreale and in all CLCs met: Ragalna, Ispica, Menfi)
- 1 wine tasting + light lunch,
- the JustSicily 24h assistance.

**Rate does not includes:** Anything that is not present in "Rate includes".

**Limitations in accessibility:** wheelchair-bound people must inform the Tour Operator during the registration, to take care of.

### Documents and information

- **Passport:** for European travellers: passport or identity card. For not European travellers: visa according to the reciprocation laws with the Italian Government
- **Sanitary precautions:** none
- **Climate:** according to the period
- **Things to buy:** original handicrafts, food specialties, mainly in the CLCs Centres of Local Culture,
- **You can combine this cultural trail with...** a full visit of one day to the Natural Reserve Faunal Oasis of Vendicari.

### How to register

ASK QUESTIONS: [info@justsicily.net](mailto:info@justsicily.net)

REGISTRATION: [www.justsicily.net/live\\_the\\_exchanting\\_sicily/](http://www.justsicily.net/live_the_exchanting_sicily/)

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