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CROSS BORDER COOPERATION IN THE MEDITERRANEAN

ONMEST2
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ONMEST2

ONMEST2 in practice

what is sustainability, itineraries, CLCs, TOs

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Which is the objective of this document?

Foreword

- After one year of preparation it is time that *ONMEST2* **goes to the international (and national) market**
- The approach to the market will be the main task of the **Tunisian meeting on 23-24 of March 2015**

But now

- We must start to organize in Italy **the promotion of** *ONMEST2* in Europe and outside Europe

And then

- We propose a **check-list** of what about **itineraries, CLCs, TOs** must be realized in each country to allow a successful promotion

Objectives of the project

- Dévelopment of **sustainable tourism** in the Mediterranean

Sustainable tourism:

The sustainable tourism is performed with respectation of the environment, of the local communities, of the heritage and has the objective of helping to develop the economy of the countries and specifically of less important and marginalized territories.

Sustainable tourism: what does it mean in ONMEST2?

- Dévelopment of **less known destinations** with a touristic potential
- Where **guests** and **hosts** meet together and get in touch with each other culture **(relational tourism)**
- Local community organized as touristic destination: **Centre of Local Culture**
- The tourists take part to local cookery, artistic, cultural activities **(participative tourism)**
- The welcoming by the hosts takes care of the origin of the visitors **(customized tourism)** and vice versa the tourists must be prepared to appreciate and exchange experiences with the locals
- The activities respect the environment **socio-economic** (use of local resources), **ecologic, ethic** (towards peace and local laws against underworld) and **cultural** (local uses e costums)

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***The** ONMEST2* **proposal is based upon:**

I - **Itineraries** with international appeal

II – **CLCs** with welcoming capacity

III – **TOs** with international impact and experience

I - Itineraries with international appeal:

1. Organized by a **SME-TO** with international experience
2. Inclusive of **destinations well branded** of sure appeal abroad **+** communities organized in **Centres of Local Culture** (CLCs)
3. The CLCs must be selected geographically apart from each others to avoid a **cannibalization of flows.** Alternative solution: creation of **Clusters of Local Culture**
4. Offering different typologies of tourism: «**Multitasking Tourism**» (transported, hiking, biking, sailing, horsing, …)
5. **Length** must worth the travel (6-8 minimum days)
6. Start and end from an **international airport**

Day → Visit of great attractions and organized tours (trekking, museums, visit of the towns and territories)

Evening → When possible: accommodation in a CLC, activities organized to meet the local community and and « taste » tje local culture

Itineraries without all these features

cannot be taken into consideration

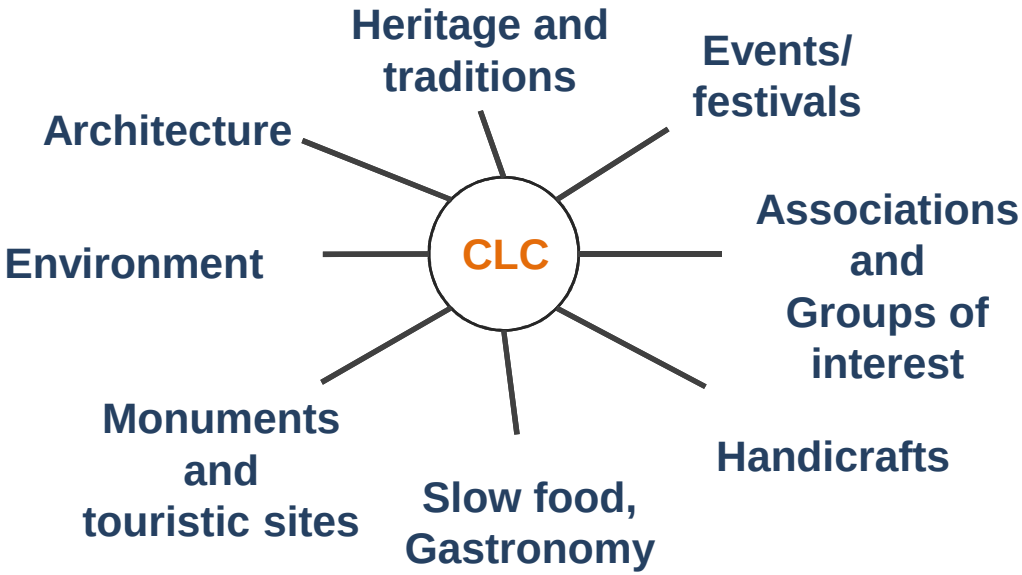
for an international promotion and can be developed only

for domestic tourism

by the partner themselves.

II - A CLC is a local culture holder.

- Should be a **«minor destination»:** the most famous are already structured for mass tourism and would be uselessly expensive to reposition them
- The minor destinations can be more focused on the **values of the territory** and not only on the monuments and points of interest



The capacity of welcoming of a CLC is proved by:

1. **Organizational and operational structure** (see Annex1)

2. **Specific welcoming services**: workshops, specific entertainments, products, tested by proper documents (see Annex2-6)

3. **Touristic services**: accommodation, meals, transportations, events, general entertainments

Supported by **Tools** (see Dropbox files)

i. Training courses
ii. Methodology of evaluation of courses and prices
iii. Models of Memorandums of understanding and agreement contracts
iv. Kits of awareness raising for schools

II.1 Composition of a CLC: the target groups

- Privileged (not protected!) categories: **women, young people, retired people**
- Associations and **groups of interest** (ecological, cultural, sporting, artistic)
- **Municipalities**
- **Tour operators**
- **SMEs hotels and B&Bs**, restaurants and pizzerie, entertainment locals
- Local transports
- Typical shops
- Schools and universities

II.1 - Formal or informal structure of a CLC (see Annex1)

a) A **seat + address + tel numbers** (fixed and at least 2 mobiles) + **email + website** (even inside *ONMEST2* if not autonomous)

b) 2 coordinators with a certain knowledge, at least written, of English

c) A **legal status** for allowing billing (to the TOs or tourists) and paying: temporarily can be used the legal status of a connected association

d) A restricted **steering committee** including at least a women and a young person, entitled to take operational (not investments) decisions

e) Functional groups with two coordinators each, in charge of kitchen, dance, song lessons, handicrafts, tour of the territory, typical products (see the example of Sicily groups Annex1)

f) Assembly, initially even informal, with participation of all the target groups (partner, local public authority, groups of interest, association of women and young people, institutions like chamber of commerce and employers' associations, …)

II.2 - Specific welcoming services of CLCs

a) **Visit of the territory**

b) **Workshops** (cooking, handicrafts, dances, songs and music, storytelling, agriculture) to be selected and adapted according to the distinctiveness of CLC

c) **"Multitasking tourism"** (hiking, horsing, biking, etc): each activity must be garrisoned by a group of experts able to give assistance

- Programs of the **evening**
- **Training** and awareness raising
  - Écoles --> conscience
  - PMI --> tourisme durable
  - Femme et jeunes --> accueille
- **Administration**
- **Research and development** of new ways of welcoming

Final objective of the specific welcoming services

transfer to the guests the **real** soul of the people of the territory/country and the culture and history which moulded it

getting rid of **stereotypes**

comparing as much as possible the local history, events, problems with the visitors'

with a hint towards the **future**

II.2.a) - Visit of the territory (see Annex2 from Ispica)

is the most important moment of the visit

Objective: lead the visit of the territory giving the emotion of discovering the soul of the country, in a way adequate to the different types and origin of the travellers.

It is the way to let the tourists understand what are the values and the soul of the country now, how it was generated in the past and how it is similar/different from the tourists environment.

It can transfer personal opinions, mitigated by the group in charge of the visits inside the CLC.

II.2b) – Workshop: lesson of cooking (see Annex3 from Menfi)

Objective: let the tourists feel as guests not clients, get respect as hosts, illustrate the social, economic, agricultural environment where the recipe was born, create a relationship with the visitors, spark off a comparison with similar recipes of the country of origin, prepare a common dinner

…and, as very last outcome …

teach and cook with them that recipe and sell them: books with recipes, handicraft objects, food specialties …

The skill of teaching a lesson of cooking is proved by the relative **bilingual documentation**

II.2c) – Workshop: lesson of local dance (see Annex4 from Ragalna)

Objective: let the tourists feel as guests not clients, get respect as hosts, illustrate the **social, communitarian, familiar environment** where the dance was born, create a relationship with the visitors, spark off a comparison with similar dances of the country of origin,

…and, as very last outcome …

teach and dance with them and sell a CD of local dances.

The skill of teaching a lesson of dance is proved by the relative **bilingual documentation**

II.2d) – Workshop: lesson of song (see Annex5 from Castelbuono)

Objective: let the tourists feel as guests not clients, get respect as hosts, illustrate the **social, political, inter-personal … environment** where the song was born, create a relationship with the visitors, spark off a comparison with similar dances of the country of origin,

…and, as very last outcome …

teach and sing with them and sell CDs with local songs.

The skill of teaching a song is proved by the relative **bilingual documentation**

II.2 – Knowledge of the territory

Objective: customize the touristic proposal according to the opportunities offered by the territory
Each CLC must create a **data base** of:

- Local handicrafts (examples not yet available now)
- **II.2e)** Festivals and local cultural-religious-economic-political events to offer special trips (see Annex6 a described example from Ragalna, see Annex7 a simpler but complete list from Menfi)
- **II.2f)** Dances (see Annex8) et songs (see Annex9) of the local tradition
- **II.2f)** Typical recipes of the local tradition (see Annex10)

II.3) Touristic services

accommodation, meals, transportations, events, general entertainments: the SMEs Small Medium Enterprises

The SMEs-hotels and restaurants must be selected by the partners according to their agreement to improve the elements included in the LICET method:

1. **L**ink with history and territory (= development of the local culture)
2. **I**nnovation and sustainable development
3. **C**ompetitiveness and honesty (= capacity of well manage the ressources and willness to attain the shared objectives)
4. **E**co sustanability (respect vers environnement)
5. **T**utorship of safety and security

II.3) Touristic services

Both in the main destinations and in the CLCs, the touristic and collateral services should be supplied by

i. SMEs Small Medium Enterprises, which are more sensitive to the local culture
ii. Generally of medium quality (e.g. three starts hotels) except for clients with high spending capacity
iii. Able to service until 20 people
iv. Which agree to a self-evaluation of sustainability according to the LICET method and to state with the partner a route of improvement of the sustainability.

III) Tour Operator

The itineraries must be designed by professional Tour Operators: the *ONMEST2* proposals are a B2B (directed to Tour Operators) and B2C (directed to groups and associations). In both cases the traveller must be assisted by local Tour Operators which assure professional organization and take care of the financial transactions with the tourists and with the local SMEs and CLCs.

The TOs requisites:

- SME TO, with good knowledge and experience in sustainable tourism
- TO with international experience
- TO with coverage of the whole country and not only a limited region
- Financially sound
- High relevance of the description of the trips
- Memorandum Of Understanding with Partner and CLCs
- Contract for specific basic travels and prices, but open flexibility

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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