



Rural tourism development plan and support for youth entrepreneurship

in the villages of Farraha, Trachla and Ouled Allal.

Project summary:

Towards a social and solidarity entrepreneurship in tourism.

Tourism is a lever for local development and natural resources management. This choice is justified by the fact that **tourism is transversal to many aspects of development:** The economical, social, environmental dimensions, as well as the valorization of a local identity, the preservation of traditional know-how ... all are inherent components to tourism.

Objectives :

- Participation in the **sustainable development of the locality,**
- **Social inclusion of rural youth** and improvement of their incomes and fight against their socio-economic vulnerability,
- **Creation of many income generating activities** related to responsible tourism.
- Management of tangible and intangible heritage for sustainable local development.

The training will cover the following themes:

- Tourist accommodation
- Tourist support (guides, muleteers, interpretation of the natural, cultural and architectural heritage...)
- Management of the touristic activity (prices, supply, accounting)
- Communication (introduction to basic French and English)
- Catering (rations, balance, hygiene)
- Knowledge of the tourist clientele (understanding the crosscultural dimension between hosts and visitors)
- Environmental awareness
- Opening of hiking trails



Trainer:

Dr. Zoubir CHATTOU, International expert in sustainable tourism planning

Target group:

Farraha, Trahla' and Ouled Allal's youth, aged 18 to 30 years old.

Where:

At the Dar Lil Kul Center in Farraha

Schedule :

Starting September 2019 , for a period of 2 months

Budget : 12 500 euro

Actions	Unit cost	Total eur
Diagnostic and project planning 1 month	6 000	6 000
Training	26 days x 250 eur (trainer and living costs)	6 500
Total		12 500

