

**Faculty of Tourism and Hotel Management
Pharos University in Alexandria**



PRO-LOCAL RURAL TOURISM: (Naga Oun) Village

Fall 2022 -2023

Participated courses

- Ecotourism – TM 371
- E-Marketing for Tourism and Hospitality- THM421
- Tourism Attractions Planning and Development – TM451
- Tourism Destination Marketing – TM316
- Tourism Impact and Sustainability – TM354



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Project Outline



- 🌳 Introduction
- 🌳 Problem Statement
- 🌳 Project Idea
- 🌳 Vision and Mission
- 🌳 Objectives
- 🌳 Methodology
- 🌳 Present situation analysis
- 🌳 Project Phases
- 🌳 Outputs
- 🌳 References



1. Introduction

Based on our belief in the societal responsibility of higher education institutions and the importance of disseminating and applying knowledge to serve the local community, this community project highlights the significance of harnessing the distinctive features, natural assets, and cultural elements of Naga Oun village to bridge the gap between its current disadvantaged state and its immense potential as a rural and cultural destination. This is especially relevant given the growing global interest in rural tourism, a crucial part of the tourism industry. (A study conducted by the Ministry of Tourism and Antiquities in 2018 estimated the size of rural tourism in Egypt at around 1.5 million tourists annually.)



1.1 About Naga Oun

The community of Naga-Oun has the potential to provide a unique experience as a rural destination for both domestic and international visitors through their inspiring experiment of turning from a poor and underdeveloped rural spot to a productive one, achieving successful initiatives such as roof-top farming, hand-made carpets, and clothing industry, as well as raising silkworms.



1.2 Location



Naga Oun is a small village affiliated with Kafr El Dawar – El Beheira Governorate at the borderline between El Behira and Alexandria. Precise population data for Naga Oun is not readily available. Estimates based on local accounts and media reports range between 4,000 and 7,000 inhabitants. Similar to the population data, the exact area of Naga Oun is not officially documented. Estimations from locals and unofficial sources suggest the area 150 feddans (approximately 63 hectares).

2. Problem Statement

However, despite the potential of Naga-Oun, they still have three challenges to achieving the desired vision:

- 1. The village is not featured on Egypt's rural tourism map and remains unknown to a majority of people.**
- 2. Lack of experience among local residents in using technology and marketing strategies to compete in the market.**
- 3. Insufficient facilities and skills to deliver adequate service quality and accommodate a diverse array of visitors.**

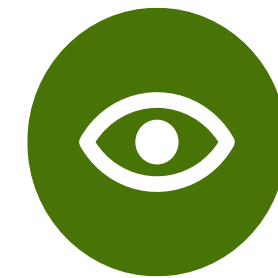


3. Project Idea

The idea is to turn Naga Oun into a rural tourist spot in Egypt by equipping its residents with the knowledge and skills they need to create a community-driven rural tourism program. Furthermore, we, as students from the faculty of tourism and hotel management, will use what we've learned in courses like e-marketing, tourist destination marketing, tourist attraction management, and eco-tourism to raise awareness among the local people of Naga Oun about effective marketing strategies and provide training in the use of technology for promoting their products, in addition to a proposed future plan for development to turn the village into a competitive rural destination.



4. Vision & Mission



4.1 Vision

We aspire to see Naga Oun Village as a prominent rural tourist spot known in Egypt and worldwide, where local residents are empowered and flourish, cultural heritage is preserved, and sustainability is maintained.



4. Vision & Mission



4.2 Mission

To leverage the unique strengths of Naga Oun village, transforming it into a prominent rural tourist spot in Egypt, by imparting essential knowledge, skills, and resources to the community. Through collaborative efforts with the residents and utilising our expertise in tourism and hotel management, we committed to addressing the challenges of lack of visibility, technological limitations, and insufficient facilities and skills, thereby fostering sustainable development, cultural preservation, and economic prosperity for Naga Oun.





5. Objectives

- 1. Assist the residents of Naga Oun in improving their standard of living by transforming their village into an appealing destination for tourists.**
- 2. Equip Naga Oun residents with essential skills and knowledge to actively engage in and lead tourism and marketing activities.**
- 3. Promote Naga Oun as a captivating rural destination in both national and global tourism markets.**
- 4. Foster collaboration with the government, NGOs, and private sectors to get support and resources for project sustainability.**
- 5. Develop a plan for future growth and expansion.**
- 6. Boost college student awareness of community-based tourism's positive impact on rural areas, inspiring greater involvement in similar initiatives.**



5. Objectives *cont.*

The project is also in alignment with some SDGs of the UN:



6. Methodology



Qualitative Method

Over a period of six months, we conducted three field visits, carried out twenty-five interviews, and collected observations. The interviewees comprised local residents of Naga Oun village, including key individuals and the village leader. These activities were undertaken to assess the existing conditions in the village and examine the urgent needs of its residents.





























7. Present situation analysis:

The survey revealed the following findings:

- 1. Limited Visibility**
- 2. Technological Gap**
- 3. Facilities and Skills Deficiency**
- 4. Cultural Underrepresentation**
- 5. Economic Opportunities Untapped**
- 6. Community Empowerment Gap**
- 7. Limited Connectivity**
- 8. Marketing and Promotion Absence**

These points highlight the multifaceted challenges that Naga Oun currently faces, providing a comprehensive overview for targeted intervention and improvement.



8. Designing of Project Phases:



We designed the project in three phases



Phase 1

Capacity building for
Naga Oun locals



Phase 2

A marketing campaign



Phase 3

Development plan for
future expansion



8.1 Capacity building

Phase 1

During several visits to Naga Oun **(three visits)**, students **(five)** and faculty staff **(three)** organised training sessions for residents **(two training sessions per visit)**, specifically targeting leaders and production unit supervisors **(around 25 participants)**. The training emphasised the utilisation of technological tools and platforms to improve the marketing and promotion of local products. In addition to enhancing the capacities of Naga Oun citizens, the sessions aimed to educate them about branding, digital marketing, social media management, and direct communication with visitors, eliminating the need for intermediaries.

As part of these efforts, a smartphone was donated to the village leader during one of the visits, intended for capturing and sharing their products on various social media platforms.

8.1 Capacity Building

Phase 1



8.2 Marketing campaign

Phase 2

To provide a brand to communicate a destination's unique identity to visitors (e.g., local handicrafts and organic vegetables and fruits).

To highlight the natural landscape with its associated attributes.

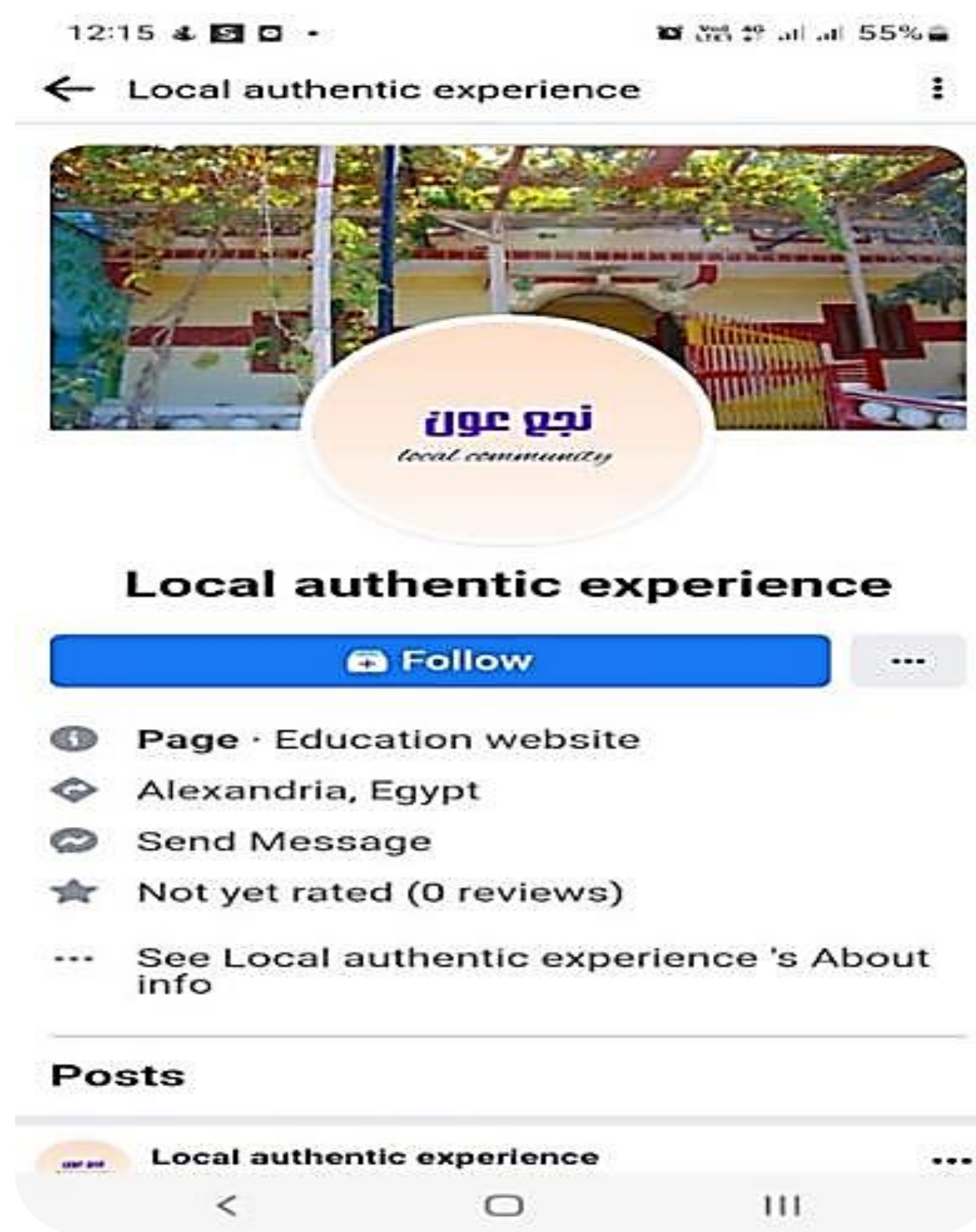
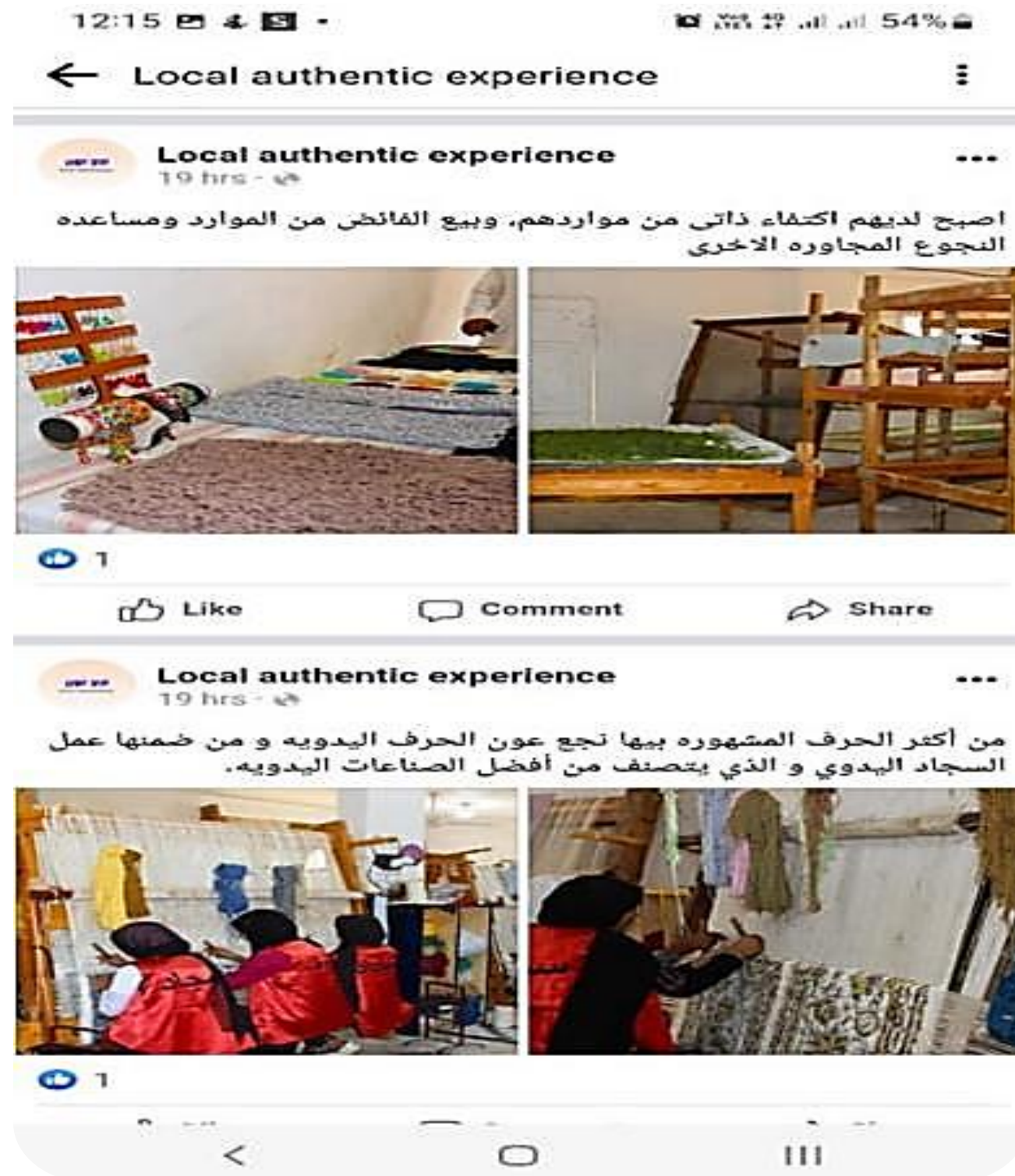
To confirm Naga Oun as an authentic rural tourist destination and enhance its visibility.

Online Campaign

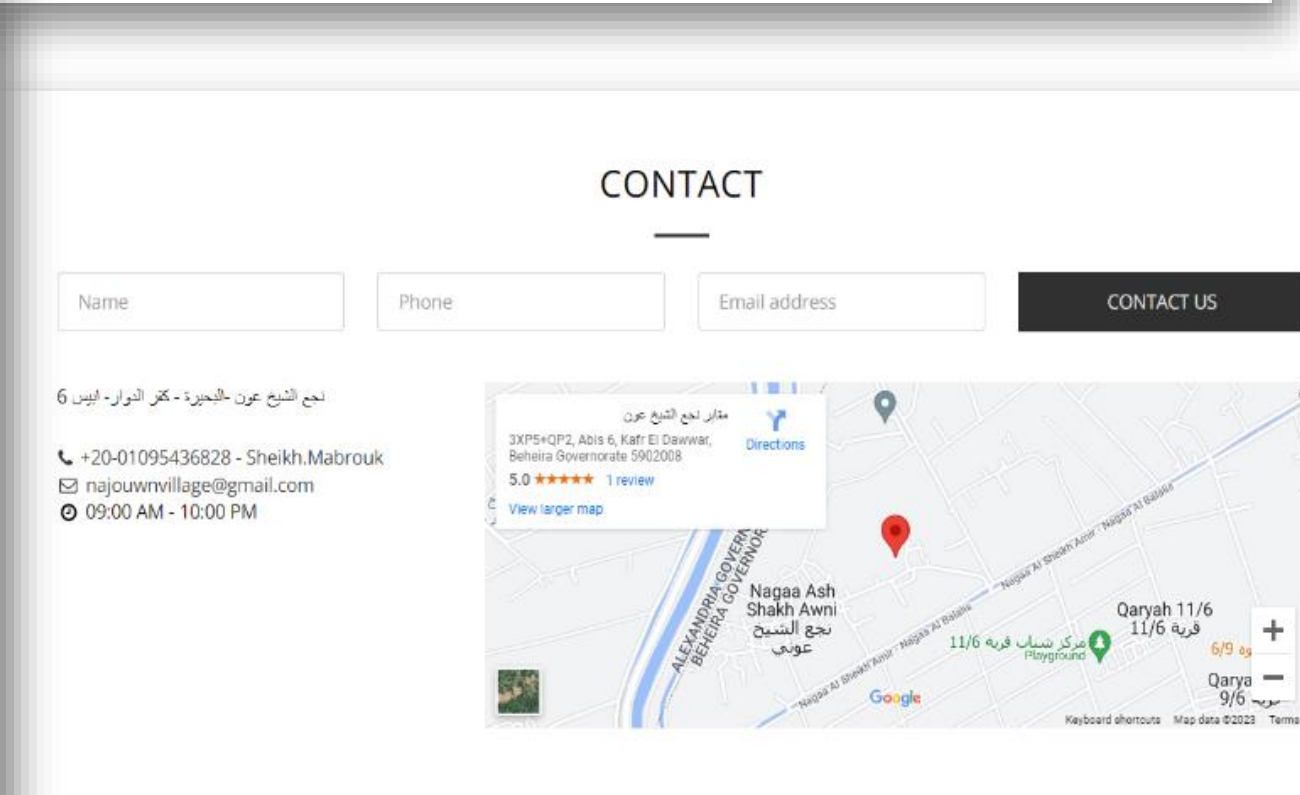
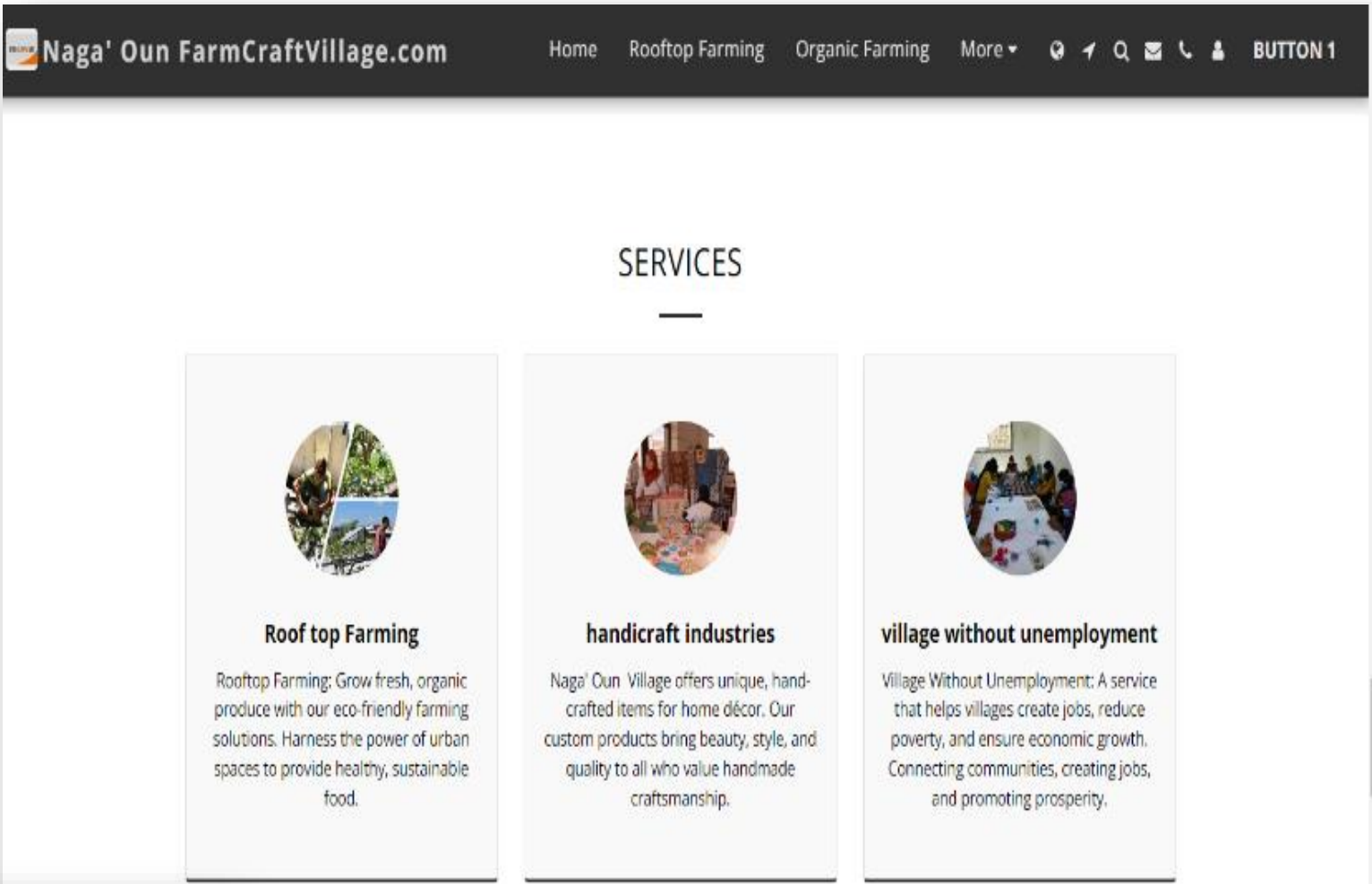
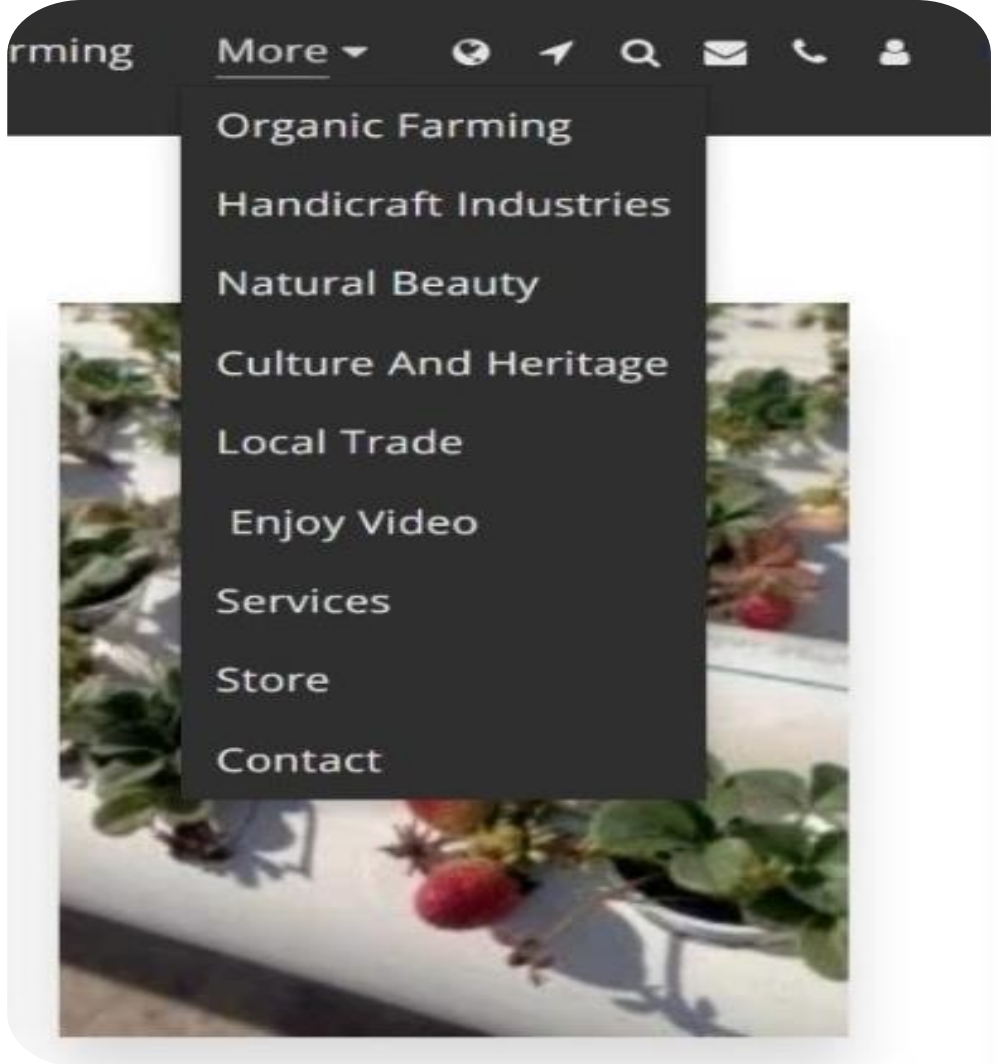
- Facebook Page
- Instagram Page
- Official Website



Facebook page



Website



Print Campaigns



DAILY ITINERARY



8:00

Tour Naga Oun and enjoy the beauty of its nature.

9:00

Learn how to invest in rooftops and work in different crafts.



10:00

Planting mulberry trees and collecting crops and silk from silkworms



ABOUT US

We are a small village that provide a unique experience as a rural destination for both domestic and international visitors.

We have several packages for visitors, for the full details you can see on our website.

www.najowuncrafts.com



**NAGA
OUN**



Print Campaigns

DAILY ITINERARY



11:00

A session to learn the craft of crochet

12:00

Photography in a natural landscape and with kindly people to document unique and original tourist experiences

13:00

Shopping at the folklore bazaar for handcrafted products (local handicrafts and organic vegetables and fruits)



CONTACT US



01095436828



Kafr El Dawar – El Beheira



Naga Oun



hello@reallygreatsite.com



OUR PORTFOLIO

This is a small recap of our activities for visitors , and quality is guaranteed.

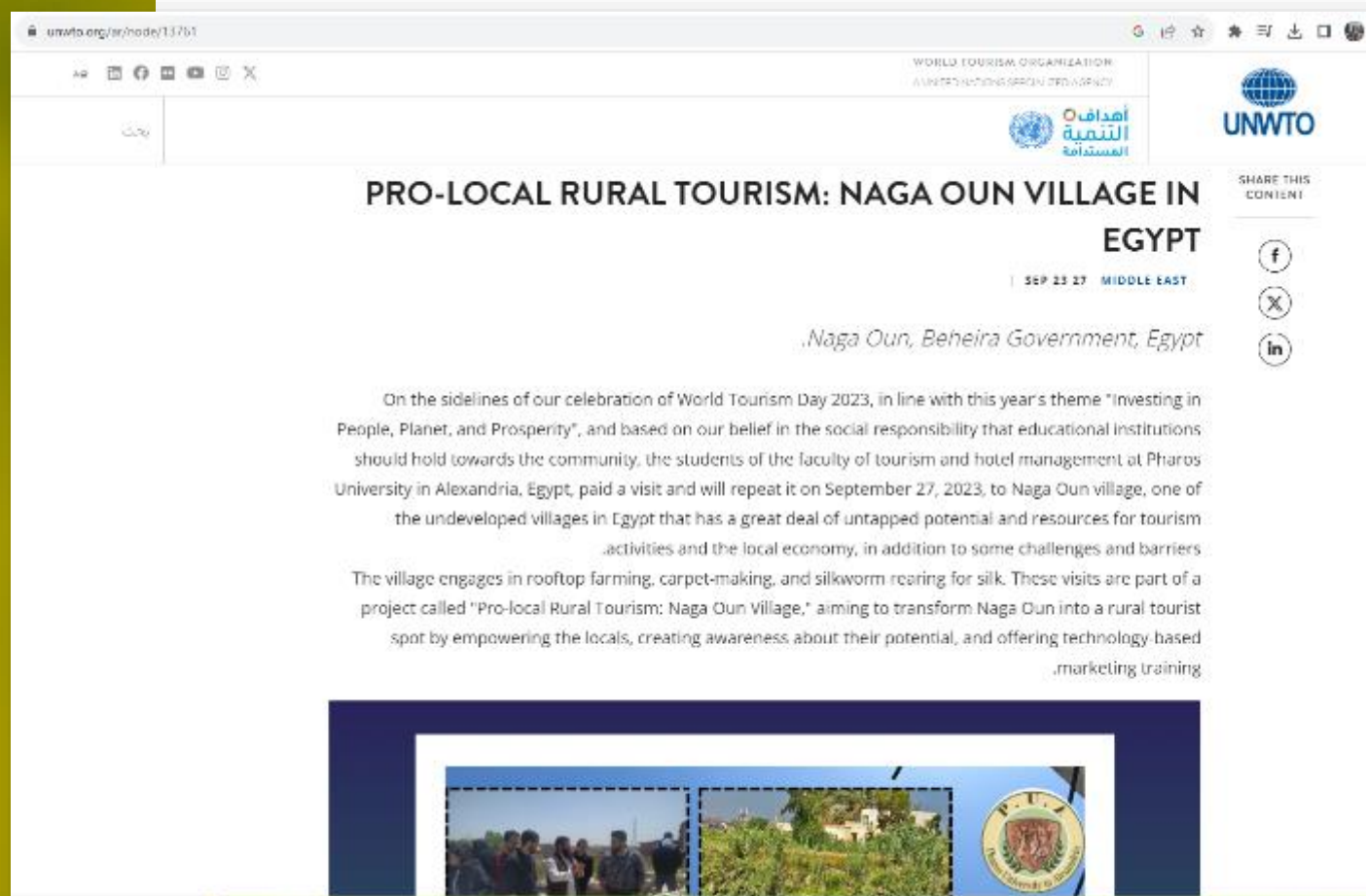
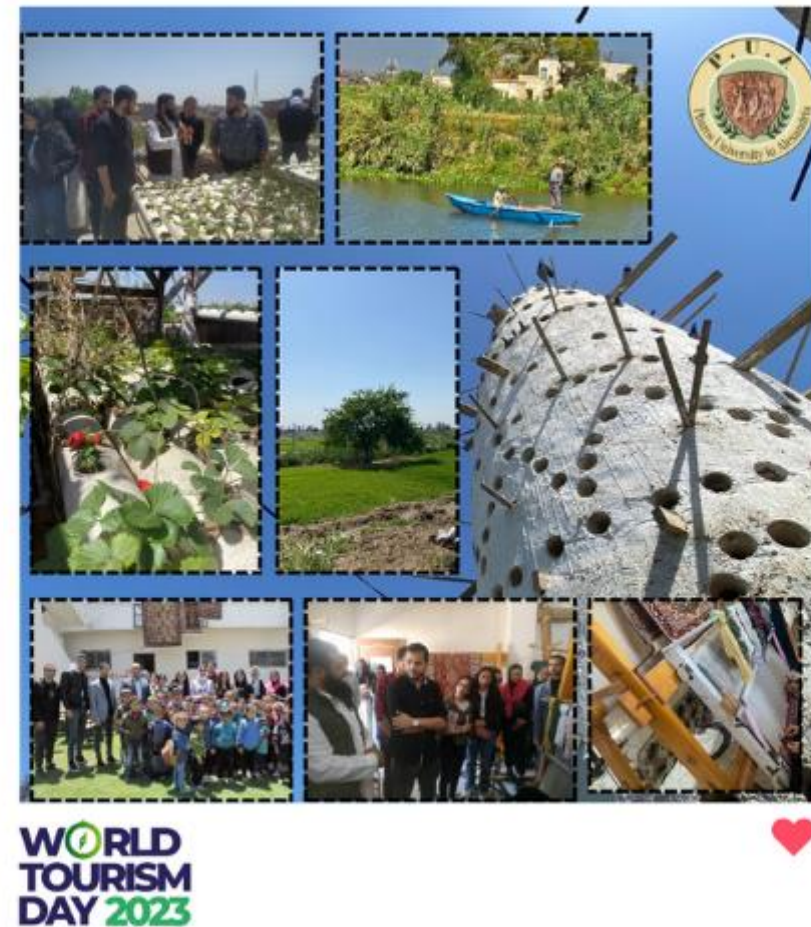


Additional Promotion and Visits



World Tourism Day 2023

Our community project, "PRO-LOCAL RURAL TOURISM: NAGA OUN VILLAGE IN EGYPT," has been featured on the UNWTO website in celebration of World Tourism Day 2023! Check out the story here:
<https://www.unwto.org/node/13761>



8.3 Development plan for future expansion

Phase 3

In order to ensure that Naga –Oun has a sustainable future as a rural tourism destination. A proposed Farm is designed to help Naga-Oun community to remain competitive in the market.



8.3 Development plan for future expansion *cont.*

Phase 3

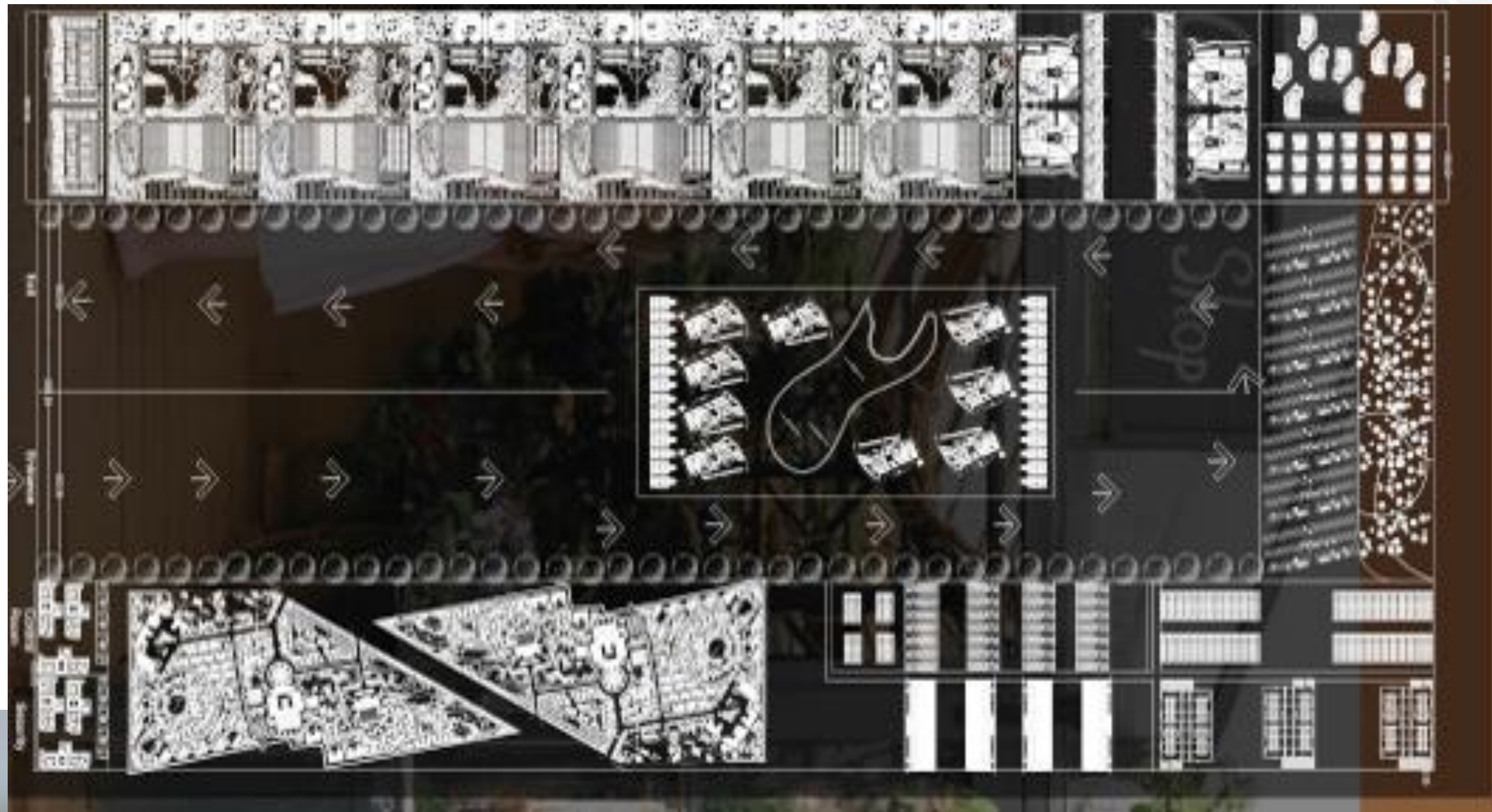
The proposed plan, capitalising on the inherent potential of Naga Oun Village, outlines a diverse range of tourism offerings. These include providing tourists with an immersive farm life experience, offering rural food and beverage services, selling honey, fresh vegetables, fruits, and milk, renting carts and horses, allowing for animal feeding activities, and hosting festivals like the Mango Festival in August. Furthermore, the lush green surroundings offer visitors a tranquil space for meditation and relaxation.



Naga-Oun Farm Activities



Proposed Design and Layout



Proposed Design and Layout

**PHAROS UNIVERSITY IN ALEXANDRIA**

Vegetables Farms

TOTAL AREA: 1085139 M



This lovely garden features cucumber and zucchini in the front right planter plant and yellow squash and onion in the back right. The borders of the beds are made from treated timber, while the walkway is a 3/8" crushed granite with a dimensional cut Watermark buff flagstone.




The pavers are 16" x 24" and about 2" thick. There is a 4" galvanized green roll top steel edger to contain the gravel. An arbor has string lights for evening ambience in the garden.



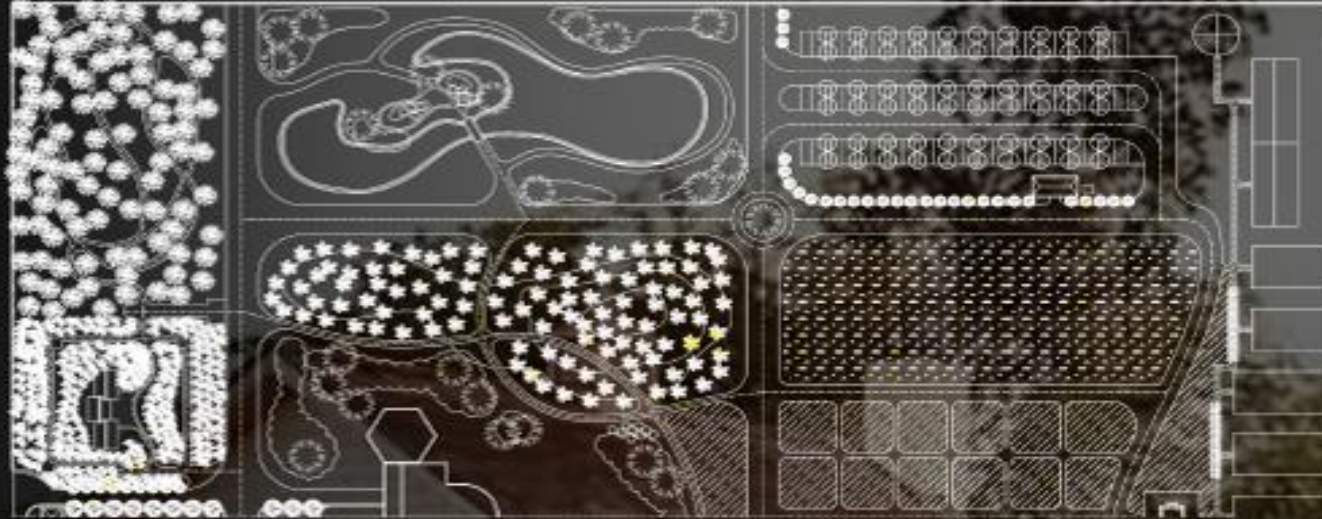


Proposed Design and Layout

**PHAROS UNIVERSITY IN ALEXANDRIA**



Furits Farm

TOTAL AREA: 1292337 M



The design concept is to create an agroforestry system of “Belts” that are comprised of mixed species fruit trees, soft fruits and nitrogen fixing shrubs planted in “Rows” under-storied with support plants, herbs and perennial vegetables. Between the rows are the “Alleys”.

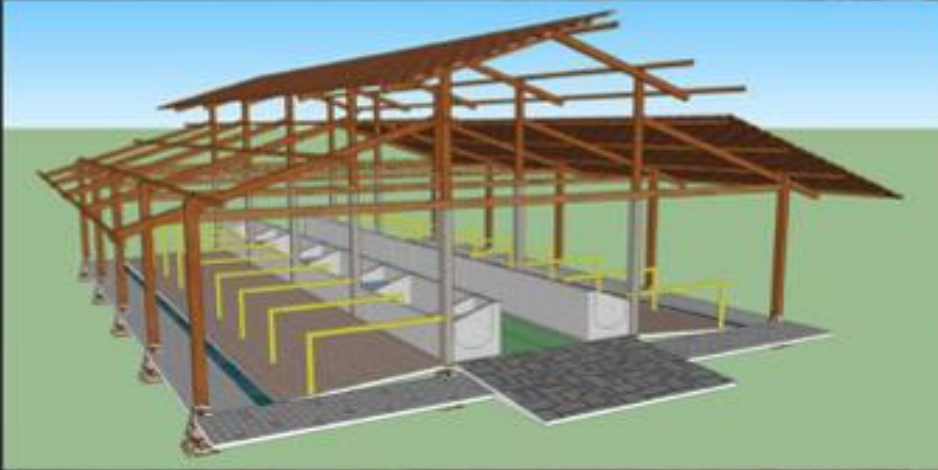
The Alleys have potential to be used for growing hay, cereals, vegetables, herbs or rearing pasture raised poultry such as chickens or turkeys. Integrated throughout the belts and around the perimeter are various beneficial habitats to enhance biodiversity. The designed system is an elaboration of Alley Cropping and is based on tried and tested models of our small scale forest garden systems scaled up.



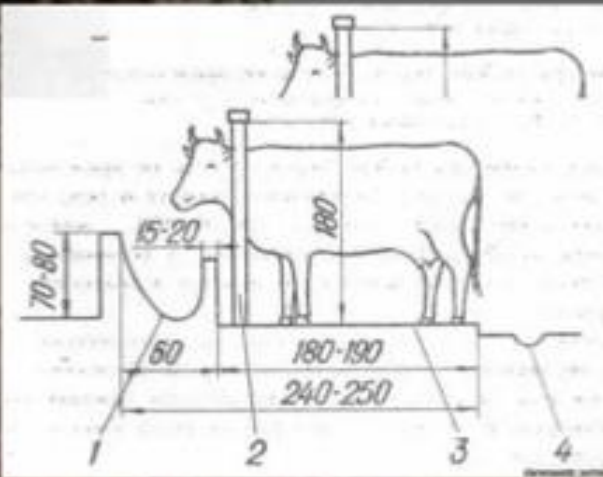
Proposed Design and Layout

**PHAROS UNIVERSITY IN ALEXANDRIA**

Animal Barn




**TOTAL AREA
M 767632 :**



The modular design of multi-animal barns for equines, milking cow, goats, alpacas, dogs, chickens and other poultry, as well as storage and potting shed, lends itself to the creation of the perfect multi-use barn.

The addition of a kennel where your family pets can be safely kept during busy times, can also serve as an attractive amenity for your (horse) boarding clientele. Everyone knows dogs and horses naturally go together. Offering a safe place for boarders who like to bring their canine companion along to the livestock barn design not only provides an alternative to a hot car or a loose dog underfoot it also adds value to your farm operation. Read more about our wooden dog kennels.





Proposed Design and Layout

**PHAROS UNIVERSITY IN ALEXANDRIA**

Bees Apiary

TOTAL AREA: 49814 M

The Bee Barn structure is designed to permanently house multiple individual bee colonies to address the escalating problem of overwinter bee mortality in EC. Improving overwinter survival rates and increasing colony size going into the spring means there are more forager bees per colony to take advantage of plentiful early spring forage resources.



This is key to the future of overall bee health and reproduction as summer and fall forage resources are on the decline with drought conditions and wildfires drying up nectar resources and smoke impacting flying in the summer months in EC.



Proposed Design and Layout

**PHAROS UNIVERSITY IN ALEXANDRIA**

Yoga and other activities

TOTAL AREA: 221812 M



I wanted to make sure i can accommodate guests of all shapes, sizes, and comfort levels. Many studios found that the 2020 pandemic added a crucial space consideration to their studios, leading to larger rooms, smaller classes and/or wider spacing between mats.

When designing My studio space, clearly define the maximum number of students per room. Take into account the size of a standard yoga mat (24" x 68"), the types of classes, and the amount of space between guests.





Proposed Design and Layout

**PHAROS UNIVERSITY IN ALEXANDRIA**

Store

TOTAL AREA: 100000 M



One important feature of today's thriving super-markets is an entrance designed to orient customers. Your grocery store already has entrances and exits. However, enhancing these spaces with a few key details can minimize the stress some shoppers might feel about venturing out to buy food.

If there's one concept retail owners have embraced over the last year, it's adaptability. One way to ensure you can adjust to the evolving needs of your customers is with a modular layout.



Proposed Design and Layout

**PHAROS UNIVERSITY IN ALEXANDRIA**

Restaurant & Lake

TOTAL AREA: 5679980 M



With COVID-19 (rightfully) cautioning some diners against eating indoors, restaurants with beautiful outdoor-dining spaces are well positioned to capture appetites and serve as a dose of eye candy during a lingering meal. A mash-up of vintage mirrors, barbed-wire chandeliers, industrial-style chairs with a slate gray finish, patina-chic midcentury-modern lawn chairs, and furnishings born out of fallen branches makes dining at Jacoby feel timeless. During the pandemic, its owners revamped the outdoor seating—overlooking the lake—to socially distance as well as add more seats.



9. Outputs

1. Community capacity building: training and skill development programmes for the local residents to enhance their knowledge and abilities in areas such as customer service, marketing, product development, sustainable practices, and entrepreneurship.

2. Preservation of cultural heritage: initiatives to safeguard and promote the cultural heritage of Naga Oun, including preserving traditional practices and revitalizing local crafts.



9. Outputs

3. Sustainable practices: encouraging sustainable tourism practices in Naga Oun, including conservation of natural resources, promotion of eco-friendly activities, and engagement with the local community in decision-making processes.

4. Improved marketing and promotion: implementation of effective marketing strategies to promote Naga Oun as a rural tourism destination, including creating a website, utilizing social media platforms, and participating in fairs.



9. Outputs

- 5. Collaboration and partnerships: strengthening partnerships between local stakeholders, government agencies, NGOs, and private sector entities to support the development and sustainability of Naga Oun rural tourism.**
- 6. Increased community pride and empowerment: Fostering a sense of pride among the local community for their cultural heritage and natural assets.**
- 7. Proposed plan for future expansion.**



References

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- <https://www.google.com/maps>





**THANK
YOU**

