



## **Call for Innovative Actions Sustainable Tourism for Mayfouq**

### **The first Call for Proposals of the CISH- UNESCO Innovative Actions in Sustainable Tourism targeting innovative projects is open!**

#### **Objective:**

The aim of this project is to encourage participants to propose innovative and pioneer action plans for the town of Mayfouq. The outcome of the latter projects would be to promote sustainable tourism for the village, all while preserving its thriving identity, on the basis of four pivotal realms: cultural, environmental, sports, and heritage developments, that would in later stages serve as a model for fellow municipalities to follow.

#### **Scope:**

Participants are expected to conduct research and base their project off thorough knowledge of Mayfouq's cultural, environmental, historical, and social resources to be able to identify clever innovative opportunities that would improve the town's tourist destination status.

Contestants' project proposals should address the following developmental aspects taking into consideration sustainability and integrity. The Call will reward projects that deliver tangible, real-life impact under the following areas:

- **Sustainable Cultural Development:** Preserving and promoting Mayfouq's distinctive cultural heritage, cultural norms, and festivals, while guaranteeing community and local involvement and empowerment.
- **Sustainable Environmental Development:** Putting forward actions to conserve Mayfouq's natural environment, encouraging environmentally conscious behaviours, and improving tourist-nature connections. This shall take into consideration the environmentally rich nature of the village.

- **Sustainable Heritage Development:** The preservation and the regeneration of Mayfouq's historical sites, mainly churches and religious/communal history and monuments viewing their relevance in the local context.
- **Sustainable Sports Development:** Promoting sports activities and events that are consistent with Mayfouq's sports hub, promote physical well-being, and create interaction with the community.

**Criteria for Evaluation: The proposals will be evaluated based on the following criteria:**

1. **Innovation:** Uniqueness and creativity of the ideas presented.  
  
The proposed projects could be videos, campaigns, tourism specific action plans, documentaries, roll-ups, social media optimization projects, among various other ideas.
2. **Sustainability:** How effectively the project correlates with with sustainable development goals, taking into account its long-term influence on the environment, culture, history, and sustainable tourism.
3. **Community Involvement:** How well the proposed project involves, helps, and includes the inputs of the local communities.
4. **Preservation of Identity:** The potential to retain the history, especially heritage-wise, and authenticity of Mayfouq while taking in tourists without having to change the dynamics of the village.

**Submission Guidelines:**

1. Proposals should include the following sections:
  - a. **Introduction (What?):** A brief overview of the substance of the proposal. The introduction should identify and explain the proposal's area(s) of action from those outlined above (Sustainable Cultural Development, Sustainable Environmental Development, Sustainable Heritage Development, Sustainable Sports Development). If applicable, submissions may also include the specific locations concerned.
  - b. **Rationale and Objectives (Why?):** This section should explain the ways in which this project will benefit the community, and achieve the goals set out by this present Call for Proposals. Proposals may (but are not required to) base themselves off the four evaluation criteria outlined above (innovation, sustainability, community involvement, preservation of identity), as well as elaborate and include their own.
  - c. **Proposed Action Plan (How?):** An action plan involves steps to achieving the proposal. It may, depending on the nature of the project, include a budget, potential partnerships and sponsorships, advertising plans, maps, and timelines, among

others. A strong action plan will be specific and thorough, showing that the proposal has been well thought through and researched.

- d. **Criteria for Success:** How will the success of the project be measured after its implementation? Proposals should elaborate and explain a set of criteria that will judge the success of the project. These criteria may be, but are not limited to, budget-based, quality-based, or engagement-based.
2. The proposals – if concept note, must be between three to five pages, single spaced, in Times New Roman font size 12. If the proposed project consists of a video, the latter should then be of a duration of 3 to 5 minutes.
3. Please add a title to your proposal.
4. The proposals may be submitted by individuals or by teams of up to three people.
5. All proposals should be sent to the email address: [cish@cish-byblos.org](mailto:cish@cish-byblos.org) , subject as follows: Call for Innovative action – (title of the proposal).
6. Make sure to fill the following contact information form: <https://forms.gle/TM5QF8xCTHFTJSmS8> . **Please note that proposals sent without filling the contact information form will not be considered.** If your team consists of two or more individuals, please choose group initiative and fill the form for all members of your team.

**Submission deadline:**

30 September 2023 at 12 PM

**Prize:**

Three different prize winners will be selected and announced by the jury committee. Monetary prizes will be awarded to the winners as a contribution to implement their sustainable project.

## **Guiding Suggestions:**

### **Sustainable Cultural Development**

1. **Cultural Heritage Preservation:** Propose measures to maintain and promote Mayfouq's distinct cultural assets, practices, and customs. Consider activities that showcase local art, performing arts, and gastronomic practices, promoting their continuity and recognition.
2. **Cultural interaction:** promote cultural interchange between tourists and the locals of the town, knowing that tourists are not necessarily foreigners, but also lebanese people coming from different parts of the country.
3. **Local Community Empowerment:** Make certain that your action plan supports and positively impacts the people of Mayfouq. Include them in tourism-related activities.
4. **Sustainable Events and Festivals:** Propose environmentally friendly techniques to producing events and festivals that highlight Mayfouq's cultural identity. This could be an attempt to revive certain festivals or celebratory events that would attract the youth (such as those done in Byblos, Batroun, or other areas).

### **Sustainable Environmental Development**

1. **Eco-friendly Tourism Practices:** Suggest measures to reduce the environmental impact of Mayfouq tourism operations. Consider trash reduction, environmentally friendly transportation (such as those found in another lebanese tourist destinations, and which engage the visitors more with the surroundings of the town).
2. **Investing Sustainably in the Environment:** Create a tourists strategy which would organize the environmental discovery of the village. This could also be done in projects which would be able to invest in the high levels of greenery and forest in the village and hence make sustainable use of them to attract tourists.

### **Sustainable Heritage Development**

1. **Propose ideas for reviving historical and religious landmarks in Mayfouq.** Think about new ways to preserve their authenticity and historical significance all while relaying their historic importance for the visitors.
2. **Develop ideas to improve visitors' comprehension and appreciation of Mayfouq's cultural heritage through heritage tourism interpretation.** Virtual exhibits, audio tours, and digital apps on the monasteries, churches, and religious history of the town, could be ideas that can be useful.

### **Sustainable Sports Development**

1. This could be focused on proposing inclusive, affordable, and accessible sporting activities for visitors. Consider activities that are appropriate for various age groups and physical abilities.

2. Suggestions for organizing sporting events that support long-term development goals (for example in relation to reviving the town's famous club).

The aforementioned **suggestions are intended to help participants** in aligning their ideas with the fundamental concepts of long-term cultural, environmental, heritage, and sports development. **Participants are advised to think outside the box** and suggest new solutions that can have a beneficial and long-term influence on Mayfouq tourism.