



How to Design a basic lay out of a guided tour
As a new service in the tourism Industry

Let's get to know each other



Name
Favorite Color
Month of Birth
Hobbies



Vision



My Town Your Town [MTYT] is an Erasmus+ training project that is aiming to **raise youth employability, development of new skills and encourage inclusion** through intergenerational tourism development.

The key feature of the project is: youth (18-30) **to work with older mentors** to produce a **new interpretation** for an existing (or a new) tourism or cultural destination in their local area. The new narration will be positioned in a way that will represent the values of the EU and the multi-cultural facets of the host community to meet the needs of 21st century visitors.

The project is based on **active learning methods** and is supported by mentoring program as designed by the partners, representing Cyprus, Italy, Croatia and Greece, and an expert partner from Scotland, UK.

The project will run **sustainable tourism training for the young people**, develop and pilot the innovative interpretation tool with them, the mentors and local SME tourism related businesses.

Purpose of getting together...

Youth works with **mentors** to design an **1 day guided tour** in the town of Paphos.



Directions:

- Combine Educational Activities
- With Fun
- & Workshops
- Use local resources
- Realistic Timetable
- Lunch & Tea Breaks
- Visitors' Needs



Target Groups:

The project's main beneficiaries are: **youth**, including NEET with at least a quarter of participants from this group, and youth who have completed post-secondary and tertiary education and **are not employed, under employed, or those who have not yet considered tourism as a career.**



Outcomes

1. One day guided tour proposal lay out



2. Facebook Page
targeting
young visitors with
recommendations
of **things to do &**
see in Paphos

Steps



1. Presentation by Mentors
2. Search online things to do and see in Paphos
3. Shower of Thoughts as a group
(Attraction + Activity)
4. Write proposals individually
5. Create a Facebook Page & Post proposals

Mentor

Theopisti Gerali
Expertise: Agroturism

The Value of Local Resources

- Agro tourism
Personal Business
- Why to maintain the
Theme & Share it
- Opportunities for
young entrepreneurs







Mentor

Maria Charalambous
Expertise: Culture

Stay
Traditional...

- Traditional Dances
- Love between communities
- Traditional Music
- Easter Games & Festivals
- Food – Cuisine
- Traditional Weddings



Spor Bakanlığı





Mentor

Georgia Patsalou
Expertise: Education

Learning Activities

- Paphos
- Migration/Tourists
- Visit Archeological Museum
- Archeological Park
- Mosaics - House of Dionysus







Mentor

Georgia Patsalou
Expertise: Education

Learning Activities

- Wine / Wineries
- Lighthouse Effigy
- Sunset
- Wove Fabrics /
Beautiful Cyprus
Patterns
- Akamas Plants &
Animals
- Treasure Hunting
Games

Research

Things to Do & See in Paphos



Showers of
thoughts

**Attraction
&
Activity**



Proposal lay out

One Day Guided Tour

Service Design

Brading Unique Guided Tours in Paphos:

Mythology | Well being | Botanic Gardens & Traditional Pottery Art
Seasonal Choices & Options of Trip Locations

1

PARTICIPANTS BOOKING



2



WELCOMING

- Option A: Picking up from Accommodation
- Option B: Meeting at the first Location



3



1hr & 30mins

GARDEN OF LIFE & MIRACLES (Botanical Garden)

1. Introduction to the Program
(Mention about the 1st Scent / perfume made in cyprus)
2. Mythology stories and local herbs
3. Discovery Local herbs and their smell
4. Drawing Workshop by Local Artist (How to Draw Herbs)
- Drawing as a learning tool



4

TEA BREAK- Herbal Tea



5

VISIT ARCHEOLOGICAL MUSEUM OR TEMPLE OF APHRODITE

1. Study the Archeological Findings related to store the medicines & oils
2. Aphrodite and Well Being
3. Sketching their own Pot (inspired by the exhibits)



6

VISIT POTTERY STUDIO Participants will make their own pots



7

VISIT A TRADITIONAL HOUSE / TAVERN IN A VILLAGE

- Demonstration of a Traditional Dish from a Chef & Use of Local Herbs
Interactive Cooking & Eating



8

VISIT A WINERY for Wine Tour



9

ENDING OF SESSION

Participants will receive their Pots & get Back to their picking up point



Facebook
Page

**Post
Proposals
&
Social media
Strategy**





Erasmus+

THANK
YOU

