

TEXTOUR

Social Innovation and **T**echnologies for sustainable growth through
participative cultural **T**OURism

Activity Report

Anfeh, 24-25 November 2023

WP5- Action#2 Visit Paths

Tourist Guide Training

Anfeh, Lebanon

Trainers: Nizar Hariri, Rasha Daaboul, Georges Sassine

Attendees: 16 trainees



1- Introduction

The two-day tourist guide training workshop held in Anfeh, Lebanon, on 24th and 25th November 2023 exceeded expectations by attracting 16 enthusiastic trainees, surpassing the targeted 15. The workshop aimed to equip participants with the necessary skills to guide tourists along the newly established visit paths in Anfeh.

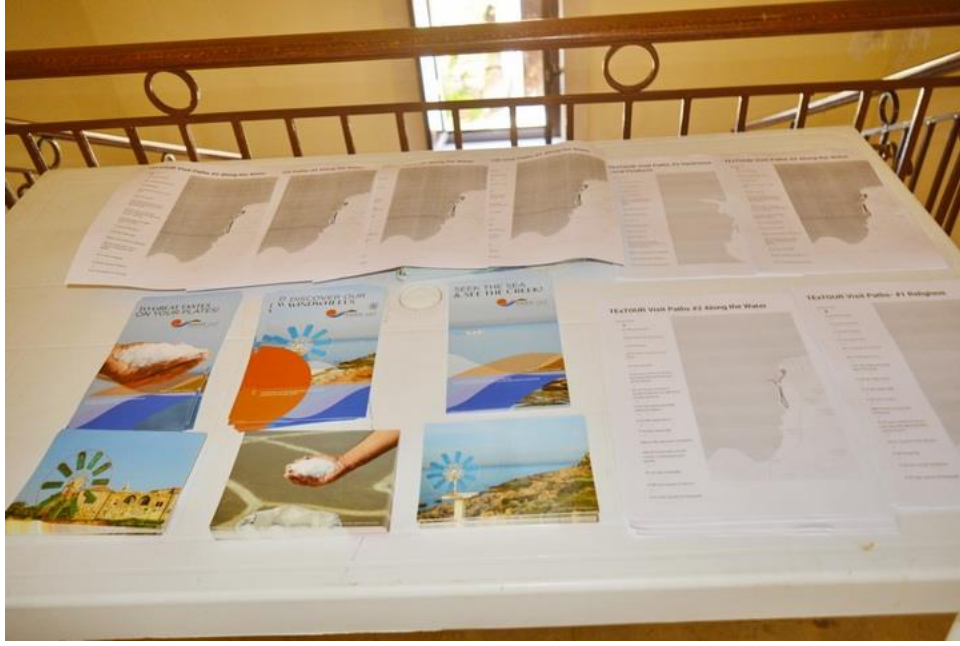


2- Workshop highlights

Day 1:

The first day commenced with an informative presentation of the three visit paths: "Anfeh Along the Water," "Religious Route," and "Anfeh's Gastronomy and Local Products." Rasha Daaboul led the first workshop, delving into the intricacies of the tourist guide profession, emphasizing ethical considerations, required skills, and the symbiotic relationship between oral history and visitor experiences. Trainees gained insights into enriching tourist experiences through the presentation of local traditions and values.

The second workshop, facilitated by Georges Sassine, focused on the three visit paths' key points of interest. Trainees were guided on effective presentation techniques to engage and captivate tourists. The workshops fostered a collaborative environment, with participants actively engaging with the trainers and each other.



كنيسة سيّدة الريح الأثرية

عرض لبعض اللقى الأثرية من سيّدة الريح في التنقيب عام 2012
والتي عرضت في معرض آثار أنفه في جامعة البلمند عام 2015



لقى متنوّعة من الفترة البيزنطية إلى المملوكية



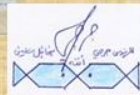
أنية فخارية ما بين القرن 12 والقرن 16 م.



لقى حجرية: جرن معمودية +
جرن للماء المقدّس وصليب منحوت



سرج زيتية ما بين القرن 11م و14م



Day 2:

The second day was dedicated to field visits, allowing the trainers Rasha Daaboul and Georges Sassine to assess the acquired skills of the trainees. These visits served a dual purpose: to verify the feasibility of the visit paths and ensure they delivered the promised tourist experience.





3- Community engagement, outreach and recruitment of the trainees

Remarkably, the training garnered significant community support, with attendees and trainees recruited following a month-long outreach effort.

The presence of the vice-mayor and the elected village officer (Mukhtar) underscored the importance of the training for the local administration. Among the trainees, two were from the hospitality sector (guest houses), one a fisherman, three municipal employees, and three representing local initiatives promoting tourism through social media platforms like "Experience Anfeh" and "Live Love Anfeh." One participant was already a professional guide, showcasing the diverse backgrounds of the trainees. The gender balance was noteworthy, with half of the participants being women, reinforcing inclusivity and diversity within the group.

4- Certification and Future Initiatives:

Participants were informed that certificates of attendance would be issued to recognize their completion of the training. Additionally, their contact

information would be disseminated on social media platforms to assist tourists interested in guided visits.

The training material, meticulously developed by Georges Sassine, was shared with the trainees. They also received brochures, presentations, and maps developed by Gaia Heritage under the project "Textour," providing them with valuable resources for future reference.

5- Training Methodology

The workshop methodology employed for the Anfeh Tourist Guide Training was intricately designed around the core principle of transmitting a profound and immersive experience to the tourist. Recognizing that each visit path serves as a promise of a unique encounter, the training underscored the importance of guiding tourists through Anfeh with a specific thematic lens. Whether exploring the village along the water, delving into its religious heritage, or immersing in the local traditions and history, each path was positioned as a gateway to a distinctive and captivating narrative. The fundamental concept behind this approach was to enable tourists to perceive the village's uniqueness not merely as a sum of independent points of interest but as a holistic and interconnected tapestry of stories. Rather than presenting landmarks and historical sites in isolation, the emphasis was on weaving these elements into a coherent and engaging storytelling experience. The goal was to make the tourist not just an observer but an active participant, capable of feeling the essence and character of Anfeh through a chosen narrative lens, be it the spirituality of the religious tour, the richness of local traditions, or the serenity of the water routes. This storytelling-centric methodology aimed to create a lasting impression, allowing visitors to connect with Anfeh on a deeper level and fostering a sense of appreciation for the village's cultural heritage.

رأس قلعة أنفه الأثري

موعد مع شمس الغروب



رأس قلعة أنفه الأثري

جولة أفق مع زوار رأس القلعة



The methodology adopted for the Anfeh Tourist Guide Training, centered around the immersive transmission of experiences through thematic storytelling, is inherently well-suited for cultural tourism and integral to the protection of heritage. Cultural tourism, unlike conventional tourism, is driven by a desire to engage with the distinctive cultural identity and historical legacy of a destination. By framing each visit path as a promise of a unique and immersive encounter, the training methodology aligns perfectly with the expectations of cultural tourists who seek authentic, enriching experiences. Moreover, the emphasis on thematic lenses—whether religious, traditional, or water-centric—ensures that tourists engage with Anfeh's cultural tapestry on a deeper level, moving beyond superficial exploration to a more profound understanding. This approach not only fosters a genuine connection between tourists and the destination but also serves as a potent tool for heritage protection. By weaving local traditions, history, and values into the narrative fabric of the tourist experience, the methodology inherently encourages a sense of appreciation and respect for the cultural heritage of Anfeh.

Finally, by focusing on the importance of oral traditions and history, a storytelling-centric approach reinforces the idea that heritage is not static but a living, evolving entity that can be sustained through meaningful interactions and shared narratives.

6- Conclusion:

The Anfeh Tourist Guide Training Workshop not only achieved its objectives but surpassed expectations by fostering a collaborative learning environment. The engagement between trainees, trainers, and village officials highlighted the community's commitment to promoting tourism. The diverse backgrounds of the participants and their subsequent recruitment from the community showcase the workshop's positive impact. As Anfeh opens its doors to tourists, it does so with a well-trained and enthusiastic group of tourist guides ready to showcase the rich cultural heritage of the region.