

# Experiential Tourism Program

# Tourism Has Changed



A group of tourists taking photos in a European museum



Tourists in a local Vietnamese community taking pictures

# Demand for Direct Interaction



# Experiential Tourism: International Examples



Cooking a traditional meal Experience





# Experiential Tourism: International Examples



Farming experience in Japan

Coffee roasting experience in Brazil



# Experiential Tourism: International Examples

Ceramics experience



Making her own silk scarf





# Experiential Tourism: Jordanian Examples

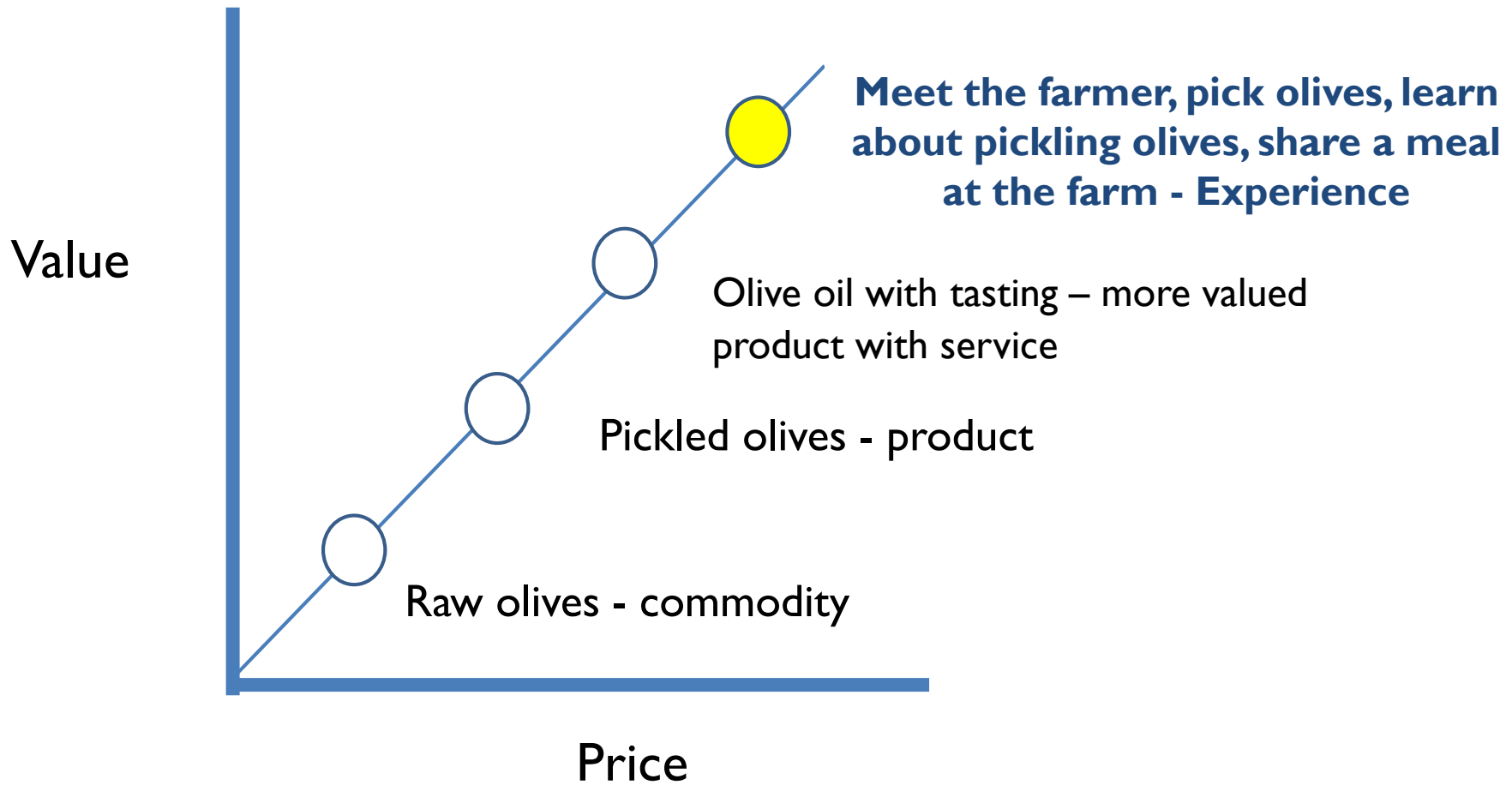


# Five Senses





# Economic Value

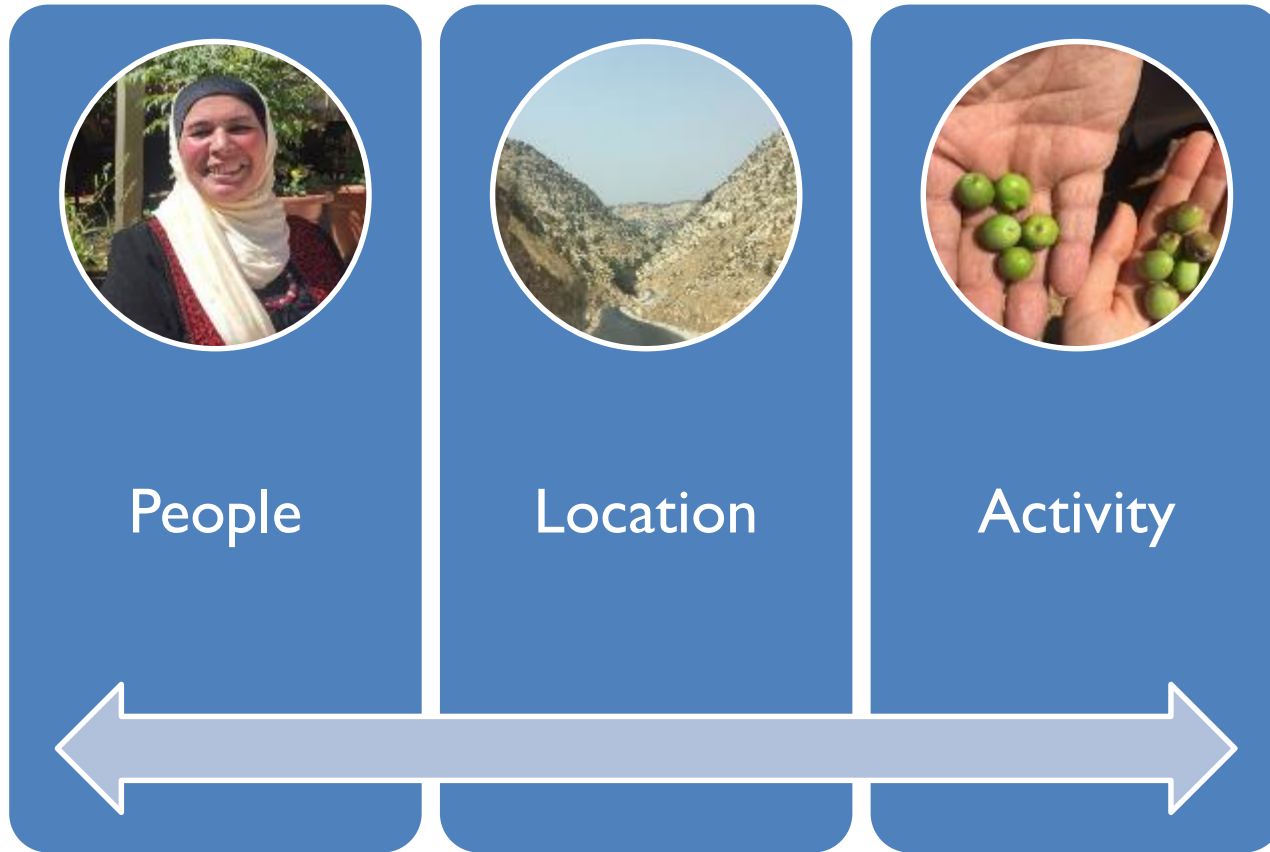


# Positive Characteristics

Experience Host	Experience
Open-minded, friendly	The experience is authentic and real
Knowledgeable and can share information	The experience activates five senses
Extensive experience in her/his field	Implementing the experience in a traditional way without any machinery
Sense of excitement	Small group of maximum 10 to 12 people
Personally owns the business/profession in which the experience is taking place	Activities with direct interaction and involvement
Prepares every step of the experience and the activities involved	

# Experiential Tourism

## Main pillars of an experience:





# Targeted People

- **Farmers:** preferably organic, growing olives, herbs like thyme and mint, amongst others
- **Food producers:** artisanal food products such as cheese, pomegranate molasses, organic and minimal to no reliance on machines
- **Homemade cooks:** specialized in a specific dish with cultural significance
- **Handicraft artists:** mosaic, carpets, sand art, etc.
- **Musicians:** traditional instruments such as Oud and Dabke dancing groups

# Steps of Olive Picking Experience

1. Meeting the farmer, who guides on how to pick the olives in a traditional way
2. Learning about the different types of olives as you are picking
3. Start pickling process, and take the jar home (wait 2-3 weeks before eating)
4. Have simple lunch on farm with the farmers and their families
5. Opportunity to buy ready-made products from the farmer's family



# Steps of Cooking Experience

Shushbarak dish:

1. Make dough (prepared in advance)
2. Cut into discs
3. stuff each one (stuffing prepared in advance)
4. Cook the shushbarak in the yoghurt
5. Eat the meal with the family





# Program Objective

Link experience hosts with tour operators and other tourism businesses in order to:

- Address a growing demand in the tourism market, the need for visceral experiences
- Benefit local communities with skills and traditional, authentic professions