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Young women employment in the field of Responsible Tourism: the EnTOURée Local Organization for Responsible Tourism (The EnTOURée LORT)



By NGO C-For-C

Madagascar



EnTOURée

THROUGH **ENTOUREE** PROGRAM (the EnTOURée Method Guide): **YOUNG WOMEN** WERE BOOSTED TO CONTRIBUTE



Training



Support



Promotion: e-platform



THE BENEFICIAIRES CREATED THEIR SPECIAL OFFER

ACCOMODATION

FOOD

PROMOTING OF LOCAL
RESSOURCES

TOUR



- **Rural** accomodation
- Mostly, in **traditional** malagasy house
- Assuring the minimum of **comfort** required by the standard of accomodation in tourism
- Opportunities to appreciate **natural landscape** and to discover the daily life of the farmers.
- Especially for those who want to escape far from the daily routine in town.

ACCOMODATION





Typical **food** of each region – valorization of **local** ingredients (**fruits** and **vegetables**).

RESTORATION



In general, services offered are **rural** tour by **local guides**

The organized circuits are **pedestrian**

GUIDING



Fruits and vegetables processing
Valorization of local good practices (ecological transportation, tradition and originality) by organizing some strolls

PROMOTION OF LOCAL RESSOURCES

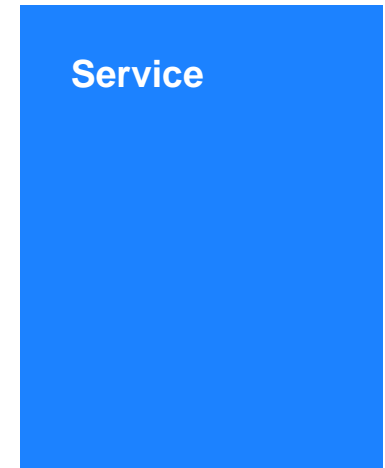
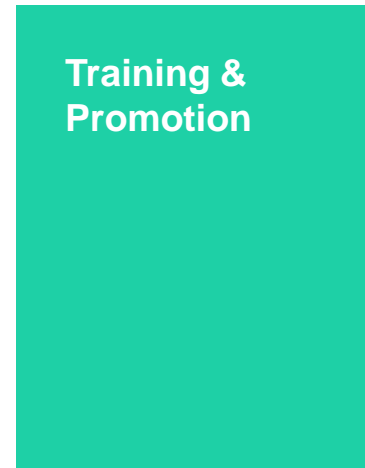


L.O.R.T

Local Organization for Responsible Tourism

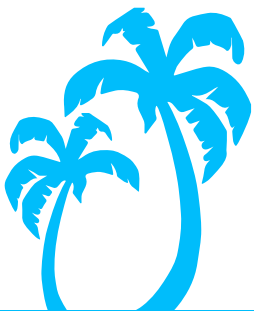
What?

It is an organization composed by the beneficiaires of the training in Antsirabe, the local authority of Antsirabe and c-For-C. The mission is to promote "responsible women entrepreneurs, especially in the field of responsible tourism".



VISION:

Being the reference of responsible entrepreneurs in the Vakinakaratra Region, and to be able to empower women in entrepreneurship





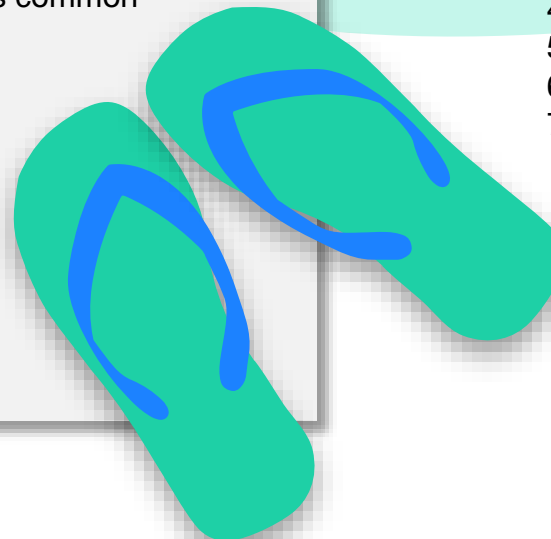
ENTOUREE ANTSIRABE

TOUR

Till now, 7 projects are working in this common project

1. Typical foods by Felicia
2. Tour operator, called Fireflies, by Hasina
3. Pygmy tour, called RIORIO TOUR, by Castelina
4. Humanitary woofing by Noro
5. Local craft shop by Hasina
6. Accomodation by Haja
7. Ox carts with Dyah, by Diamondra

Some of them are already available on our E-platform! Go to: www.community4tourism.org



WHO ARE THEY



First, tourists will be received by **FIREFLIES**, during which all the activities will be announced.

Two kinds of tour will be organized:

City tour: Stroll around Andraikiba lake, by ox carts – Visit of a local craft shop – Humantary woofing by Noro (3 days). At the arrival in Antsirabe City until leaving, “Typical foods by Felicia” will assure restoration (foods and snacks).

Rural tour: Pygmy tour (discovering of a famous site in Antsirabe: according to the history, the first peoples living in Madagascar were Pygmies, and they had a special territory in Betafo (a rural village in Antsirabe) – Discovering of the daily life of the people in countryside – Accommodation by rural population.



TOUR BY ENTOUREE ANTSIRABE: OUR LORT