

## **Capacity building needs**

Stakeholders need to build their capacity in the following areas:

1. Ecotourism;
2. Strategic thinking;
3. Management and simple accounting;
4. Customer service;
5. Packaging; and
6. Goods display.

A suggested course outline has been detailed below to assist in preparing the capacity building programme.

## Ecotourism

### Objective

The aim of this training course is to empower participants in the ecotourism sector and to understand the dangers faced by the environment.

### Outputs

#### Knowledge

Participants will be able to:

- Discuss their experiences and feelings towards the environment and ecotourism;
- Understand the strategies and policies associated with this sector;
- Understand related concepts;
- Know the effect of pollution on the ecosystem; and
- Understand current and expected obstacles facing the sector.

#### Skills

Participants will be able to:

- Suggest measure to sustain the ecotourism sector; and
- Serve the needs of tourists and visitors.

#### Attitude

Participants will be able to:

- Appreciate the ecotourism sites in Tunisia and the uniqueness of the Moanstir eco-tourism offering; and
- Appreciate the importance of raising tourists' awareness on environmental protection.

### Programme

Day one

1. Concept of sustainable/responsible tourism and ecotourism;
2. Concept of ecosystem, cultural communication;
3. Eco-reservations in Tunisia (emphasis on Monastir and surrounding), available services and resources;
4. Strategies and policies on environmental protection.

Day two

1. Describe and discuss the bio diversity of Quriya Island and marine life;
2. Cultural communication;
3. Practical applications.

## **Strategic thinking**

### **Objective**

The aim of this training course is to empower participants with the knowledge, skills and attitudes required for strategic thinking.

### **Outputs**

#### **Knowledge**

Participants will be able to:

- Discuss their experiences and feelings towards strategic thinking;
- Explain the concept of strategic thinking;
- Link thinking quality to life quality;
- Identify obstacles facing independent thinking.

#### **Skills**

Participants will be able to:

- Analyse and evaluate their thinking processes;
- Set strategic goals and objectives;
- Prepare action plans.

#### **Attitude**

Participants will be able to:

- Self evaluation;
- Appreciate independent thinking;
- Appreciate strategic objectives and planning.

### **Programme**

Day one

1. Concept of strategic thinking and its relationship to values and beliefs;
2. What is philosophy;
3. Asking questions, setting goals and objectives.

Day two

1. Understanding context;
2. Understanding subjectivity;
3. Gathering credible information;
4. Learning from mistakes.



## Management and simple accounting

### Objective

The aim of this training course is to empower participants with the knowledge, skills and attitudes required for good management.

### Outputs

#### Knowledge

Participants will be able to:

- Discuss their experiences and feelings towards management and accounting;
- Understand the role of a good manager;
- Identify needed resources;
- Understand planning requirements;
- Understand and explain M&E processes;
- Link marketing and management to financial resources;
- Explain budgeting

#### Skills

Participants will be able to:

- Set objectives;
- Prepare plans of action;
- Set pricing objectives and strategies;
- Prepare quality control plans.

#### Attitude

Participants will be able to:

- Appreciate that management is not control;
- Appreciate teamwork;
- Appreciate the link between marketing and pricing.

### Programme

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|---------|---|
| Day one | <ol style="list-style-type: none"><li>1. The concept of management and different management methods;</li><li>2. Qualities of a good manager;</li><li>3. What is organisation and planning;</li><li>4. Setting goals, objectives and indicators;</li><li>5. Risk mitigation;</li><li>6. Practical exercises on planning.</li></ol> |
| Day two | <ol style="list-style-type: none"><li>1. Practical exercises on planning;</li></ol>   |

2. Work ethics
3. Concept of pricing and pricing objectives and strategies;
4. Concept of marketing.

Day three

1. What is accounting;
2. Preparing a budget
3. Purchases, sales and relation to profits and loses;
4. Practical exercises.

## Packaging

### Objective

The aim of this training course is to empower participants with the knowledge, skills and attitudes required for ensuring best packaging practices, with focus on environmentally friendly packaging and packaging using up cycled and recycled material.

### Outputs

#### Knowledge

Participants will be able to:

- Understand factors negatively affecting packaging;
- Understand the effect of different packaging material on the natural environment;
- Understand the difference between recycling, up cycling and eco-friendly packaging.

#### Skills

Participants will be able to:

- Able to explain the advantages and disadvantages of different types of packaging approaches;
- Able to package different artisanal products in the hub's shop using eco-friendly approaches and materials.

#### Attitude

- Appreciate the importance of applying best packaging practices they learned and the importance of associating the products with the type of packaging (from an eco-friendly perspective)

### Programme

Day one

1. Introductory concepts of packaging;
2. Packaging material: Ideal packaging, plastic packaging, Polymers, Thermoplastic-Thermosetting polymers, flexible packaging, Metal packaging, glass packaging
4. Advantages, Disadvantages, modern trends, paper packaging, Paper – Cardboard, Production, Advantages, Disadvantages, Types of paper packaging, using recycled packaging material, up cycling packaging material for re-use

## **Goods display**

### **Objective**

The aim of this training course is to empower participants with the knowledge, skills and attitudes required for ensuring best goods display practices.

### **Outputs**

#### **Knowledge**

Participants will be able to:

- Understand visual merchandising techniques;
- Know types of effective displays.

#### **Skills**

Participants will be able to:

- Able to create effective displays;
- Able to create effective store layouts.

#### **Attitude**

- Appreciate the importance of effective display.

### **Programme**

- Day one
1. Visual merchandising techniques;
  2. How to create effective store displays;
  3. How to create effective store layouts which will help to encourage the customers flow around the store