



The European Union-Joint Rural Development Programme (EU-JRDP) is a rural development intervention under the broader European Neighbourhood Programme for Agriculture and Rural Development (ENPARD).

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## Ecotourism in Fayoum – Sharing Heritage, Communities and Resources

**Location:** Egypt, Fayoum Governorate, Districts of: Fayoum, Yousef El Sedik and Itsa.

**Description:** Enhancing the area's potential as ecotourism destination thus increasing people's income, territorial branding, local resources value chain, natural and cultural heritage awareness.

**Duration:** 20 months (Starting from March 2017).

**Budget:** Euro 0,40 Million (EU Contribution 90%).

**Implementing Entity:** COSPE (Cooperazione per lo Sviluppo dei Paesi Emergenti)  
**Co-applicants:** AMF (Ayadi Masreya Foundation), FEDERPARCHI (Federazione Italiana dei Parchi e delle Riserve Naturali), Parco Naturale Regionale "Dune costiere da Torre Canne a Torre San Leonardo.

**Project Partners:** Ministry of Local Development  
Tourism Department  
Archaeological Department.

**Overall Objective:** To improve job opportunities and promote local sustainable economy through an integrated and community-based approach based on awareness, knowledge, management of natural and cultural resources.

**Specific Objective:** To promote Fayoum as an ecotourism destination linking natural and cultural, material and immaterial heritage preservation, improvement of tourist facilities and services, traditional handicraft enhancement, capacity and skills building of local actors.

**Target Groups:**

- 150 artisans ,50 farmers and food processors ,100 local tourism organizations and 100 Ecologes and hospitality organizations;
- 2,000 local community members;
- 1,500 tourists visiting Fayoum

**Expected Results:**

- Ecotourism circuit in the governorate, enhancing the local material and immaterial heritage established;
- Quality and networking of the local ecotourism operators and services improved;
- Local handicraft and food products improved and integrated in the local ecotourism system.

