

## CREACT4MED Mapping: Best Practices

Application Number: BP\_85

1. Basic info*	
Email Address	info@blueline-travels.com
Title of the Best Practice	Blue line culture packages
Name of the Applicant	Mostafa Zaky
Is the BP a registered legal entity?	Yes, I will send the certificate of registration by email
Website	www.blueline-travels.com
Country	Egypt;
Subsector	Arts and culture (cultural heritage, gastronomy, visual arts, performing arts, leisure and recreation, crafts);tourism;
Category	b) Ecosystem enablement;a) Cultural and creative entrepreneurship;
Year of establishment and duration	7/15/2020
Target group of the BP	Our target is artists and amateurs of both sexes, from the ages of 16 to 50 years. Different programs are allocated to suit each age group. We also target some specialized programs, especially one-day programs, for children and school students from the age of 6 to 15 years. Fine arts students and art lovers are our largest clients. We also target some schools to create programs specifically for children, whether in the same governorate or outside it. We also target foreign artists externally in some programs, especially from Europe, such as slow tourism projects linked to artistic activities
1. Best Practice Characteristics	
Problem Statement	The problem initially centered on increased competition as a result of the repetition of the same tourism packages offered in the Egyptian market, where tourism offers are concentrated in destinations and these packages rarely contain any activities. We noticed during dealing with young people their need to be exposed to cultural events and their increasing interest in participating in Trips containing cultural activities, whether to learn about artistic activities or enjoy music and artistic performances. We began to develop the principle of cultural trips that are not only linked to visiting the museum or heritage places, but we also began to think about integrating cultural activities, especially for trips directed to arts students, and this has created a new type of demand. On trips and tourist packages that are completely different from what is common in the Egyptian market
Mission Statement & Value proposition	Working to develop the concept of sustainable tourism in Egypt by developing all activities related to tourism, and this is not limited to the company's work only, but extends to cooperation with competing companies to change their policies to become more sustainable. Working with cultural initiatives to develop artistic and cultural tourism to make it more interactive with the needs of young people and create deeper experiences for young people Combining entertainment and culture and creating completely new tourism experiences in the Egyptian market to create more competitive tourism products Making artistic activities through travel a unique experience for cultural communication between different groups, to enrich young people's experiences with arts belonging to different environments, and to enrich the cultural experiences of our clients. Openness to deal with civil society institutions, such as associations supporting handicrafts and youth initiatives, and providing subsidized

	<p>tourism products to young artists, fine arts students, and other lovers of cultural activities.</p>
<p>Results and growth</p>	<p>It all started by chance when the Baron Palace was opened and we found that a large group of fine arts students were interested in participating in this program, and from that time we began to focus on this type of trips and tourism programs. We began to focus on heritage places such as the Mamluk Desert and Khan al-Khalili, and we were targeting in particular fine arts students after that. We have cooperated with the Kemet Initiative in a practical training program for a group of tourism and antiquities students and graduates in organizing scientific trips with a detailed explanation of some heritage and archaeological areas within the program for about 300 students out of 1000 students. We have organized the Kemet art camp program in Siwa, which is an artistic program directed to arts students. Beauty and artists to practice pastel works and drawing for the Bedouin environment in Siwa</p> <p>In 2022, we developed a slow tourism program in cooperation with the European Union under the ENI CBC MED platform. Its main content was developing tourism packages for European tourists based on oil painting and photography activities.</p> <p>We also organized World Tourism Day in cooperation with the Alexandria Tourism Promotion Authority and the Hilton Hotel in 2023.</p> <p>We also plan to develop our tourism programs by organizing periodic mobile art exhibitions in tourist areas such as Sharm El-Sheikh and Hurghada, which include exhibitions of oil paintings, sculptures and antiques.</p> <p>We also plan to hold handicraft exhibitions in these areas during the peak tourist seasons</p> <p>We are also developing a vision for using the arts in tourism advertising for environmental areas such as the White Desert through light shows</p> <p>We aim to reach more than 30,000 artists and specialized arts students in Egypt with our service products. We also aim to bring artists from abroad to participate in our artistic and cultural events, especially the Arab region and Europe</p>
<p>Strategy to be financially sustainable</p>	<p>Our business is divided into two main products</p> <p>First: These are tourism packages intended for art lovers, whether amateurs or specialists</p> <p>Second: Selling tourism services by organizing events</p> <p>For the first part, the revenue stream depends on selling tourism products directly to customers, while for the second part, it depends on organizing exhibitions and events:</p> <p>In the case of art exhibitions of paintings and sculptures, revenue depends on collecting sums for participation from artists and exhibitors + obtaining a percentage of sales during the exhibition period.</p> <p>For antiques and handicrafts exhibitions: revenue depends on a percentage of sales during the exhibition period</p> <p>For artistic events, revenues depend on the participation of sponsors and revenues from purchasing tourist packages from customers who wish to participate</p> <p>Reducing the cost by renting non-essential equipment and tools, as each product differs in its equipment. Thus, we will reduce the capital cost to a minimum by dispensing with unnecessary inventory.</p> <p>Communicating with initiatives, artistic community institutions, and artistic institutions such as the Fine Arts Syndicate and art colleges to directly</p>

	<p>reach specialized artists, which makes it easier for us to reach customers and focus advertising on other segments of customers.</p> <p>Focus on marketing through social media and e-marketing (SEO) through our website to reach customers internally and externally</p> <p>Focus on customer service and sharing customers' opinions and suggestions, while offering offers and discounts to attract new customers</p> <p>Relying on technological and digital means in business management</p>
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**2. Impact (please complete at least 3 of the 6 sub-sections)**

Economic significance	<p>The economic importance is centered in these programs because they reduce the impact of competitiveness resulting from the repetition of the stability of tourism products, and therefore they offer completely new products.</p> <p>It is considered of great economic importance to transform cultural and artistic activities into an economic product by integrating it into service products with purchasing potential, such as tourism. The annual turnover on operations related to artistic programs has reached about 5,000 euros, representing 30% of the company's turnover, with a growth rate of 40% of last year</p> <p>We have organized more than 20 multicultural programs and organized more than five events between 2022-2023.</p> <p>The project's economic impact extends to generating job and employment opportunities for youth, false contractors, suppliers and transportation service providers. The events also provide job opportunities for student volunteers for training and learning.</p>
Replicability and upscaling	<p>The project itself is considered recurring, as it works on cultural and artistic products related to tourism activity, which supports its sustainability</p> <p>The project has been piloted in Fa'a several times, even through dedicated training programs, and action plans are currently being created not to replicate the program, but to develop it to include other sectors such as music shows and light shows.</p>
Employment generation	dhjdghj
Inclusiveness	<p>Many of our programs include organizing events in some tourist areas where poor or Bedouin communities are widespread, such as King Mariout, where there are Bedouins and fishermen in some villages, Fayoum, etc. Although they are considered tourist destinations due to their natural resources, the poverty rate is high. Big and so we do</p> <p>First, by relying on local residents as primary providers of some services, such as cooking local food, program facilitators, and guides.</p> <p>Training some local residents on how to deal with guests and developing their concept of tourism services to be a sustainable element in their business, especially with foreigners</p> <p>Local artists play a very important role in these programs, as they demonstrate their arts and provide workshops to our clients to introduce them to local arts and crafts. Example: Some women in Siwa make henna decorations for our female clients.</p> <p>Relying on some of the leading female artists as trainers, as an agreement was made with them to give photography and sketch workshops in Siwa.</p>
Social impact	<p>The travel experience is generally considered a social and human experience that contributes to societal peace, integration, and the</p>

	<p>development of relationships between individuals. The arts bring communities closer together and bring the different groups of society closer together.</p> <p>We will review some of the social impacts of some projects</p> <p>First: The MEDPEARLS project, which is a project to develop programs for slow tourism in cooperation with the European Union, was aimed, in some ways, at rapprochement between different cultures through art as a cultural documentation tool for some heritage areas in Egypt in Alexandria and King Mariout, where tourists can integrate with the local population and document these scenes through... Through photography or drawing and learning about handicrafts in the communities of Edku, King Mariout and Rasheed. The project contributed to increasing our awareness in Blue Line of the importance of gastronomy, which led to the development of our work in the following point.</p> <p>Second: During the organization of the activities to celebrate World Tourism Day in cooperation with the KEmet Initiative and the Tourism Promotion Authority, we, in partnership with the Kemet Initiative, organized the Tblia festival food event, as we were one of the sponsors and organizers of the event, as the Chinese Consulate and the Russian Consulate participated in displaying varieties of local cuisine in both countries, in addition to participating Hilton Hotel with local Egyptian dishes. Which had the greatest impact on the attendance and cultural rapprochement between the Egyptians and Chinese attendees at the event, as the event became a place for acquaintance between some Egyptians and Chinese and for discussion of the types and food culture in both societies.</p> <p>Third: Organizing an artistic trip to Siwa, where the trip included a group of artists and amateurs, which led to rapprochement between young people and different generations and helped exchange experiences among all attendees. The idea also emerged from it to help the student community identify new artistic elements that will help students in their graduation projects.</p>
Innovation	
Environmental sustainability	
<b>3. Challenges and lessons learned</b>	
Challenges	<p>Awareness: Lack of societal awareness, even among tourism makers, of the broader concept of cultural and artistic tourism, and knowledge being limited only to recreational tourism. Although the volume of domestic tourism in Egypt reaches 30 million, the share of interactive tourism is small, and the supply of these programs is very rare.</p> <p>The impact of this matter has been mitigated by establishing partnerships with initiatives and those interested in the field of culture and arts</p> <p>Financial resources: It is considered one of the biggest challenges, especially with regard to purchasing some basic tools, but instead renting it if possible. Finding some sponsors, especially for events, and financial support for running marketing campaigns is also considered a major challenge.</p> <p>Some events require hiring a large number of organizers, which leads to an increase in the cost with limited funding sources. We participate with some institutions by providing us with some student volunteers and recent graduates.</p>
Lessons learned	Openness to projects and programs. The med pearls project had a great impact because as a result of the interaction with those in charge of the

	<p>project, my way of thinking changed completely, especially with regard to sustainable tourism in general, especially with regard to gastronomy activity as an important element of slow tourism and as an important cultural element that helped us develop other ideas such as the World Tourism Day celebration.</p> <p>Partnerships with various institutions, especially civil society institutions, as they have excellent experience in reaching beneficiaries in many fields. Through them, they can determine the requirements of many groups of potential customers and develop products that suit the groups that deal with them.</p> <p>Combining different activities and discovering new areas to develop products with economic and commercial returns, such as mixing culture with tourism</p> <p>Openness to the outside world, following new trends in everything, the tastes of external customers, and the possibility of application in the local market.</p>
<p><b>4. Demographic Information</b></p>	
<p>Is the organization led by a woman?</p>	<p>No</p>
<p>What age is the lead of the organization?</p>	<p>Over 35 years old</p>