

# ORANGE ROBE TOURS

**PROJECT PROPOSAL**

**SEPTEMBER • 2018**

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**LUKE TAVENER**







# MISSION STATEMENT & AIMS



Orange Robe Tours is a profit-for-purpose social enterprise that helps former Novices and Monks transition from temple life to layperson life. It is our aim as an organization to create positive opportunities for these former Novices and Monks to further utilize their historical and cultural knowledge while practising their language skills through providing customarily appropriate cultural tours to travellers visiting Laos' spiritual capital, Luang Prabang. Orange Robe Tours allow visitors to gain deeper insight into Buddhist culture through authentic cultural tours delivered exclusively by employed former Novices and Monks.

**AUTHENTIC CULTURAL  
TOURS THAT GIVE BACK  
DELIVERED EXCLUSIVELY  
BY FORMER NOVICES AND  
MONKS**





It is a primary focus of Orange Robe Tours is to educate tourists on how to tour Laos in the most respectful way and how to preserve Lao culture and customs while visiting. Orange Robe Tours does this by providing tourists with high-quality cultural tours, which provide insight to Laos' unique Buddhist culture all while highlighting the importance of cultural preservation by educating tourists on temple life, Buddhist practises, ceremonies and proper temple etiquette.

Finally, Orange Robe Tours is committed to reflecting the mission and values of UNESCO by creating a project model that is sustainable and beneficial to the community. It is of the utmost importance that we as an organization give back to Luang Prabang and its people. Orange Robe Tours will increase trade in the local area by providing ethical tourism opportunities for travellers. A portion of tour profits will be donated to the surrounding temples included in the cultural tours and local charities associated with Orange Robe Tours, contributing to the overall cultural preservation efforts of Luang Prabang. Orange Robe Tours helps local people by providing jobs and training to Lao nationals.





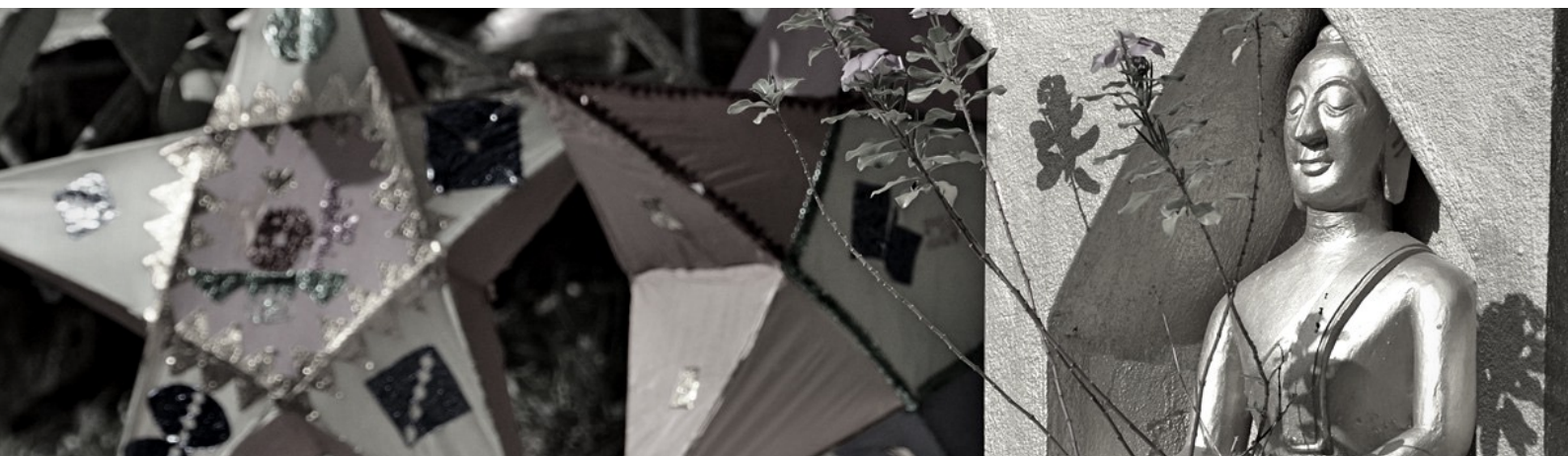


Orange Robe Tours will offer three main types of cultural tours. Each cultural tour will be operated by a former Novice or Monk following strict guidelines that respect Lao culture and customs (e.g. attire, greetings, behaviour and etiquette).

## CULTURAL TEMPLE TOURS

This will provide travellers with a guided tour of nearby temples and their surrounding grounds, focusing on Buddhist culture and customs, as well as temple etiquette. This tour, like all our tours, will be operated by our former Novice/Monk tour guides giving insight into specific key points while answering questions. Each Cultural Temple Tour will cover:

- Introduction to Buddhism in Laos
- Brief Overview of Dharma
- Life inside the temple – Daily Routines
- Mural/Artwork explanations
- Temple Grounds and points of interest
- Explaining key Buddhist dates (festivals)



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## GUIDED MEDITATION SESSION

Our Guided Meditation Sessions are offered to travellers with varying meditation experience levels; Beginner, Intermediate and Advanced. Each session will be held inside a temple, with tourists following cultural guidelines regarding attire and etiquette, and will cover:

- A brief introduction to what is meditation
- Linking meditation and Buddhism.
- Techniques to meditation
- Practising meditation
- Q&A

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## GUIDED MORNING ALMS GIVING (TAK BAT)

Tourists can participate in Morning Alms Giving (Tak Bat) under the careful guidance of one of our expert tour guides. This tour allows tourists to participate in alms giving only after they have been given a demonstration on how to give alms appropriately. This tour also emphasizes the appropriate way to take photos. The outline for this tour is as follows:

- Meet at designated location
- A brief overview of Alms Giving and its importance to Buddhist culture
- Demonstration of the appropriate way to give alms or to take photographs
- Locally sourced alms supplies provided to participants
- Almsgiving ceremony

