LA FIERMONTINA OCEAN UNVEILS NEW COMMUNITY HUB, BRIDGING LUXURY HOSPITALITY AND RURAL EMPOWERMENT

La Fiermontina Ocean (lafiermontinacollection.com), the eco-retreat set within northern Morocco's protected Sahel park, proudly announces the opening of its Community Hub. This innovative space marks a new chapter in the resort's "circular hospitality" model, allowing guests to move beyond traditional tourism to directly interact with, learn from, and support the rural villages of Dchier and its neighbors.

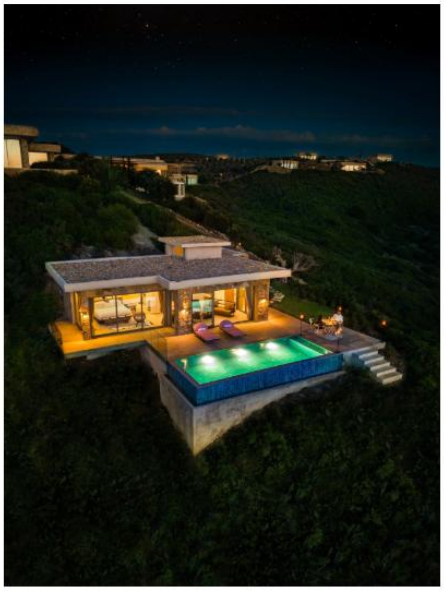
The Community Hub serves as the achievement of a vision shared by the Filali siblings, Yasmina Antonia and Fouad Giacomo, to harmonize world-class hospitality with deep-rooted philanthropy. As a gateway to the work of the Fondation Orient-Occident (FOO), the hub provides guests with an immersive look into the foundation's 32-year legacy of protecting refugees, supporting migration advocacy, and empowering rural Moroccan communities.
La Fiermontina Ocean is part of the Filali siblings' La Fiermontina Family Collection, which follows in the footsteps of the Filali family's history, with luxury hospitality projects in Puglia, Paris, and Morocco. The Ocean property features 13 pool suites near the ocean and 4 traditional stone houses in the village of Dchier.

Resort as Gateway to Rural Life
Unlike standard resort amenities, the Community Hub is designed for genuine integration. Guests are invited to participate in community life, with 30% of the hotel experience directly in the village, including the restaurant and hammam. Key experiences accessible through the Hub, complimentary to guests, include:

The Social Desk: An information platform where a permanent social facilitator explains the "poverty stoplight" methodology—a tool to measure community goals based on villagers' own aspirations.
Culinary and Craft Workshops: Access to the foundation's hospitality training programs, where local youth and women—many trained for over two years prior to the resort's opening—share their expertise in traditional Moroccan culinary arts and the "Migrants du Monde" couture embroidery.
The "Community Hub" Speech: A guided narrative experience that details the history of the region's migration paths and the foundation's work in the 12 surrounding hamlets.

Fueling a Circular Economy
The Hub highlights the success of the resort's hospitality training center in Larache, which provides professional training for 200 students per year in culinary and hotel services. This circular model ensures that the young men and women of the village have a viable, dignified alternative to migration. To date, guests moved by these stories have already begun fueling the programs through direct contributions, supporting infrastructure like village road construction, waste recycling, and the renewal of local schools.

"We didn't just want to open a beautiful hotel. We wanted to take advantage of our hospitality know-how to protect and empower," says Yasmina Antonia. "The Community Hub is the first time a hotel and a development community have grown together in a truly holistic way. It concludes 30 years of field work by making the village a visible, respected actor in the guest's journey."



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