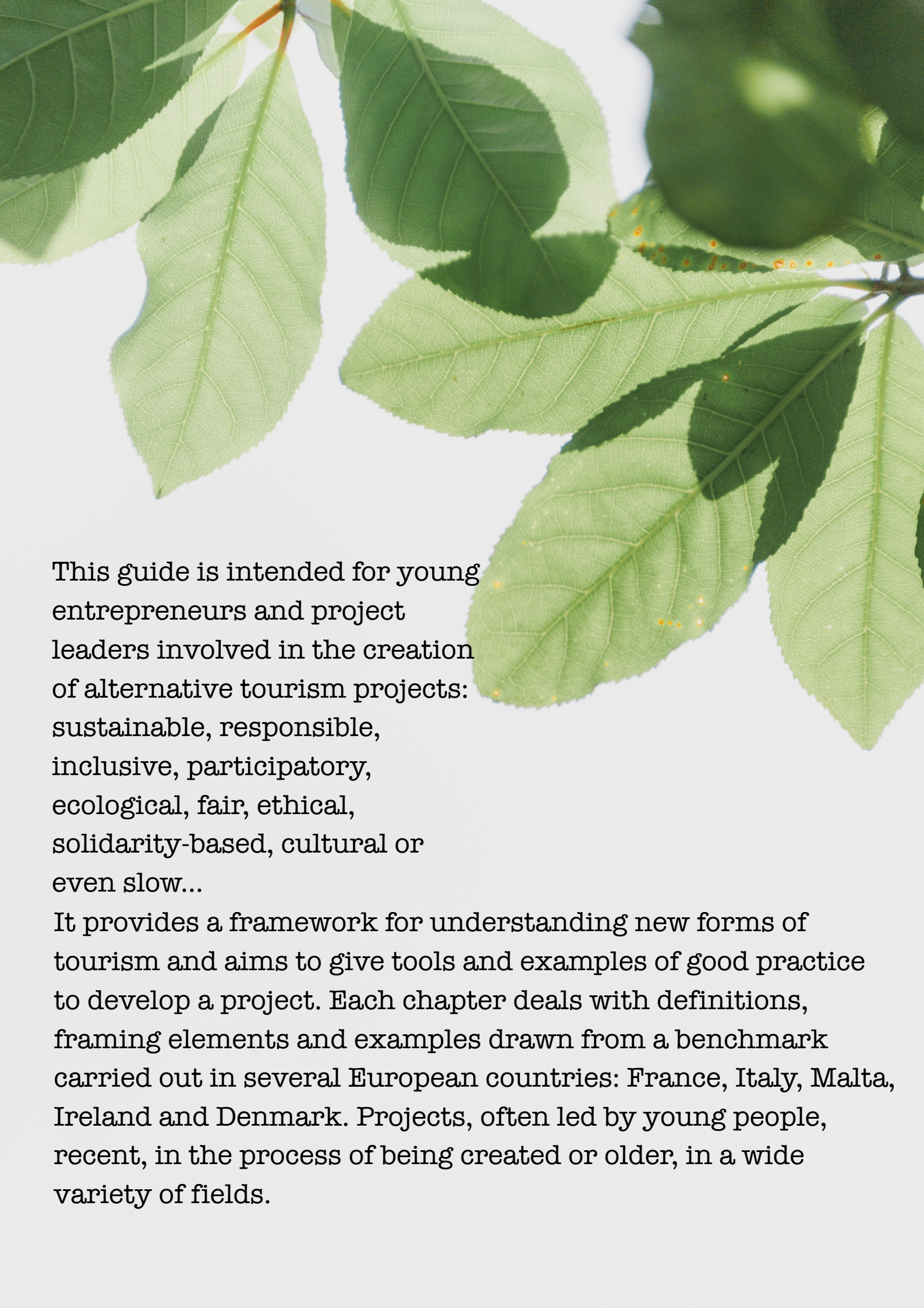


EUROPEAN YOUTH ROOTS

**EXAMPLES OF GOOD PRACTICE IN
SUSTAINABLE, RESPONSIBLE AND INCLUSIVE
TOURISM**





This guide is intended for young entrepreneurs and project leaders involved in the creation of alternative tourism projects: sustainable, responsible, inclusive, participatory, ecological, fair, ethical, solidarity-based, cultural or even slow...

It provides a framework for understanding new forms of tourism and aims to give tools and examples of good practice to develop a project. Each chapter deals with definitions, framing elements and examples drawn from a benchmark carried out in several European countries: France, Italy, Malta, Ireland and Denmark. Projects, often led by young people, recent, in the process of being created or older, in a wide variety of fields.

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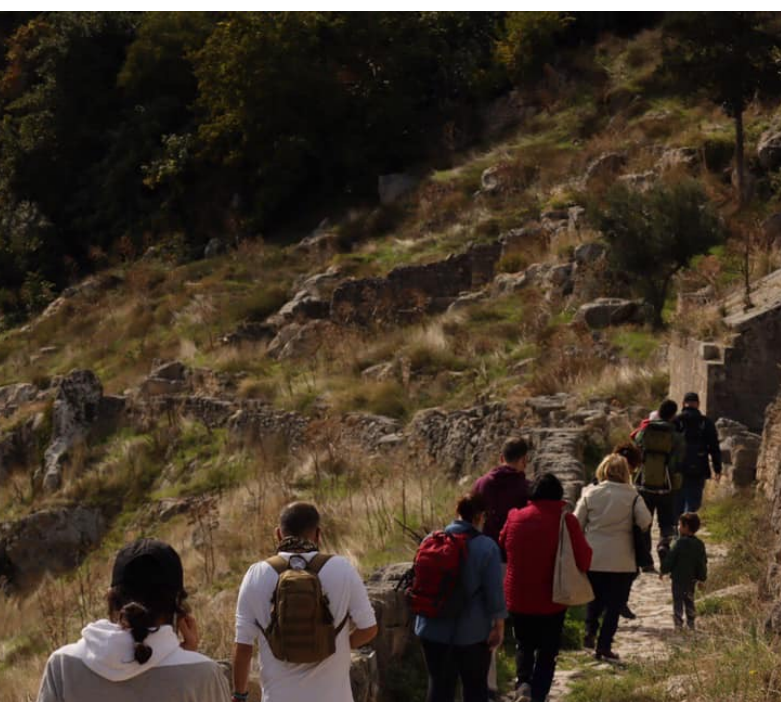
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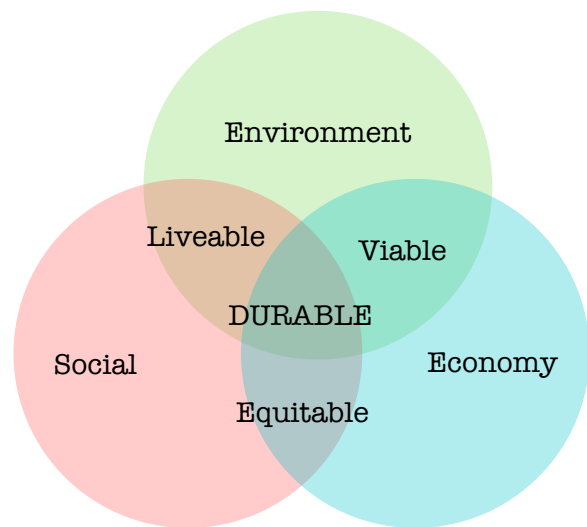
PART 1 - FRAMING ELEMENTS



ABOUT THE SUSTAINABLE DEVELOPMENT

THE PILLARS OF SUSTAINABLE DEVELOPMENT

The 1987 Brundtland Report defines sustainable development as "development that meets the needs of the present without compromising the ability of future generations to meet their own needs". Development is "sustainable" if it is designed to ensure that the benefits of development are sustained for future generations.



“ The Sustainable Development Goals give us a roadmap to a better and more sustainable future for all. They respond to the global challenges we face, including those related to poverty, inequality, climate, environmental degradation, prosperity, peace and justice. The goals are interconnected and, to ensure that no one is left behind, it is important to achieve each of them, and each of their targets, by 2030. ”

Sustainable development is based on three main pillars and is at the intersection of all three as shown in the diagram below.

- Preserving the environment
- Promoting social cohesion
- Promoting a responsible economy

The UN and its 17 SDGs

The UN has set up the 2030 Agenda, a universal programme for sustainable development. It aims to transform our world by eradicating poverty and inequality and ensuring its ecological and inclusive transition. Its agenda includes 17 goals (SDGs) and 169 priority targets. They cover issues such as climate, biodiversity, energy, water, but also poverty, gender equality, economic prosperity, peace, agriculture, education... Some of these goals directly or indirectly concern the tourism sector. <https://www.un.org/sustainabledevelopment/fr/objectifs-de-developpement-durable/>

DEFINITION OF THE MAIN FORMS OF TOURISM WITHIN THE SCOPE OF EYR

Sustainable, responsible, inclusive, participatory, ecological, fair, ethical, solidarity-based, cultural, slow, etc., there is no shortage of names to describe alternative forms of tourism. They are relatively recent and have often developed in opposition to so-called "mass" tourism and its excesses. These are forms of tourism that are most often committed to values. International and national organisations have been quick to take up these issues in an attempt to define them and set the framework. Here are some definitions to help you find your way around...

ALTERNATIVE TOURISM

Alternative tourism refers to all forms of tourism that



seek to differentiate themselves from the dominant model of tourism as it is practised throughout the world, namely mass tourism.

Babel Voyage defines it as follows:



It is a mode of tourism that offers an alternative to conventional travel. Alternative tourism is a term that encompasses a wide variety of travel practices that seek to differentiate themselves from mass tourism. It is a responsible and ecological approach to travel, concerned with economic, social and environmental impacts. The underlying idea is to promote sustainable development. ¶¶

Babel voyage



SUSTAINABLE AND RESPONSIBLE TOURISM

“ Tourism that takes full account of its current and future economic, social and environmental impacts, meeting the needs of visitors, professionals, the environment and host communities. ”
 UNWTO

For the UNWTO, sustainable tourism must, among other things

1. To make optimum use of the environmental resources that are a key element of tourism development, preserving essential eco-logical processes and helping to safeguard natural resources and biodiversity;
2. respect the socio-cultural authenticity of communitiesto preserve their built and living cultural assets and traditional

values and to contribute to intercultural understanding and tolerance;

3. ensure a sustainable eco-nomic activity that provides equitable socio-economic benefits to all stakeholders, including stable employment, profit opportunities and social services for the host communities, and thus contributes to poverty reduction. The terms *sustainable tourism* and *responsible tourism* are often used together. In fact, their definitions are quite similar.

“ Responsible tourism is tourism that minimizes negative social, economic and environmental impacts. It also improves the well-being of host communities, working conditions and access to industry. ”
sustainabletourism.net

Key figures : The French and sustainable tourism

- For 61% of French people, the preservation of nature and the environment is a greater concern than before the health crisis began.
 - 44% say they are prepared to pay more for their holiday in order to travel in a responsible and environmentally friendly way.
 - 88% are in favour of introducing quotas or restrictions on visits to certain emblematic sites in order to preserve their environment.
 - According to the French, it is first and foremost up to tourism professionals to take care of reducing the impact of their activities on the environment: 80% believe that it is their role.
- Source: Ifop survey for the Sustainable Tourism Meetings
Discover the results of the survey (in French) :

<https://www.ifop.com/wp-content/uploads/2021/04/PPT-Rencontres-du-Tourisme-Durable.pdf>

INCLUSIVE TOURISM

Inclusive tourism is about inclusion. This inclusion can take place at two levels.

- at the level of the actors of the territory who can be mobilised, including the inhabitants to build and animate a tourist offer.
- at the level of the public, with specific offers designed for groups or populations in difficulty (women, the poor, the disabled), etc.



!! Inclusive tourism is an approach to tourism development that encourages linkages and contacts between different tourism stakeholders while building partnerships with and between private actors, stimulating the local economy and promoting the integration of women and the participation of local communities in order to better understand their needs and expectations. It focuses on sustainability by taking into account economic, social and environmental factors.

CCI



PARTICIPATORY TOURISM

Participatory tourism is close to inclusive tourism in the sense that it involves the host population in tourism activities. It can also involve visitors in the local life of the area visited.

!! It is a form of tourism that can be based on different media and events. But also everything related to trades and know-how, because it is a way of discovering a territory in a different way, on different themes such as gastronomy, etc., which allow for exchanges with the inhabitants. This is complementary in terms of space, as it often takes place outside of hyper-touristy and overcrowded areas, and complementary in terms of time, as this participatory tourism often takes place when the inhabitants are available at the end of the day, when the museums are closed and when the major tourist sites are closed.



Conference on 21 March 2012 by H el ene Sallet-Lavorel, deputy director of the Comit e d epartemental du tourisme de la Seine-Saint-Denis.





ECOTOURISM

According to the World Tourism Organisation's definition, ecotourism refers to forms of tourism that include the following characteristics (Source: The British Ecotourism Market, UNWTO 2002):

- All forms of nature-based tourism, where the primary motivation of tourists is to observe and appreciate nature and traditional cultures that preserve natural areas.
- It is an educational and pedagogical tourism.
- It is usually organised for small groups with activities and services provided by local operators.

- It minimises negative impacts on the natural and socio-cultural environment and supports the pre-conservation of natural areas.

!!
A form of tourism that aims to introduce visitors to a natural environment while preserving its integrity, that includes an interpretation of the natural or cultural components of the environment (educational component), that promotes an attitude of respect towards the environment, that is based on notions of sustainable development and that brings socio-economic benefits to the local and regional communities

Quebec Tourism

SLOW TOURISM

Slow tourism aims at a return to slowness and the art of appreciation. It is a concept that was born in reference to the Slow food movement. This movement was born in reaction to junk food and fast food in Italy in 1986 under the impulse of Carlo Petrini.

!! Slow tourism is the art of travelling while taking one's time, of fully immersing oneself in the nature that surrounds us and in the richness of our heritage. It is the art of meeting people, savouring the pleasures of the table, while respecting the territory and its inhabitants. Slow tourism is therefore a tourism of chosen time, guaranteeing a rejuvenation of the being (break, disconnection, letting go, but also well-being, time for oneself, health), with low CO2 emissions, respecting the ecosystem of the host territory and synonymous with patience, serenity, improvements in knowledge and cultural achievements.



Ministry of Economy, Finance and Recovery



AGROTOURISM

Agrotourism or agritourism is a form of tourism whose purpose is to discover the agricultural know-how of a territory, and by extension the landscapes, social practices and culinary specialities resulting from agriculture. It is a form of tourism that is most often rural, even if with the development of urban or peri-urban agriculture, it is now developing in the city as well as in the countryside. It is often assimilated to agricultural tourism or farm tourism. This activity generates a more or less marked economic development for the territories and the farmers concerned.



CULTURAL & CREATIVE TOURISM

“ Movements of persons with essentially cultural motivations such as study tours, art tours and cultural travel, travel to festivals or other cultural events, visits to sites and monuments, travel for the purpose of exploring nature, studying folklore or art, and pilgrimages. ”

UNWTO (World Tourism Organisation)

At the same time, the notion of creative tourism has emerged. Creative tourism differs from cultural tourism in that it involves more interaction between the visitor and the cultural place.

“ Creative tourism is a journey towards an engaged and authentic experience, involving participatory learning about the arts, heritage, or a specific aspect of place. It provides a link with the residents of the place and creates that living culture. ”

UNESCO - Planning Meeting for the 2008 International Conference on Creative Tourism Santa Fe, New Mexico, USA 25-27 October 2006

FAIR, SOLIDARITY & ETHICAL TOURISM

Generally associated with North-South relations, Fair Tourism is based on the principles of Fair Trade. It ensures that local communities are involved in the provision of tourism and benefit from the economic spin-offs and



that tourism enables them to improve their living conditions.

“ This implies an equitable sharing of benefits, so that tourism truly promotes economic and social cohesion between peoples and regions. Stakeholders contribute to the development and improvement of the living conditions of local populations by promoting the hiring of local staff, local purchasing and the equitable redistribution of operating revenues, particularly among disadvantaged groups. ”

Normand Hall of the Society for Sustainable and Responsible Tourism (SOTDER)

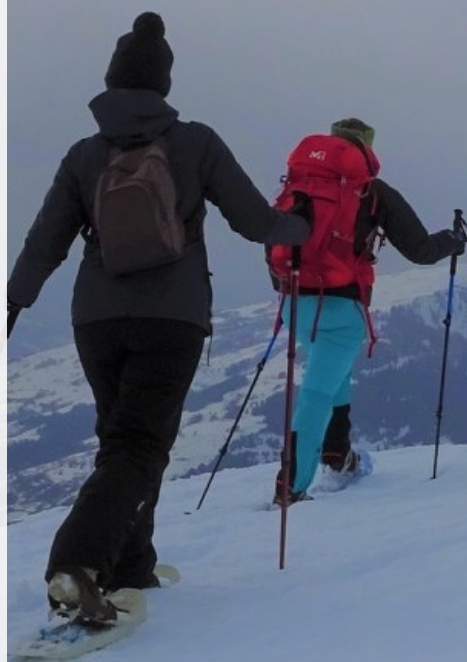
The notion of fair tourism often goes hand in hand with that of solidarity tourism. The term ethical tourism is also sometimes used.

SOCIAL TOURISM

Social tourism defends the right to holidays and the accessibility of tourism to all groups of the population, regardless of their standard of living.

! The aim of social tourism is to enable everyone to go on holiday and take part in leisure activities. It aims to make the "right to holidays" effective and reflects the will of political and social actors to make tourism accessible to all: young people, families, pensioners, people on low incomes, people with limited physical ability, etc. Social tourism also includes achievements that contribute to making outdoor activities accessible, especially for young people.

! !
<https://www.entreprises.gouv.fr/fr/tourisme/developpement-et-competitivite-du-secteur/definitions>



DIAGRAMS OF THE INTERACTIONS BETWEEN THESE DIFFERENT FORMS OF TOURISM

Some specialists have tried to put these different forms of alternative tourism into perspective, in particular by trying to understand

how they relate to the three pillars of sustainable development. Atout France proposes the following diagram:

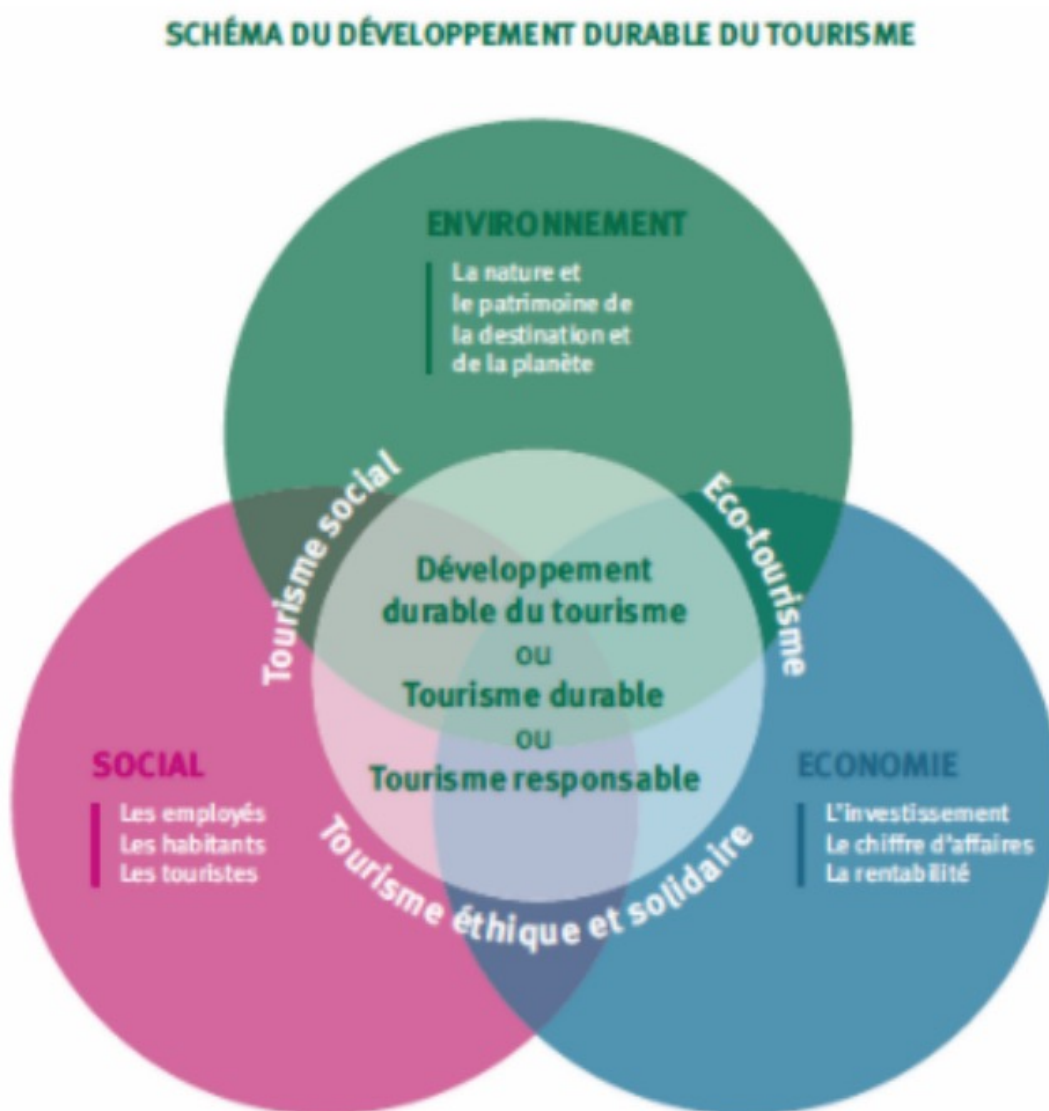
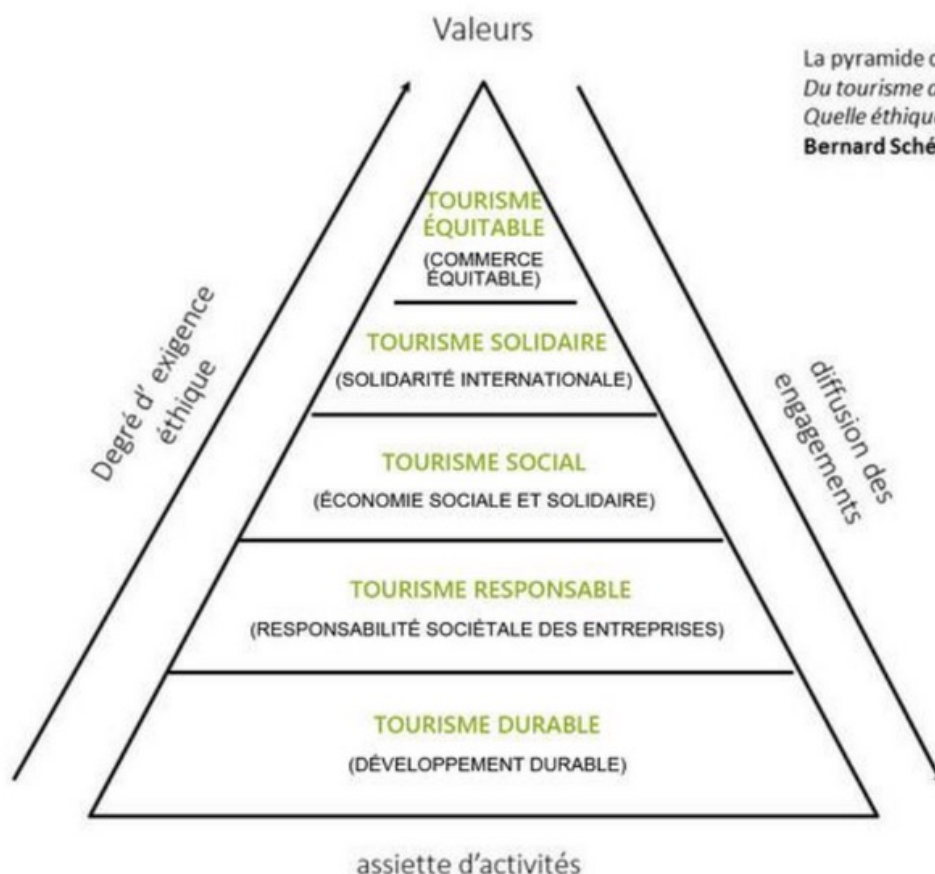


Schéma : Atout France

For his part, the French researcher Bernard Schéou published a book in 2009 with the publisher De Boeck Du tourisme durable au tourisme équitable. What ethics for tomorrow's tourism? In it, he establishes a pyramid ranking the forms of tourism. At the bottom is sustainable tourism, then social tourism, solidarity tourism and, at the top, fair tourism. The higher you go up the pyramid, the higher the level of demand but the less developed these forms of tourism are.



La pyramide des tourisms
Du tourisme durable au tourisme équitable
Quelle éthique pour le tourisme de demain ?
Bernard Schéou

TO GO FURTHER

SOME REFERENCE TEXTS

UNWTO-World Tourism Organization Code of Ethics for Tourism

The UNWTO adopted a Code of Ethics for Tourism in 1999. The Code defines sustainable and responsible tourism practices. It aims at the respect of principles and rules of social responsibility for the sustainable development of national and international tourism.

<https://www.tourisme-durable.org/tourisme-durable/ressources-1/item/413-code-mondial-d-ethique-du-tourisme>

Sustainable development, tourism and territory. Some preliminary elements for a systematic approach (in French)

By Pierre Torrente, teacher-researcher at the University of Toulouse Le Mirail (France).
<https://www.essachess.com/index.php/jcs/article/view/78>

INFORMATION & TRAINING

Information website

Voyageons autrement (in French)

Very well done and rich information site which gives many examples of projects innovative, lists training courses and proposes analyses and reflections. A wealth of

information!

<https://www.voyageons-autrement.com>

IT.A.CÀ FESTIVAL (in Italian)

IT.A.CÀ is an Italian festival promoting responsible tourism through conferences, webinars and round tables. The format of the festival is open, scalable and inclusive. It is currently the only festival in Europe that deals with responsible tourism and tourism innovation from a sustainable perspective.

<https://www.festivalitaca.net/>
<https://www.linkedin.com/company/it-a-ca-festival-del-turismo-responsabile/>
https://www.youtube.com/channel/UC Cj8hY0_SZZpLRkS53Mdllw

<https://www.facebook.com/itacafestival>
<https://twitter.com/festivalitaca>

The tourism of tomorrow / Radio programme on France Culture (in French)

The guests are interested in the future of tourism, more local, more respectful of the environment and of the inhabitants, and of travel placed under the sign of exchange and encounter.

With :

- Bernard Schéou, teacher-researcher,
- Prosper Wanner, engineer and

PhD student at the Centre for Cultural Anthropology of the University of Paris Descartes and member of the SCIC Les oiseaux de passage.

<https://www.franceculture.fr/emissions/entendez-vous-leco/oh-les-beaux-jours-44-repenser-lhospitalite>

Promoting sustainable and social travel in Europe

Watch the meeting:

<https://www.youtube.com/watch?v=A9vcQqMzgSg>

Read the article

Towards sustainable travel on a European scale? (in English and French)

https://docs.google.com/document/d/1O_ONBUaMhsVxNS_xZsBUefdL3kS7z2oQd9RRqOvNZIE/edit?ts=6081210d

Tutorials for engaging in Slow tourism (in French)

<https://www.entreprises.gouv.fr/fr/tourisme/developpement-et-competitivite-du-secteur/tutoriels>

SOME ACTIVE ASSOCIATIONS

ATD-Actors of Sustainable Tourism (in French)

Association committed to sustainable tourism. It has a very complete website.

<https://www.tourisme-durable.org>

ATR- Agir pour un Tourisme Responsable (in French)

Association committed to responsible tourism. Complete website and development of an ATR label.

<https://www.tourisme-responsable.org>

ATES-Association for Fair and Supportive Tourism

Association involved in fair and solidarity tourism. Complete website and development of a fair tourism label.

<https://www.tourismesolidaire.org>



PART 2 – ECOTOURISM EXAMPLES OF GOOD PRACTICE





WHAT ARE WE TALKING ABOUT?

One of the pillars of sustainable development is the environment. In the field of sustainable tourism, activities and services that respect and promote the environment are grouped under the banner of ecotourism.

Numerous ecotourism initiatives and projects have developed over the last decades all over Europe. The climate crisis and the health crisis linked to COVID have undoubtedly accelerated awareness and the arrival of new operators on the ecotourism market. These operators are often young and committed.

Ecotourism projects can be very different from each other, but they all have in common the desire to preserve the natural environment in which they are located, to enhance it, to make it better known and to raise awareness of its conservation.

Enhancing the value of natural heritage through ecotourism activities can take various forms: thematic events such as festivals, circuits or paths encouraging the discovery of landscapes through soft mobility, nature interpretation sites, etc. We present here some projects from our European benchmark.

ORGANISING FESTIVALS OR EVENTS TO PROMOTE THE ENVIRONMENT

Lost in nature

Open air festival promoting sport and sustainable outdoor activities / ITALY

Lost in nature is a summer festival located in Puglia, Italy. During 7 days, it offers outdoor activities and sports (trekking, snorkelling, cycling, hiking, kayaking, climbing, etc), a concert programme and local catering. Lost in nature is part of an approach to environmental education and the promotion of active and environmentally friendly tourism.

<https://www.lostinature.it>

<https://www.facebook.com/lostinaturefestival/>

<https://www.instagram.com/lostinaturefestival/>

Video:

<https://www.youtube.com/watch?v=pvgK3PyS4c>

At the origin of the project

The idea emerged in January 2019, when Lidia and Moncia attended one of the tourism fairs organised by Regione Puglia (Italy). Aware of some new tourism trends involving the outdoors, they proposed Sara, a young student in sustainable tourism, to join the team. The three of them worked together to plan the first edition (June 2019), which turned out to be a success as a beta version, so they decided to replicate it a year later with some extras, which, despite the resizing due to the outbreak of the pandemic, turned out to be another success.

Highlights

- A recent event (2019) with a young team.
- The intersection of several themes: sport, nature, music, local gastronomy.



The main objectives of the event are to promote socially and environmentally sustainable practices and behaviours, to encourage active and accessible ecotourism and to de-seasonalise the tourism offer.

Open your voice

Cycling and music festival /
France

Ouvre la Voix is an itinerant cyclo-musical festival around Bordeaux (Nouvelle-Aquitaine) combining tangible and intangible heritage: cycling in nature (cycle tracks), concerts along the way and discoveries of local products. The aim is to promote bicycle travel, local travel and micro-discoveries while remaining within the framework of a lively musical festival over several days.

<http://www.rockschool-barbey.com/60/ouvre-la-voix>

<https://www.facebook.com/FestivalOuvreLaVoix/>

Video Le Nouveau Studio /
Champs Libres :

<https://www.youtube.com/watch?v=jvItNU7uOT0&list=PL5r95AjQY1nC89veO21aHePga8X1sLukh&index=8>

Highlights

- A cycling event on cycle paths in the nature.
- Indoor and outdoor concerts in "small" heritage sites: chapel, old railway station, etc.
- The intersection of several themes: cycling, nature, music, local gastronomy.



DESIGNING NATURE TRAILS AND ROUTES

Living The Sheep's Head Way

Walking trail between nature and villages / IRLANDELiving The Sheep's Head Way is a tourist walking trail that crosses part of the Irish coast (West Cork). This route highlights the natural landscapes but also the typical villages and their shops, craftsmen, local producers, B&Bs, restaurants, hotels, etc. Events are also organised from time to time.

The project has won the following awards, among others:

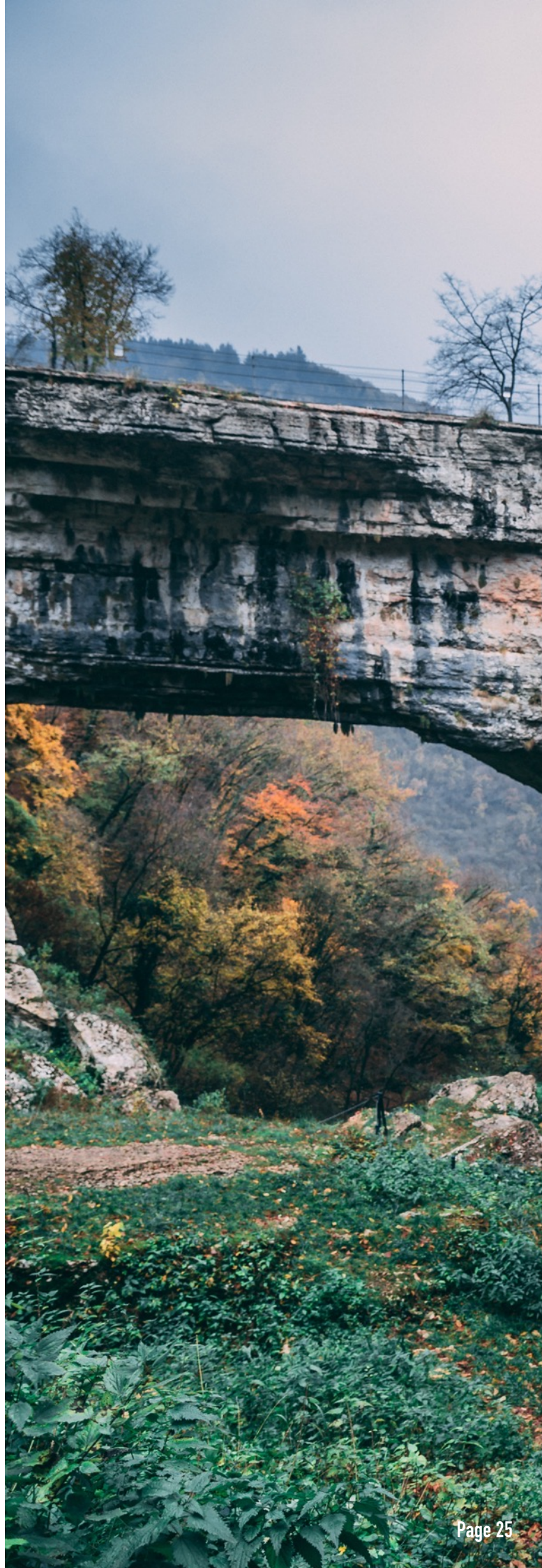
Best Destination' in the World Responsible Tourism Awards 2015 European Destination of Excellence for Sustainable Tourism 2015.

<https://livingthesheepsheadway.com/>

<https://www.facebook.com/livingthesheepsheadway>

Highlights

- The diversity and number of walking routes on offer (around 20).
- The cooperation of more than a hundred tourist and economic players.
- Long-term commitment (for more than 30 years).



CREATE PLACES OF INTERPRETATION OR ENVIRONMENTAL AWARENESS

Sea Synergy

Marine Life Awareness
Centre / IRELAND

Sea Synergy is a marine life research and education centre. Based in Ireland, their mission is to raise awareness of marine biodiversity through sporting activities, discovery and exhibitions. They also organise educational programmes for young people and adults, as well as working for research in marine biology. This type of structure is part of a complementary approach with a varied programme: research, training, awareness-raising and sports activities.

<https://www.seasynergy.org/tours/>

<https://www.facebook.com/LHMarineandSeasynergy/>

<https://www.instagram.com/seasynergyireland/>

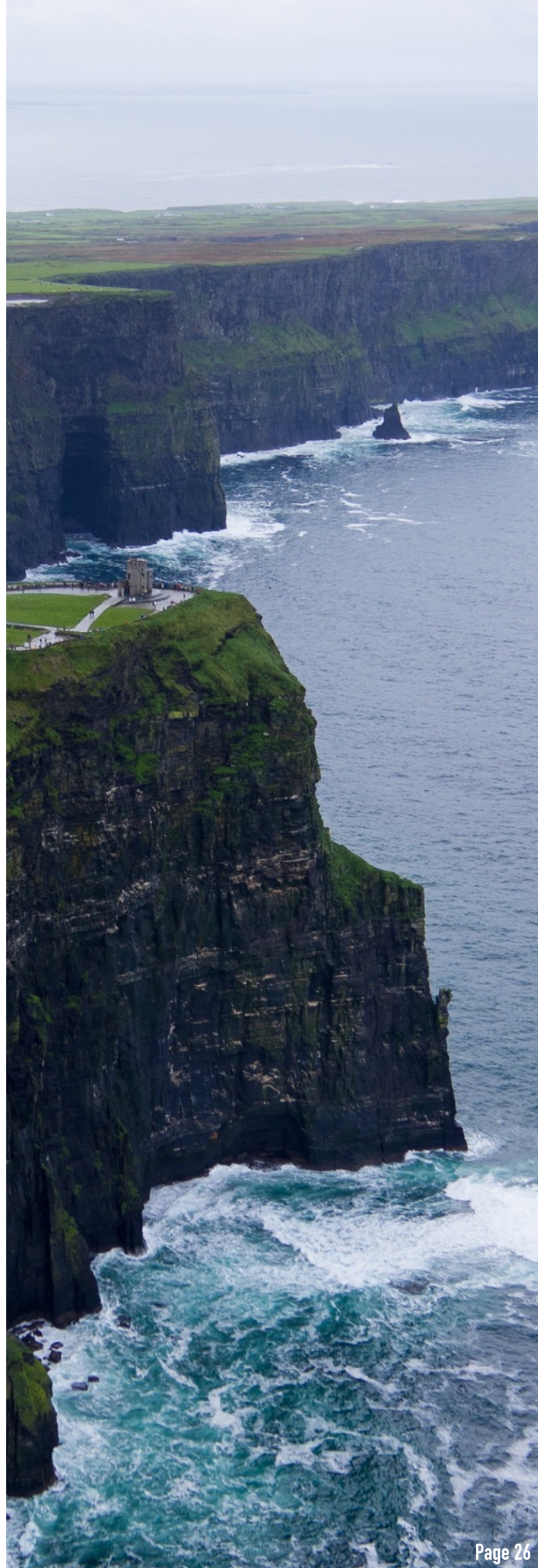
https://twitter.com/sea_synergy

Highlights

- A focused and committed project on the maritime environment.
- The seriousness of the science: the center was founded by marine biologist Lucy Hunt.
- The positioning with a mix of scientific research, public outreach and leisure activities.

Watch the video with Lucile Hunt

<https://www.youtube.com/watch?v=1oMwyzEY8xU&t=29s>



IDENTIFY AND PROMOTE ECOTOURISM AND GREEN-COMPATIBLE PROJECTS

We go green'r

Eco-responsible tourism booking platform / France

We go green'r is a platform for booking eco-responsible accommodation and tourist experiences. The platform positions itself as the ecological equivalent of Airbnb: its offers, spread across France, are rated on the basis of a hundred or so criteria called "GreenScore". Their criteria are based on the housing, transport and mobility, energy and water management Eco-responsible actions, food, waste and equipment reduction, daily maintenance. This platform has created this free score to be able to highlight as objectively as possible the tourist initiatives for a more ecological experience.

<https://www.wegogreenr.com/>
<https://www.facebook.com/wegogreenr/>
<https://www.instagram.com/wegogreenr/>
<https://www.pinterest.fr/wegogreenr/>
<https://www.linkedin.com/company/wegogreenr/>

As environmentally conscious citizens, we could not find places that met our expectations, we could not access a qualified offer.



Highlights

- Awareness of the lack of a booking platform for environmentally responsible travel.
- The 100 criteria of their "green score".
- A recent project (2020) created by two thirty-somethings.

Other similar projects

<https://www.greengo.voyage>
<https://flockeo.com/>
<https://www.vaouvert.fr/>

Voy'agir, for sustainable and responsible travel:

<https://voyagir.org/voyage-responsible/>



FairTrip, the app for authentic and ethical travel, off the beaten track. <https://www.fairtrip.org/fr>

With FairTrip, we are reinventing the travel guide with a unique application that is much more than a guide, but also a social network to allow everyone to find authentic places far from mass tourism.

Bordeaux as a sustainable destination

Enhancement of eco-tourism offers on a territorial scale

The Bordeaux Metropolitan Tourist Office has added the "Bordeaux sustainable destination" filter to its website. The objective: to allow committed visitors to have a direct overview of environmentally friendly tourist offers in the Bordeaux metropolis. It includes eco-responsible places, bulk grocery shops, bicycle routes and other eco-tourism excursions.

<https://www.bordeaux-tourisme.com/bordeaux-en-route-vers-destination-internationale-durable/>

Highlights

- A filter that selects all sustainable offers in an extremely simple way.
- This is an innovative commitment on the scale of a tourist office for a city of this size.

DESIGNING ECO-PLACES

ÉC'HO

Innovative habitat ecolieu / FRANCE

EH!CO is a project for a place of holiday, experimentation, sharing and reconnection with oneself, nature and others. You will be able to stay in original ecological habitats entrusted to creators and designers, but also to experience many ecological and well-being trends. EH!CO is located in a regional nature park in the Médoc (Nouvelle-Aquitaine, France). Opening planned for 2022.

<https://www.ehco.fr/>
<https://www.facebook.com/ehcolieu/>
<https://twitter.com/ehcolieu>
<https://www.instagram.com/ehcolieu/>

!! An eco-environment in the middle of nature, to experiment with more sober and sustainable lifestyles. A place of gentle, playful and benevolent transition, which would accompany the transition with enthusiasm, without guilt or judgment.

!!

Highlights

- A project that is in keeping with the times and carried out by two people in their thirties.
 - The support of the local authorities and the inclusion in a regional nature park.
- 10 different and very stylish alternative habitats created by designers.

!! One house = one concept! Wikkellhouse, Brikawood, H-eva, Cahute, Optinid, autonomous concepts, unusual cabins and many others: we want to bring together in one place as many of these revolutionary concepts that make us dream, and make them discoverable to as many people as possible!

!!



Micro-spaces

Unique mini-homes to reconnect with the environment / FRANCE

The micro-spaces are small ecological habitats located in rural areas of Haute-Savoie (France). All different, these observatories to live in are designed as micro universes. They fit into the natural landscape and are built in an eco-responsible manner. They complement two others tourist activities in the village: the Secret Gardens, tourist gardens and a permaculture farm, which will be visited by seasonal tenants. Scheduled to open in 2022.

Highlights

- A project that is part of the natural environment and led by a young woman.
- The support of local tourist institutions and the inclusion in a rural area.
- A project that is part of the family history.
- A complementary accommodation offer to the local offers: agrotourism and garden visits.

Down on the farm

Ecological tourist and agricultural site / UK, Scotland

Down on the farm is an eco-responsible agricultural and touristic place offering a global experience: ecological accommodation in the form of cabins and tiny houses inspired by tales and legends (the hobbits' cabins inspired by Tolkien for example). The accommodation offer is complemented by workshops to discover the farm and the animals (cows, sheep, chickens, dogs, etc.) and a "tea-time" prepared with farm products.

<https://downonthefarm.net/>
<https://www.facebook.com/HighSeasHobbit/>
<https://www.instagram.com/highseashobbit/>

Highlights

- The strong link between tourist accommodation and farming.
- The family character of the project.
- Unique accommodations that refer to the world of tales and legends.
- A global tourism offer.



ENCOURAGE 'GREEN' MOBILITY

Bike-packer

Discovering Belgium by bike / BELGIUM

Bike-packer is an association promoting bicycle travel in Belgium. To do so, it rents out bicycles and cycling equipment, organises themed weekends, training courses and events on cycle travel. Bike-packer prepares and tests routes through Belgium in order to highlight the natural and cultural territory of this country, but also its local tourist actors (breweries, cultural places, etc.).

<https://bike-packer.be/>
https://www.instagram.com/bikepacker_brussels/
<https://www.facebook.com/search/top/?q=Bike-Packer>

Highlights

- A committed and young team.
- The bicycle as a tool for discovering a territory.
- The diversity of activities offered on the routes: culture, tourism, gastronomy, etc.
- Tours offered in partnership with local shops, restaurants and cultural actors.

Westport Smart Travel

Structure for raising awareness on soft mobility / IRELAND

Westport smart travel raises awareness of travel and soft mobility in a local way. They offer discovery days and workshops on walking, cycling, skateboarding, running and carpooling and work in schools in Westport, Ireland.

<http://www.westportsmartertravel.ie/give-it-a-go.html>
<https://www.facebook.com/Westport-Smarter-Travel-209065505906916/?fref=ts>

Highlights

- The diversity of alternative forms of mobility offered to (re)discover the city.
- Encouragement to move actively for better health.
- The publication of a map of the city's greenways.

A photograph of a person riding a bicycle through a dense forest of tall, thin trees. The sun is filtering through the canopy, creating a dappled light effect on the ground and the rider. The rider is wearing a red helmet and a dark jacket. The overall atmosphere is peaceful and natural.

DÉCOUVREZ LA BELGIQUE À VÉLO !

GOBOAT

Rental of tourist boats
powered by renewable
energy / Denmark

Goboat offers small touring motorboats for rent. These boats are solar powered and made from environmentally friendly materials. Even the snacks offered are organic! This solution is available in Denmark but is slowly being exported to other European port and river cities.

<https://goboat.dk/en/>

<https://www.facebook.com/goboatdanmark/>

<https://www.instagram.com/goboatcph/>

Highlights

- The use of an alternative to motorboats.



LIMIT THE ECOLOGICAL FOOTPRINT AND WASTE OF ITS ACTIVITY

Rockslide festival

International Festival with Sustainable Values / Denmark

Roskilde Festival is an internationally renowned pop and rock festival. The festival places great importance on its impact on the environment and society. The festival is governed by a dozen ecological standards: one of its objectives is to offer 100% organic catering for both visitors and volunteers. They also organise a carpooling system for festival-goers and volunteers and donate part of their profits to charity and social associations.

<https://www.roskilde-festival.dk/da/>
<https://www.instagram.com/roskildefestival/>
<https://www.facebook.com/orangefeeling/>

Highlights

- The ability to modify a model that has existed for many years
- The exemplary value of the project for smaller festivals and events.

<https://goboat.dk/en/>
<https://www.facebook.com/goboatdanmark/>
<https://www.instagram.com/goboatcph/>

Tcheen

Booking platform for eco-responsible event services / France

Tcheen is a platform for booking eco-responsible event services. The service providers on the site are listed via an environmental assessment: zero waste, zero plastic, recycling and composting, fresh and seasonal products, organic, local producers, etc. Tcheen accompanies and advises service providers who wish to commit to a more eco-responsible approach.

<https://tcheen.com/>
<https://www.facebook.com/Tcheen-102960804502977>

Highlights

- A young, dynamic and committed team.
- An innovative positioning.
- An environmental assessment grid that ranks service providers according to their "sustainable" commitment.

!! The provider accesses a factual and quantified evaluation grid according to his category: venue & tent on the one hand and food & drink on the other. For each evaluated heading, there are 3 levels of commitment: In case of modification of his practices (improvement or loss of a good habit), he answers the form again in order to update his evaluation. !!



**PART 3 –
LOCAL TOURISM
EXAMPLES OF GOOD PRACTICE**



WHAT ARE WE TALKING ABOUT?

Very much in vogue since the health crisis linked to COVID, local tourism should not necessarily be considered as a "default" tourism (for lack of being able to travel around the world) but as a real opportunity to develop new tourism projects for local or regional populations. Because of its lower environmental impact, it allows many travellers, but also project leaders, to align their civic convictions with their actions.

CENTRALISE LOCAL TOURISM OFFERS VIA DIGITAL TOOLS

Birds of passage

Cooperative tourism platform
/ France

Les oiseaux de passage is an online platform with a strong editorial and organisational singularity. Content is co-produced with tourism partners or communities of inhabitants in a cooperative spirit. Les oiseaux de passage is also conducting academic research on the notion of hospitality and "H to H - Human to Human" (rather than B to B!) and is a member of the European Network for sustainable Tourism.

<https://lesoiseauxdepassage.coop/>
<https://www.facebook.com/coopleoiseauxdepassage>
<https://twitter.com/cooplodp>
<https://www.linkedin.com/company/scic-les-oiseaux-de-passage/>
<https://vimeo.com/sciclesoiseauxdepassage>
https://www.instagram.com/les_oiseaux_de_passage/

Highlights

- A mode of governance in the form of a cooperative.
- The creation of active communities territory by territory.
- The quality editorial approach.
- A university research programme "From human to human" is attached to the project.
- A project that defends values



“ We are Travellers in local communities, offering hospitality and inviting people to travel through our stories ”

“ The SCIC Les oiseaux de passage is a young innovative company that conducts research and development on hospitality as a new paradigm of tourism. ”

“ Our work is carried out by the salaried team in association with researchers, research programmes and public institutions at both local and international levels. The cooperative statutorily includes an R&D college which has 30% of the voting rights. Our R&D work is financed by our own funds (share capital), self-financing, voluntary work (communities), tax credit (CIR), public subsidies (CIFRE, R&D programmes) and tax exemptions (JEI). They lead to the publication of scientific and general public articles, conferences and the prototyping of social, cultural and digital innovations. research and development projects focus on the right to a holiday, the economy of otherness, cultural rights, cooperative platforms, the commons, the value of cultural heritage for society and hospitality. ”

Share your corner

Connection platform for rural tourism / France

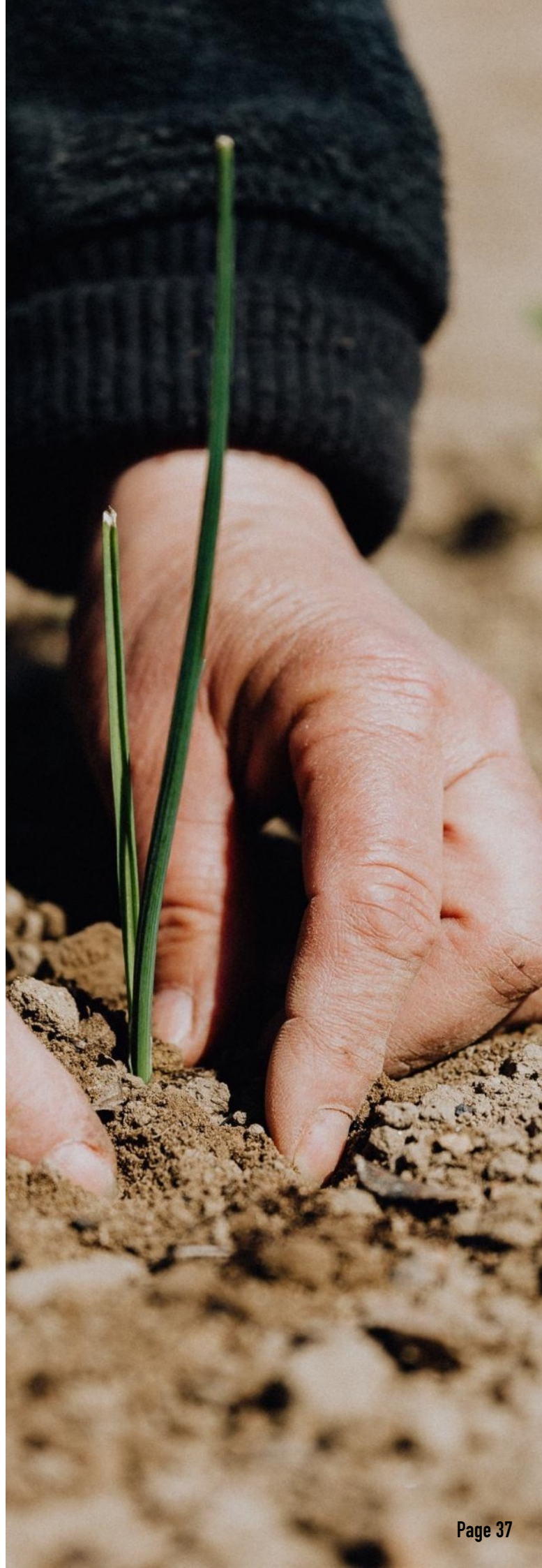
Partage ton coin is a digital platform being created to connect tourists and locals in rural areas throughout France. It aims to promote visits between individuals in an authentic and unusual way, differing from formal guided tours. The project is led by two young engineers.

<https://partagetoncoin.com>

<https://www.facebook.com/Partage-ton-coin-105439231040306>

Highlights

- A project carried out by very young engineers who create the technological interface themselves.
- An experimental phase before the operational launch.
- Tourism development in rural areas.



ENCOURAGING LOCAL ADVENTURE

Chilowé

The outdoor escape close to home / FRANCE

Chilowé is a platform for local micro-adventures in France. These are guided or free, depending on the user's wishes. The free tours are free, explained and presented via a Google Maps itinerary. Chilowé also offers paid guided tours by members of the community. Micro-adventures can be sporty or discovery-based, and can last up to several days! Chilowé promotes above all ecotourism and sports tourism: outdoor activities, closeness to nature and discovery.

<https://www.chilowe.com/>
<https://www.facebook.com/chilowe.co>
<https://www.instagram.com/chilowe/>
<https://www.youtube.com/channel/UCyNDfq-ayyonBjV3jhPgqNA>
<https://twitter.com/chilowe>

Highlights

- A great collective energy thanks to a team of young people who love adventure, sports and nature.
- A blog with articles and tips for getting away from it all close to home.
- A global tourism offer.

Sharewood.io

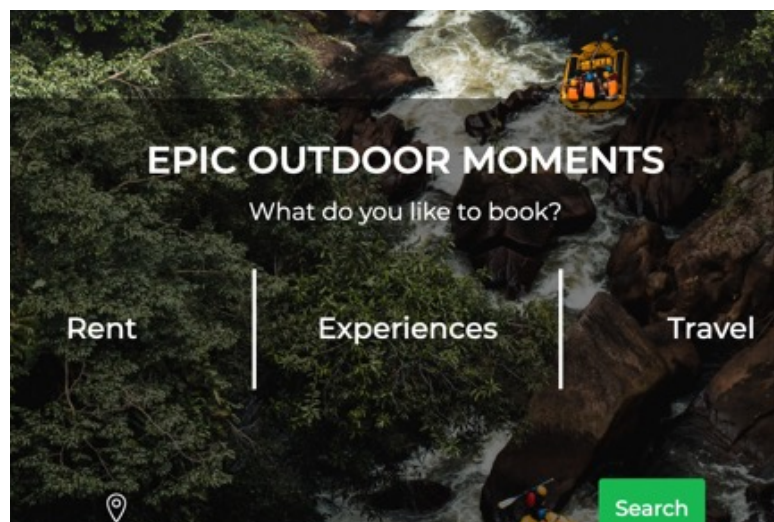
Booking platform for sports tourism experiences around the world / ITALY

Sharewood is a platform for booking outdoor trips, experiences and equipment around the world. Based in Italy, Sharewood offers mainly European experiences but is gradually expanding internationally. The aim is to create sporting adventures around the world, initiated by local communities.

<https://sharewood.io/en>

Highlights

- European and international development.
- The creation of local communities.



Microadventure is good for the planet!

BE A GREEN OR RESPONSIBLE TRAVEL AGENCY OR TOUR OPERATOR

Going green

A local travel agency / FRANCE

On se met au vert is an eco-responsible travel agency specialising in local holidays and itineraries in and around Brittany. It defends the tangible and intangible heritage of the region: craft skills, food and local products, landscapes and biodiversity, etc.

<https://onsemetauvert-escapades.fr/>

<https://www.facebook.com/escapades.nature.et.gourmandes/>

<https://www.instagram.com/o.s.m.a.v/>

<https://www.linkedin.com/company/onsemetauvert/>

Highlights

- A local project anchored in its territory.
- A committed and competent project leader.
- A great deal of expertise on food products and producers.

Ivy Tour

Travel agency and ecological tour operator / ITALY

Specialised in ecotourism, Ivy tour is a travel agency and tour operator offering responsible outdoor and sports trips and activities for tourists in Basilicata (Italy). It promotes environmentally friendly tourism and local discovery through trekking, cycling, local huts and B&Bs.

Highlights

- A committed sport/nature approach.
- A strong territorial anchorage.
- Values clearly formulated in a manifesto.

See the manifesto (in Italian)

https://inspirationaltravelcompany.it/wp-content/uploads/2020/05/ITC_manifesto2020.pdf

Travelcompany (Italy)

Training and consultancy agency for inspirational tourism / Italy

Travel Company is an Italian tourism consultancy and training agency. Its ambition is to train and support professionals in the field of inspirational tourism, which emphasises human experiences, from human to human, as responsibly as possible. The agency describes its objectives in detail in its manifesto downloadable.

<https://inspirationaltravelcompany.it>



DESIGN LOCAL CIRCUITS

Short circuits

Original tourist routes designed jointly by artists and local associations / France

Courts-circuits are original tourist routes designed in tandem by artists and residents' associations. They aim to showcase little-known parts of history and places in neighbourhoods that are not usually promoted (working-class neighbourhoods), or harbours). These walks are guided via a downloadable application. One of the tours is specifically dedicated to food: 7 family recipes.

<http://courts-circuits-nouvelleaquitaine.eu/>
<https://www.instagram.com/courtscircuits.na>

Highlights

- A local project anchored in its territory.
- A strong relationship between artists, associations and local populations.
- Tours with original themes that are not usually covered.

See article The New Studio / Kuskus:

<https://docs.google.com/document/d/1CwYfQcxqbxezhkVWASHmHZHxjlnNnz8-/edit?rtpof=true>



Partagez l'expérience COURTS CIRCUITS

Des parcours touristiques atypiques imaginés par des artistes et des associations de la Nouvelle Aquitaine pour découvrir des histoires étonnantes et des lieux méconnus.

Si vous êtes curieux, en recherche d'expériences originales et ludiques pour rythmer votre séjour ces 3 premiers parcours géolocalisés sont faits pour vous et votre famille.

MODE D'EMPLOI

IOS : télécharger l'application gratuite Listeners.
Android : allez sur le site <http://listeners.fr>.



MAPPING THE TOURISM OFFER

The other possibilities

A local and committed magazine in the form of an unfolding map / FRANCE

Every two months, this independent local magazine created in Nantes presents a social issue and its local answers through a cartography illustrated by an artist and articles written by journalists. It is at the same time a beautiful object, a media committed to more ethics and a tool for local tourism. It is distributed in restaurants, cultural venues and tourist structures in Nantes.

Some issues are clearly dedicated to food and/or agriculture:

#31: The farm is the future of man with a map showing 8 agricultural projects.

#30: The local counterattack with a menu of local craft breweries.

#21: Sustainable food with a map of the local cuisine of the future.

#6: Urban agriculture with a map of where we grow in the city.

#2: Eating local with a map of where it grows and how it's bought?

<https://lesautrespossibles.fr/>

<https://www.instagram.com/lesautrespossibles/>

<https://www.facebook.com/lemapnantes>

Highlights

- A local project anchored in its territory.
- A high editorial and graphic standard.
- A wide variety of themes.

Use It

Local tourist maps and collaborative / EUROPE

Use it is a set of collaborative tourist guides and maps for young people. They are created locally (large European cities) by local young people in a collaborative and non-commercial way (free access). Some cities have a welcome desk for tourists run by volunteers.

<https://www.use-it.travel/home>

Highlights

- A collaborative project based on the involvement of young inhabitants.
- The creation of visual and graphic maps, all different.
- Presence throughout Europe, as collectives are created.



USE-IT stands for no-nonsense tourist info for young people. USE-IT maps and websites are made by young locals, are not commercial, free, and up-to-date. Some also have a visitors desk, mostly run by volunteers. Every USE-IT publishes a Map for Young Travellers that will guide you through the city in a no-nonsense way. Click on the city to get a free printable version.





IMAGINE A GLOBAL EXPERIENCE

Peri-urban shelters

Peri-urban shelters for local tourism / France

A dozen peri-urban refuges are spread throughout the parks of the Bordeaux metropolis and are linked by several footpaths and cycle paths. Spending the night there is free of charge, just like in a mountain refuge. Their other singularity lies in the fact that they are conceived as unique architectural works that dialogue with their environment. They encourage people to rediscover the natural and urban heritage in a different way and promote local tourism.

<https://lesrefuges.bordeaux-metropole.fr/>
<https://www.facebook.com/bordeauxmetropole>
https://twitter.com/intent/follow?original_referer=http%3A%2F%2Fwww.bordeaux-metropole.fr

Highlights

- A local project anchored in its territory.

- The diversity and uniqueness of the architectural aesthetics created.
- The networking of these habitats along a GR (long-distance footpath).
- Free overnight stays.

Read the article on the Genesis of the project (in French and English)

<https://drive.google.com/drive/folders/1F5pZfV37UtXKOAioRyzNfGhLuWXpoEE8?ths=true>



PART 4 -

AGROTOURISM

EXAMPLES OF GOOD PRACTICE





WHAT ARE WE TALKING ABOUT?

Agri-tourism is growing rapidly: people want to know what they eat and how food and products are grown, produced, processed or prepared. A whole sector has developed in response to tourists' desire to eat better and to understand what they are eating. Here we present projects of a very different nature that are part of agri-tourism.

FARMS OPEN TO TOURISM

Down on the farm

Ecological tourist and agricultural site / UK, Scotland

Down on the farm is an eco-responsible agricultural and touristic place offering a global experience: ecological accommodation in the form of cabins and tiny houses, complemented by workshops

to discover the farm and the animals and a tea-time prepared with farm products.

<https://downonthefarm.net/>
<https://www.facebook.com/HighSeasHobbit/>
<https://twitter.com/highseashobbit>
<https://www.instagram.com/highseashobbit/>



We are a small family farm on the north east coast of Aberdeenshire. The majority of our 200 acre plot is dedicated to our beef cow herd, but we also have a sprinkling of sheep, peacocks, chickens, ferrets and dogs. We feel extremely fortunate to live in such an unspoilt area of natural beauty and are very proud to share our location and our passion for farming and the rural environment.



Highlights

- A project that is both modest and embodied
- The proposal of global offers of farm stays.

Airfield estate

A farm and garden to raise awareness of short circuit farming and self-sufficiency / IRELAND

Airfield Estate is a tourist attraction that promotes local agriculture and consumption. This farm of just over 15 hectares (38 Acres), located in a suburban area (Dublin), aims to be self-sufficient in food. It is also a charity hub that hosts families in need in some of the houses on the land. All this is visible through a discovery trail and a market to learn about alternative consumption. It also offers courses in gardening, botany, cooking and sustainable consumption to school children.

<https://www.airfield.ie/>
<https://www.facebook.com/airfieldestate/>
<https://twitter.com/AirfieldEstate>
<https://www.instagram.com/airfieldestate/>

Highlights

- An emblematic project that is ahead of society's aspirations.
- A wide range of services for all audiences.

Ta'mena Gozo

Hotel and tourist farm

Ta'mena is a family run hotel on the island of Gozo in Malta which aims to showcase the local area through the production of fruit and vegetables from their farm and their cuisine. In addition to accommodation and catering, tours of the farm are available.

<http://tamena-gozo.com/>

Highlights

- A well-developed agri-tourism project in all its aspects.
- An alternative to the mass tourism developed on the coast and in the tourist seaside areas.



A RECONNECTION WITH NATURE'S NOURISHMENT

Wild kitchen

A walk and a meal to discover edible seaweed / Ireland

Wild Kitchen is an organisation offering original guided tours of the Irish coastline, with the aim of discovering edible seaweed and learning how to cook it. Its itineraries and training courses are carried out with a view to raising awareness of the environment and discovering the coastline.

<http://wildkitchen.ie/a-walk-in-the-wild/>
<https://www.facebook.com/wildkitchen.ie/>



NEW DISTRIBUTION CHANNELS FOR PRODUCTS

Eetwell

An organic and local restaurant chain / Malta

Eetwell is a Maltese restaurant chain offering meals cooked with local and organic products. Their aim is to spread locavore and organic consumption and to highlight their producers, especially on their social networks.

<https://www.eetwell.com/>
<https://www.facebook.com/eetwell/>
<https://www.instagram.com/eetwell/>

Highlights

- A restaurant chain that works with its organic and local producers.
- Highlighting their producers on social networks.



CIRCUITS AND NETWORKS TO LINK OFFERS AND SERVICES

MERILL

Farmers' Network for
Tourism / MALTA

Merill brings together farmers, artisans and breeders to create a network so that locals and tourists can experience agriculture in Malta. It organises tours of land and farms, showcases the rural environment and promotes the consumption of local farm produce. Its aim is to create alternative tourism experiences and promote respect for the environment.

<http://merill.com.mt/>
<https://www.facebook.com/merillruralnetwork>

<https://www.instagram.com/merillmalta/>



Food is an integral part of Merill's activities as a key element of cultural identity. By promoting local products or rural experiences, we are constantly in touch with our food heritage. We have made it our mission to further expand our horizons to bring communities closer to food production. Whether it's the work of the farmer, the type of food that feeds the farm animals, the simplest of ingredients or the elaborate recipes that have been passed down through the generations.



Highlights

- Thematic tours: olive oil, gastronomy and wine.
- A way to discover Malta through its rural lands, far from the big tourist areas of the coast.
- Commitment to local producers.



PLATFORMS TO CENTRALISE AND PROMOTE THE AGRITOURISM OFFER

Oh dear!

Booking platform for farm immersion holidays / FRANCE

Oh la vache! is a platform for booking immersion stays in the daily life of a French farm. Milking cows, caring for animals, making cheese and learning about permaculture are all tourist activities designed to showcase the work of farmers. Most of these establishments offer a complete experience: meals, accommodation and activities organised by the farmers.

<https://ohlavache.org/>
https://www.instagram.com/oh_la_vache/
<https://twitter.com/ohlavacheorg>

See the video:

<https://www.youtube.com/watch?v=WqkUHgl4iuw>

Highlights

- A project that highlights producers and farmers throughout France.
- The proposal of global, turnkey offers.
- The commitment and youthfulness of the project leader.





**PART 5 -
INCLUSIVE TOURISM
AND PARTICIPATORY
EXAMPLES OF GOOD PRACTICE**



WHAT ARE WE TALKING ABOUT?

Inclusive and participatory tourism is an emerging form of tourism in Europe. First imagined in the last century by the countries of the North for the countries of the South, these forms of tourism are developing locally throughout Europe. Its actors are always on the lookout for new innovations allowing meeting, solidarity,

inclusion and participation of visitors and locals, regardless of their gender, socio-professional situation, physical or mental condition. These issues of benevolence, solidarity, respect and accessibility make it possible to rethink tourism offers, to create a participative and inclusive tourism, everywhere in Europe.

TO MAKE THE INHABITANTS THE FIRST AMBASSADORS OF THEIR TERRITORY

Puglia POP Experience

Sightseeing tours guided by locals / ITALY

Puglia POP Experience offers walking tours that take in the sometimes hidden paths and streets of towns and villages of Puglia (Italy) to discover the inhabitants. The latter become real actors of the visits, sharing their knowledge and telling stories.

https://www.facebook.com/pugliapopexperience/?ref=page_internal
<https://www.popexperience.eu/>

“ I want a relational and emotional tourism for my region, Puglia, where guests and inhabitants feel they belong to the same story! ”

Antonello Maglie, co-founder



Highlights

- Human and authentic tourist visits.
- A tourism proposal designed with the population in mind, according to their needs, expectations and desires for development.
- A project anchored in its territory.
- A youth-led and locally supported project: the project was awarded PIN -Pugliesi Innovativi, a global grant given by the Puglia region to young innovative entrepreneurs, and Puglia 365, an annual tourism award given by the region, which funds de-seasonalized experiences.

“ I love popular culture, made of relationships and emotions, good food and good vibrations. I am a keen observer of the world around me, I like to feel the "Pop Folk" soul of my land, and I like to define myself as an heir and guardian of local history. ”

Azzurra Carucci, co-founder

CONTRIBUTE TO THE INTEGRATION OF PEOPLE IN DIFFICULTY

Bordeaux urban alternatives

Urban walks proposed by residents in precarious situations / France

Bordeaux Alternatives Urbaines is an association that develops an alternative and social tourism offer. This association organises urban walks to promote the heritage of the so-called "popular" districts of the Bordeaux metropolis. The aim of these walks is to change the way people look at these neighbourhoods and to provide a paid springboard for the "urban scouts". By leading these tours, these "scouts" find a way to train, acquire new skills and have a paid activity.

<https://bordeaux.alternative-urbaine.com/nos-balades/#>
<https://www.linkedin.com/company/alternative-urbaine-bordeaux/>
<https://www.facebook.com/alternativeurbaine.bordeaux/?fref=ts>
<https://www.instagram.com/alternativeurbaine33/>

“ We voluntarily organise walks with few people, ten maximum, in order to remain close to the people, to exchange, to meet and to be friendly

Highlights

- A tourism offer based on the economic inclusion of people with social and professional difficulties.

“ In 2017, we had 50% positive exits, (hiring on fixed-term contracts, permanent contracts or entry into qualifying training), 60% in 2018 and 2019.

- The associative model and the strong involvement of volunteers.

“ We have nine members on the association's Board of Directors who are very active and have a wide range of skills that positively feed the project: urban planners, psychologists, specialists in the SSE - social and solidarity economy; as well as around thirty volunteers.

- The discovery of popular neighbourhoods on the fringe of traditional tourist circuits.



MOBILISING PROFESSIONALS TO TAKE BETTER ACCOUNT OF DISABILITIES

Mobility Mojo

Hotel accessibility label for people with motor disabilities / IRELAND

Mobility mojo is a tool for measuring the accessibility of hotels for people with motor disabilities. Each hotel can measure its score and reference all its accessibility features. This detailed score can then be displayed on the hotel's website. The project was co-founded by Noëlle Daly, who herself has a motor disability and uses a wheelchair.

<https://www.mobilitymojo.com/how-it-works>
<https://www.linkedin.com/company/mobility-mojo/>

“ Our goal is to integrate accessibility by removing the fear and discomfort of accessibility. We just want to make sure that the world is open to everyone. ”

Highlights

- A grid of criteria that allows hotels to measure their accessibility very quickly and integrate it into their website.
- A solution proposed internationally and awarded several times: WebAward 2019, Entrepreneurs Ireland (SEI) for 2020-2022
- Taking into account customers with disabilities.
- A proven business model.

Bordeaux destination for all

Label and directory of activities adapted to people with disabilities / France

The tourist office and the Bordeaux city council offer a number of tourist activities adapted to people with motor or mental disabilities. Among these offers, a guide presents 3 itineraries through the city labelled "Tourism and handicaps" for the motor and hearing handicapped. These routes are presented with a detailed map in the guide. There is also a heritage map-guide published in Braille for blind or visually impaired people and three relief maps of tourist areas are accessible to disabled people and the general public. The tourist office has a "Bordeaux accessible" filter on its website which lists all the tourist activities adapted to disabled people every year.

<https://www.bordeaux-tourisme.com/bordeaux-accessible>
<https://www.bordeaux.fr/pl24494/culture-tourisme-et-handicap>

Highlights

- This is an approach that concerns all major disabilities, including the visually impaired.
- A concerted project with dedicated communication tools: brochure, filter on the Tourist Office website.

ADDRESSING AUDIENCES WITH DISABILITIES

Ulisse Travel


Tourist booking platform for deaf or hard of hearing people / ITALY

Ulisse Travel is a booking platform for activities, experiences and accommodation for deaf and hard of hearing people. All tours are conducted in sign language by guides who are themselves deaf or hard of hearing. The team is based in Italy, but guides and accommodation are available worldwide.

<https://www.ulisse.travel/>
<https://www.facebook.com/ulissetravelexperiences>



Deaf people often face several difficulties in travelling. Most of the time they don't get discouraged and travel anyway, whether it's a simple holiday or

an extraordinary adventure. But can you imagine how much more satisfied they would be, or how much more they would travel, if there were trips specially designed for them? 

Highlights

- Taking into account a disability that is little taken into account in the tourism sector.
- - Involvement in the visits of deaf and hard of hearing guides.
- The principle of a platform bringing together numerous offers and activities around the world.
- Winners of numerous awards and grants: uLISse -PIN (regione.puglia.it)2018
Winners of the European Social Innovation competition, Get it! incubatorby Fondazione Social Venture, awarded by Fondazione di Comunità Milano and Fondazione Cariplo, Mason Perkins Deafness Fund onlus.



NoisyVision

Cultural association for the visually and hearing impaired / Italy

Noisyvision is an association for the visually and hearing impaired. It organises trips, tourist or cultural discoveries for these specific groups. It also carries out awareness-raising activities for the general public on various disabilities for an inclusive society and tourism.

<https://www.noisyvision.org/overview/>

<https://www.facebook.com/NoisyVisionONLUS/>

https://twitter.com/noisy_vision

<https://www.youtube.com/channel/UCNLYKCpPNhvKOTcWV-cFWVg>

https://www.instagram.com/noisy_vision/

!! NoisyVision wants to contribute to the change of era in the perception of disability, from limitation to value, by creating an inclusive community where diversity is recognised as a creative and expressive resource.

Highlights

- Taking into account disabilities that are not often taken into account in the tourism sector.
- The diversity of activities offered: sports, culture, education, etc.
- Awareness-raising activities for the general public.
- A structure with well-defined values.

The values of Noisyvision

- Respect . In all its meanings and forms, for oneself, others, things, the environment and the future.
- Integrity . We adopt with transparency and respect the models of behaviour inspired by moral integrity and professional rigour and we develop actions, respecting these coherently.
- Inclusion. We want to promote social inclusion, to ensure the inclusion of every individual in our initiatives and access to information, regardless of physical, sensory or linguistic limitations, within the limits of our possibilities and knowledge.
- Empowerment. We want to encourage people, whether members or not, to take the initiative to develop activities relevant to our mission, enhancing creativity.
- Community. We believe in the importance of hospitality, mutual support and cultural and social diversity.
- Confidence. Especially in life and the infinite possibilities it can offer by turning limits into opportunities.
- Curiosity. Understood as an openness to the new and a desire to know and learn what human beings and Nature have to offer as an opportunity for personal development and improvement of living spaces.
- Spirit of adventure. Courage. Motivation. Positivity. Optimism. Open-mindedness. A set of values that need no definition. They are essential ingredients for the implementation of

change and the visionary goals we have set for ourselves.

Movidabilia

An association for the inclusion of people with disabilities in cultural life / ITALY

Movidabilia is an association born in Puglia which carries out actions for people with intellectual, relational, motor or sensory disabilities. It works to enable these people to participate fully in cultural and leisure activities by creating various adapted devices (feel the sound, accessibility is cool, etc.) and cultural events.

<https://accessibilityiscool.movidabilia.it/?lang=en>
<https://www.facebook.com/movidabilia/>



The first step in ensuring a good quality of life and creating the conditions for the overall well-being of the population is to create a fully accessible cultural life in a structured and continuous way, also educating society to a new approach to disability.



Highlights

- Openness to all forms of disability.
- Raising awareness of disability among the general public.
- The diversity of services and actions implemented.

Handilol

A wheelchair accessible travel blog / FRANCE

Handilol is a travel blog run by two brothers from Lyon, one of whom is in a wheelchair. This blog relates their accessible tourist experiences in order to democratise local and international travel for people with reduced mobility. Travel guides, a directory of PRM accommodation, equipment, advice and good tips are all listed here, in a spirit of inclusion and solidarity. The association also offers a space for sharing tourist experiences for people with reduced mobility.

<https://handilol.com>
www.facebook.com/handilol

Highlights

- A real sharing of experiences with real-life stories and advice.
- A toolkit for better travel when you have a motor disability.
- An embodied, lively and warm website.



ENCOURAGE GENDER EQUALITY IN TOURISM

The traveller

Platform to promote women's solo travel / France

La voyageuse is a web platform that connects women who are travelling alone and looking for trusted homestays around the world. These accommodations are then offered free of charge by women or mixed couples whose profiles are verified. This platform aims to reassure women to travel solo and to encourage meetings between travellers and locals. The platform was first developed in Nouvelle-Aquitaine (France) and is looking to expand in Europe and worldwide.

<https://www.la-voyageuse.com/fr/>
<https://twitter.com/lavoyageusesolo?lang=fr>

<https://www.facebook.com/lavoyageusesolo/>

<https://www.instagram.com/lavoyageusesolo/>

See the video:

<https://www.facebook.com/watch/?v=426965661673131>

Travelling alone gives you the chance to discover yourself, others and an open and welcoming world. Apprehensions disappear, you give yourself fully. Where does this assurance come from? From this sought-after solitude that makes us rely only on ourselves, our instinct, our trust in the other, the unknown towards whom we turn, who opens his doors to us. The world is beautiful and we are part of it?

Highlights

- A new positioning to encourage solo travel by women.
- A project that touches all generations of women.
- The principle of welcoming people in their homes encourages "human-to-human" tourism.
- A solidarity-based business model, proposing the purchase of a pass for female travellers.



Viaggiare Libera

Blog and good plans for sustainable solo travel / Italy

Viaggiare Libera is the blog of Valentina Miozzo, a young Italian woman in search of eco-responsible and sustainable adventures. These trips, both tourist and initiatory, are told in her blog, along with good tips and good practices for travelling alone as a woman. She has also launched a small marketplace where she sells equipment.

<https://www.viaggiarelibera.com/>

<https://www.facebook.com/turismosostenibile>

<https://www.instagram.com/viaggiarelibera/>

<https://www.pinterest.it/valentinamiozzo/>

<https://twitter.com/viaggiarelibera>

Highlights

- An individual initiative of good editorial and graphic quality.
- To show that solo travel as a woman is within reach.

THINK OF FORMS OF TOURISM THAT BENEFIT ASSOCIATIONS COMMITTED TO THE ENVIRONMENT

Solikend

Solidarity platform for hotel reservations / FRANCE

Solikend is an online platform that allows you to book a hotel room and donate 100% of the room price to a social or environmental organisation. These rooms are made available by hotels during their off-peak periods. The traveller can choose a hotel in the range he or she wants, the amount of the night's stay and the charity to which the donation is made.

<https://www.solikend.com/>
<https://www.instagram.com/solikend/>
<https://www.linkedin.com/company/solikend/>
<https://www.facebook.com/Solikend/>

Highlights

- An efficient business model based on the CSR strategies of hotels and their seasonality.
- An enhancement of large hotels and franchises.
- Support for associations with a social or environmental impact.
- A committed team.





**PART 6 –
CULTURAL AND CREATIVE
TOURISM
EXAMPLES OF GOOD PRACTICE**



WHAT ARE WE TALKING ABOUT?

Cultural and creative tourism represents a large part of world tourism. This form of tourism, be it historical, artistic, religious or linguistic, represents a very large part of the tourism market today, whether sustainable or not. It is therefore all the more important to imagine sustainable modes of cultural and creative tourism by highlighting subaltern cultures and artistic forms, which are little or not represented, or by reaching out to remote or impeded audiences.

PROMOTE THE TANGIBLE AND INTANGIBLE HERITAGE THROUGH TOURS AND EVENTS

ETHRA ARCHEOLOGIA E TURISMO

A cooperative promoting responsible and archaeological tourism / ITALY

ETHRA is a cooperative that organises festivals, conferences and tours promoting archaeological tourism in southern Italy. Through a scientific mediation approach, Ethra lifts the veil on local archaeological mysteries, for a local tourism. The researchers who make up the association are committed to the environment, combining ecology, tourism and history.

<https://www.ethrabeniculturali.it/>
<https://www.facebook.com/ethrabeniculturali.it/>

Highlights

- A varied programme making archaeology and history accessible.
- The scientific quality of the project.

CREATE PLACES OR EXHIBITIONS BASED ON AN IDENTITY THEME

Vogue les vins

An exhibition and a book on the crossed themes of wine and the port of Bordeaux / FRANCE

Voguent les Vins, une histoire bordelaise tells the story of the close links between the

development of the port of Bordeaux and Bordeaux wine through 2000 years of history. Created in the open air on the occasion of the wine tourism event Bordeaux Fête le Vin 2018 (60,000 visitors), this exhibition was then turned into a book (published by Sud Ouest). This exhibition helped to highlight the history and cultural heritage of the region.

<https://lenouveaustudio.fr/2020/11/16/voguent-les-vins-une-histoire-bordelaise/>
<https://fr.calameo.com/read/0046377141e5c0fbc8436>

Highlights

- A travelling, open-air exhibition designed to reach a wide audience.
- This work was carried out in consultation with historians and tourism stakeholders.
- The publication of a book to accompany the exhibition.



- A project that highlights the cultural and identity specificities of the territory.

West Cork Model Railway

A tourist attraction highlighting the history of Cork / IRELAND

Model Railway is a tourist and educational venue in Cork. It offers a tour of a miniature village depicting Cork in 1940 when its railway line was just being built. This venue gives children and tourists a glimpse of life in Cork 80 years ago, highlighting its heritage.

<https://www.modelvillage.ie/>
https://www.instagram.com/modelvillage_clonakilty/
<https://www.facebook.com/WestCorkModelRailwayVillage>

Highlights

- A general public project involving all age groups.
- A project that highlights the cultural and identity

specificities of the territory.

Arigna Mining Experience

Interactive Mining Museum / Ireland

The Arigna Mining Experience is an interactive museum which aims to give visitors an insight into the work of miners in this Irish town. The mines being an important part of the of its historical heritage, their visits help to keep track of it and to raise awareness of the social history of the city among visitors, both local and foreign.

<https://www.arignaminingexperience.ie/>
<https://www.facebook.com/arignaminingexperience>

Highlights

- A project for the general public that reaches out to all age groups.
- A project that highlights the cultural and identity specificities of the territory.



Dunbrody famine ship experience & restaurant

A restaurant in a ship from 1840 / IRELAND

The Dunbrody Famine Ship is a ship from the 1840s, furnished as it was at the time. It gives an insight into the history of Irish migrants fleeing the famine to the United States. It tells the story of this journey. It is a tourist attraction and also has a restaurant within it.

<https://www.dunbrody.com/>

Highlights

- A general public project involving all age groups.
- A project that presents a part of the history of Irish immigration.



PROMOTING CONTEMPORARY CREATION IN NATURE

CONTEMPORARY ART FOREST

Monumental contemporary art tours in nature / France

In the heart of the Landes forest, within the Landes de Gascogne Regional Nature Park (the largest forest in France), the Forest of Contemporary Art offers a journey of monumental works in the open air. Scattered over more than twenty communes, these sculptures and installations are an invitation to discover today's art in all its diversity. A real open-air museum, lulled by the murmur of the wind in the peaks and the chirping of the birds.

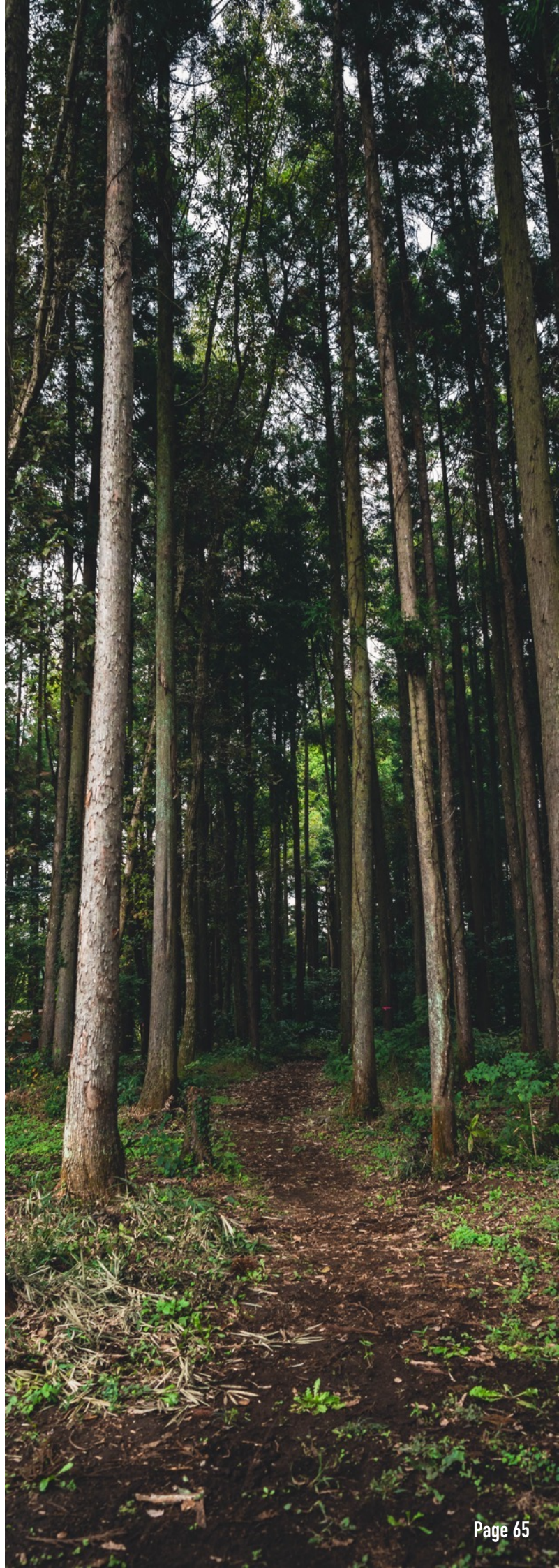
<http://www.laforetdartcontemporain.com/>

<https://www.facebook.com/LaForetDartContemporain>

https://www.instagram.com/la_foret_dart_contemporain/

Highlights

- A territorial project in the largest forest in France.
- A policy of creating contemporary works by artists in relation to the local landscape and architecture.
- A strong artistic requirement with the intervention of artistic curators and the setting up of artists' residencies.
- An itinerary that highlights both the natural and cultural heritage.



CREATE ARTISTIC EVENTS TO ENHANCE THE SMALL TOURIST HERITAGE

Luzège Festival

Rural theatre festival / FRANCE

For more than thirty years, the Gour Noir has been the epicentre of the Luzège Theatre Festival, named after the river that meanders below. A 12th century chapel, a magical natural site, the silence of nature for an adventure initiated by young artists over 35 years ago... And recently, a new team for a renewed and itinerant festival.

<https://www.laluzege.fr/>
<https://www.instagram.com/laluzege/>

Video : Le Nouveau Studio / Champs Libres (November 2021)

Highlights

- A heritage and natural site lost in the middle of nature.
- The energy of a collective of young actors.

Baroque itinerary in the Périgord Vert

Festival of baroque music in rural areas / FRANCE

Itinéraire Baroque is an itinerant baroque music festival in the Périgord (Dordogne) which allows you to discover the Romanesque churches of the Périgord Vert to the sounds of the composers of the baroque period. 100 internationally renowned artists, 41 concerts in 4 days, 11

monuments visited and an itinerary between valleys and built heritage, all conceived by the Dutchman, great organist and conductor Ton Koopman.

<http://www.itinerairebaroque.com/>
<https://www.facebook.com/ItineraireBaroque>
<https://www.instagram.com/itinerairebaroque/>

Video Le Nouveau Studio / Champs Libres (November 2021)

Highlights

- An itinerant territory project.
- A presentation of the region's small religious heritage.
- A very high artistic standard with an artistic director who is an international star of baroque music.



PROMOTE THE DIVERSITY OF THE CULTURAL TOURISM OFFER THROUGH DIGITAL TOOLS

Open fields

A TV magazine and a multimedia platform to promote cultural life in rural areas / FRANCE

Champs Libres is a television magazine and a multimedia platform in New Aquitaine (France) that promotes rural life through the arts, culture and heritage. Champs Libres produces reports on festivals and events and through its platform champslibres.media offers discovery tours of the rural world through art and culture.

Many of the projects dealt with in Champs Libres, such as festivals or exhibitions, promote a gentle form of cultural tourism, not seeking to gather large crowds but rather to be in a slow tourism and slow culture approach, respectful of the natural and heritage environment.

www.champslibres.media
<https://www.facebook.com/search/top?q=Champs%20Libres>
https://twitter.com/cl_multimedia
<https://www.instagram.com/champslibres.media/>
<https://www.linkedin.com/showcase/champs-libres-m%C3%A9dia>

Highlights

- A multi-media offer: a TV magazine and a multimedia platform.
- Editorial quality thanks to the work of journalists and audiovisual professionals.
- Visibility of little-known and sustainable artistic events and proposals.
- Collaboration with the region's tourist and cultural players.
- - The progressive implementation of impact measures (UN SDGs).





GeoCulture - The Limousin as seen by the artists

The discovery of a territory through its artists and their works / FRANCE

GeoCulture is an online platform that presents a collection of works related to the Limousin region (Nouvelle-Aquitaine). It presents nearly 1000 works from the plastic arts, literature, Occitan culture, cinema or regional know-how (porcelain, tapestry, enamel...). A geolocation system allows you to discover these works and encourages their discovery in the environment they represent or where they were born.

<https://geoculture.fr/>

<https://www.facebook.com/GeoCultureLim>

<https://twitter.com/GeoCultureLim>

<https://www.instagram.com/geoculturelim/>

Highlights

- An identification of little known artistic works across rural and urban territories.
- A real desire to enhance the value of territories through art.
- The creation of discovery routes and focuses.

DEVELOP DISCOVERY PROGRAMMES ADAPTED TO DIFFERENT AUDIENCES

All art to do

An arts association promoting culture for all France

Tout art faire is a Bordeaux-based association that organises various events, conferences, visits and artistic and cultural tours open to everyone in the city. This collective brings together artists, experts and art and history enthusiasts to offer locals and tourists an eclectic programme throughout the year.

<http://toutartfaire.com/>
<https://www.instagram.com/toutartfaire/>
<https://www.facebook.com/ToutArtFaire/?ref=hl>

Highlights

- An interdisciplinary programme, aimed at different audiences depending on the format: cultural professionals, artists, tourists, city residents, etc.
- Interventions by experts and artists.

Micro-folies

Digital Museum System / France

In order to democratise access to the artistic heritage of France's museums, masterpieces from the collections of major national museums such as the Louvre, the Musée d'Orsay and the Château de Versailles, to name but a few, have been digitised in very high definition thanks to the government's Micro-folies initiative. With 3D technologies and certain virtual reality devices, the system allows visitors to be completely immersed in immersive walks through emblematic cultural sites such as the Château de Versailles. A micro-folly brings these national and even local masterpieces closer to all citizens.

Highlights

- A decentralisation of the greatest masterpieces from the largest museums in France.
- Cultural democratisation throughout the country, especially in rural areas.



In the face of declining museum attendance, it is important to bring collaborative activities to museums that promote social ties and inclusion as well as democratizing access to works of art and knowledge.



**PART 7 -
TOURISM BENEFITING
THE LOCAL ECONOMY
GOOD TO KNOW**



WHAT ARE WE TALKING ABOUT?

Sustainable development is based on three main pillars, namely the environment, social issues and the economy. Sustainable development implies changing production and consumption patterns by introducing measures to ensure that economic growth is not achieved at the expense of the environment and society. In the tourism sector, this means first and foremost involving the local economy and local stakeholders to achieve complementarity in the the aim of always bringing to life

the local economy without encroaching on the environment and the territory. Tourism must be able to make the area in which it is practised prosper, involve local people in various ways (e.g. by creating employment, promoting emerging projects) while having less impact on the surrounding natural environment.

Some of the examples developed above address these issues and can illustrate them. Some of them are given here.

INVOLVE LOCAL TOURISM AND OTHER STAKEHOLDERS

Create circuits with local actors

Merill Eco Tours (Malta)
Bike packer (Belgium)

Creating multi-partner collective dynamics

Birds of passage
Living The Sheep's Head Way

Thinking of the project as complementary to existing offers

Micro-spaces (France)
Eetwell (Malta)

PROVIDE A HOLISTIC EXPERIENCE

Peri-urban shelters
Lost in nature
Oh dear!

STAND OUT, HAVE AN INNOVATIVE APPROACH OR A STRONG UNIQUENESS

The traveller
NoisyVision

CARRY VALUES, DEFINE THEM AND MAKE THEM EXPLICIT TO THEIR CLIENTS

Birds of passage
NoisyVision
ITC - Travel company

MEASURE ITS IMPACT (UN SDGs)

Open fields

CLEARLY INCLUDING THE SSE FIELD – Social & Solidarity

Economy

Bordeaux urban alternatives
Solikend
Noisy vision



CREDITS





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