

# **A *M*anual for tourist *O*perators:**

suggestions and examples for the application of a sustainable tourist offer in the rural areas.



*Network for a Sustainable Tourism*



## Introduction

The *NEST* sub-project – part of the *MEDITERRITAGE* project – Communitarian initiative *INTERREG IIIC SUD*, derives from the need to increase competitiveness in rural areas, avoid depopulation from those areas, detect and develop the potential of the territories involved and the entrepreneurial ability of their operators.

To do this, the topic of tourism has been chosen, since tourism has taken many different forms in recent years and represents an ever-evolving challenge.

We confronted our operators with the issues of environmental sustainability, marketing, resource management, in terms of environmental and territorial resources, and the creation of self-manageable networks which can progress in the next future.

The result was a debate on the achievements made through the implementation of the project and on the background of experiences made by each of the partners involved, which served as a further enrichment for the project itself. We also debated on the foundations upon which we could build in order to establish a network that should provide and manage an appropriate touristic offer, aimed at satisfying the most diverse demands without corrupting the cultural identity, the nature and the landscapes of each of the territories concerned.

The manual provides an insight into the line followed in order to launch this project towards environmental and tourism sustainability. This is a process that has to take into account the evolution of tourism, the increase of vocational tribes that are always more eager to choose their tourist destinations according to their wish to gain experience. So, by touching upon sustainability issues, we also dealt with the issues of welcoming and of the tourist package seen as the last link of a chain that unites all public authorities, operators, tourists and residents in the pursuit of the protection of the common territorial capital.

The various issues have been dealt with in a concise way to allow an easy understanding, and we wish this could end up being a useful tool not only for the operators of the *NEST* territories, but also for those of the Mediterranean area willing to take advantage from this project.

### *The partners involved in the NEST sub-project*

-  Upland Authority Association “Comunità Montana del Giovo” – Leader of the sub-project (Liguria - Italy)
-  Cultural Triangle of Prespes in collaboration with the Regional Agency for the Development of Florina (Western Macedonia - Greece)
-  A.L.L.B.A. Local Action Group (LAG) for South Western Basilicata (Italy)
-  Vratsa Chamber of Commerce (Bulgaria)
-  Waters and Forests Department of the High Atlas (Marrakech – Morocco)
-  Consorzio di Bonifica del Ferro e dello Sparviero, Municipality of Santo Stefano in Aspromonte and Municipality of Santa Maria del Cedro (Italy)
-  Kozani Environmental Centre (Western Macedonia – Greece)
-  Vlora Regional Council (Albania)



## RESULTS OF THE INTERNATIONAL SURVEY AND AGREEMENT BETWEEN PARTNERS



Vratsa (Bulgaria)

### Short Introduction:

Today there is a tourist very interested in cultural geography, very curious to learn, lover of the environment, someone who wants to be in touch with the local culture and traditions, tasting traditional food and she/he wants to be considered as a guest that must respect both places and people. This tourist is aware that she/he has not only rights, but also responsibilities

### Sustainable Tourism

① is a framework to develop tourism by creating a successful business model placing economic viability on an equal footing with environmental and cultural sustainability

② aims to:

- ★ Make optimal use of environmental and cultural resources, to respect socio-cultural authenticity of host communities and to conserve natural heritage and biodiversity
- ★ Ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders

③ does not aim to be the only economic activity of host community

- ★ It takes advantage of all sectors of the local economy and strengthens them (arts, crafts, agriculture...)
  - creation of tourist activities on these grounds, possibility of reviving indigenous customs
- ★ The development of a sustainable tourism model requires:
  - vision, solid strategic planning
  - close collaboration between stakeholders
  - flexible working methods
  - endless variety in approaches and tools
  - a lot of patience...

#### ☛ In practice :

*Farms, by applying only a few changes, can welcome tourists. Preparing rooms for degustation of traditional/local products, renting apartments, organizing thematic days, farmers keep their main activity and can benefit from another economic activity that is also helpful to support the main one by promoting its products and enhancing the infrastructure.*

### Vocational Tourism (VT)

A type of tourism where activities are specially suited to the tourist's interests, abilities, or nature.

① tourists interested in VT:

- ★ They don't consume tourism destinations as such, they consume "experiences"
- ★ They consume the "cultural systems" that a territory is capable of offering in an integrated way (example: 'wine roots', 'in the footsteps of the ...', 'traditional cuisine', etc)

#### ☛ In practice :

*Many stakeholders in Europe now propose thematic week-ends during the off-season.*

*Staying for one or two nights in a hotel, tourists are offered workshops and guided visits around one theme.*

② It is a type of tourism that can be developed on different levels of tourism development

- ★ In a region that already has well developed tourism structures
  - to energize the tourism sector, if declining, through increase of quality and development of themes
  - to decrease the bad impact of tourism on the cultural and natural environment
- ★ In a region that does not have well developed tourism infrastructures, no organized tourism economy
  - to guide and prevent bad impact of tourism development
  - to create a dynamic for tourism economy and support local development

#### ☛ In practice:

*By visiting stakeholders in the Prespa region, we discovered that many stakeholders are willing to propose activities and that all together were able to offer a wide range of activities all year long. The coordination appeared to be the key to create the dynamic. The collaboration of all stakeholders attracts more visitors.*

#### References:

The website of all the Meditteritage projects.  
Find information about the NEST, all the partners and work documents  
<http://www.mediterritage.eu/>

Tourism and Environment in Europe - Out of Practice back to Practice  
You can find a description of a wide range of initiatives from different actors in tourism: tourism agencies, accommodations, camping, region, sport facilities...  
<http://www.eco-tip.org/>

The Knowledge Resources Guide produced in the framework of the SUsustainable and Vocational Tourism project:  
It is a useful tool to help in the implementation of new sustainable development strategies by presenting best practices and experiences.  
<http://www.turismo-sostenibile.org/>



## What we agreed on in the framework of the NEST project

The project partners have come to an agreement on how to manage topics such as a) research, b) awareness raising, and c) collaboration, which methods to apply and what VT themes to develop.

### Research and analysis of the territory

The development of this kind of tourism must be done according to the expectations from both the local people and the visitors to ensure a better coexistence. Thus, the research can't focus only on the resources of the region and not only on tourists expectations.

### Raising motivation among local population and tourists

The awareness about the protection of the natural and cultural environment must be promoted both to visitors and local people. Inhabitants often have difficulties to see the high value of the place; awareness raising activities and training workshops could be a solution for this.

On the other hand, the visitors may destroy the place if they are not aware of the actions that they can do to protect it.

## Communication between and with the local people

### Methods

- Distribution of local newsletters and/or other informational material
- Establishing of a working group of local stakeholders (local network)
- Regular meetings between the local network members
- Agreement between stakeholders about communication and collaboration
- Agreement of stakeholders about VT Themes to be developed

### Tematiche

- Traditional Cuisine
- Thematic Paths

### ← In practice:

*By visiting stakeholders in the Prespa region, we discovered that many stakeholders are willing to propose activities and that all together were able to offer a wide range of activities all year long. The coordination appeared to be the key to create the dynamic. The collaboration of all stakeholders attracts more visitors.*

Target groups, subject and method for the research:

GUIDELINES FOR THE RESEARCH		
Themes	Methods	Subjects to ask/search
Resources	Through books, internet, discussions with local people	Fauna, flora, monuments, history, gastronomy, events, legends, trails, activities, services, tourism facilities...
Opinion of the stakeholders	Questionnaires, direct discussion, working groups	offered activities, ideas for activities they want to develop, fears, expectations, strengths and weaknesses
Opinion of the local people	Questionnaire, direct discussion	How they would like the tourism in their region
International trends	Internet, books, travel agencies' offers, tourism articles, press review	Tendencies, expectations of the tourists
Tourists preferences in your region	Questionnaires, direct discussion, discussions with the stakeholders	Themes that they are looking for, opinion of the quality of the services, activities that they did/would have like to do
Promotion	Tourism site, forum, travel agencies, newspapers, magazines, brochures	How to present your region/offer, key words, prices

## Annex for chapter /

This table presents briefly the regions of the NEST partners that participated in the elaboration of the manual. You can see from their characteristics that the group represents a diversity of tourism practices, diversity in the topic, questions, objectives and also differences regarding their previous experience in the implementation of a sustainable and vocational tourism.

THE TERRITORIES AND THEIR DIVERSITY			
Territories	Places	Practices/Project	Action already engaged in Sustainable and Vocational Tourism
Montana di Giovo, Italy	Littoral, mountainous and rural	Well known for the littoral tourism but over the last years there has been an effort to develop tourism in the countryside. Opportunity to promote the region and avoid depopulation through	<b>Yes</b> , agenda 21 since 2005, and participation in the “Network of Cities for Sustainable Tourism”
Prespa, Greece	Mountainous Lakes, rural	Concentrating on two main places, around religious monuments. Opportunity to improve the collaboration of the stakeholders and to spread the tourism also to others villages	Not a lot of awareness about Sustainable and Vocational tourism
Sirino Mountain, Italy	Mountainous natural park	Important flow of people only during summer, but the natural parks attract visitors during the year. Economic opportunity to create activities for local people.	<b>Yes</b> , Agenda 21 and various programs for an integrative development of the tourism
Vratsa, Bulgaria	Mountainous region near Sofia	Benefiting of being near Sofia. Attractive mountains for mountaineering. Opportunity to popularize the vocational and sustainable tourism	Programs that are running on a national level don't take into consideration the mountainous region
Consorzio di bonifica integrale del Ferro e dello Sparviero Italy	Mountainous region	Rich in culture and nature, this territory has an important flow of people only during the summer and with difference between the coast and the countryside. Opportunity to create a network and a development of services	Not a lot awareness about sustainable and vocational tourism
Valona Region and Llogara National Park Albania	Mountainous region	Valona region has an economy based on agriculture and a territory rich in forest . The National Park of Llogara offers a fine and attractive landscape and characteristic areas. It has great potential for the development of eco-tourism, excursions and trekking.	Not a lot awareness about sustainable and vocational tourism
Marrakesh Tensift al Haouz Region and Toubkaz National Park Morocco	Mountainous region	It is rich in forests and in cultural and natural aspects. A wide side of its territory has equipped itineraries and there is an implementation of the tourist offer.	Awareness for the sustainable subjects also in the tourist field



## IMPROVING QUALITY OF ENVIRONMENTAL MANAGEMENT



**Comunità Montana del Giovo (Italy)**



## Introduction

In order to go from the establishment of an agreement between tourism stakeholders to a certification internationally recognized, tourism actors of a region need to go through *different steps*, from the awareness raising to the implementation of the requirements. Sustainable tourism is a *no-end process* where the actors are asked to constantly improve their attitude towards the protection of their region.

In this chapter, find simple advices to take a step towards sustainable tourism and also find the conditions for applying to an existing label or certification.

Protection of the environment starts with simple tasks that all of us should have in mind when dealing with everyday life. Thus, the first step to develop sustainable tourism is to raise the awareness about the protection of the natural resources by highlighting some impacts of our everyday activities.

### ☛ In practice:

*By handing out a table during a working group meeting with all the waste life, provoked many reactions.*

*Many examples can be found to show the impacts of our activities regarding water and energy.*

## Raising the awareness

The awareness must be based on the local region's specificities. Through working groups, a plan for future initiatives can be drawn up.

Some of the steps could be:

- ① Discussions about the current situation:
  - ★ What is the state concerning waste, water...
  - ★ The actors' practices
- ② Internet research to know concrete impact of the practices  
Proposal of initiatives to help to change the practices, adapted to the current situation
- ③ Evaluation, adaptation and improvement of the practices to continue the process.

## A no-end process

Sustainable tourism is a process; stakeholders must develop a monitoring tool to implement initiatives that are environmentally AND economically sustainable.

- ① Implementation of actions permitting to save energy and water without any financial investment
- ② Consumption assessment + Investment plan (budget) for environmental friendly installations and their benefits
- ③ An investment for the implementation of new initiatives according to previous analysis has to be economically sustainable for the stakeholder

### ☛ In practice:

*Information how to save the environment does not reach everybody.*

*Reminding people to defreeze their fridge or turn off completely the TV, made some of them realize that they were wasting electricity.*

## The natural and cultural environment preservation

Stakeholders must agree that easy environmental measures can be implemented in their infrastructure in order to help to preserve cultural and natural environment.

A guideline can be written by collecting best practices (available on many websites), and adapting them to the region and the local situation.

At the beginning, it could be useful to remind people about basic actions for saving water, energy and waste in their everyday life (in the kitchen, during shopping, in the bathroom...).

## Local community integration

Welcome quality and protection of the environment are linked. By preferring to buy local products, less transport pollution is being produced but also the integration of the local community in the tourism market is being supported. These facts resume in a socio-economical development of the host community.

## Monitoring

Monitoring is also a part of sustainable tourism. It helps on two levels, the second one being the most important to understand and to keep in mind:

- ① Check that all members of the network follow the rules of the agreement
- ② Help the adoption of measures according to the level that each actor has reached

An analytic monitoring system of each stakeholder's activity will help to understand the development of the tourism and its infrastructures. Then actions can be better adapted to the local context and to each case.

### Monitoring of:

- The number of visitors
- Quality of the visitors (nationality, age, length of stay)
- Energy consumption
- Water consumption
- Proposed activities and participation

TOOLS

Some advice for an environmental management in tourist facilities

The below mentioned advices can be implemented by the owners and the personnel in order to have a simple environmental management and keep the environment of the facility healthier and more protected.

Detergents

- × go easy on using detergents and products for cleaning.

They contain hazardous and potentially noxious substances, particularly at high dosage

Water

- × pay attention when using water
- × check taps and possible leakages
- × don't let the water flow during food cleaning or

washing

- × use hot water only when needed: this also helps saving energy

Energy

- × turn off the lights during daytime
- × close fridge and freezers after use
- × use energy-saving light bulbs
- × duly clean all household appliances

Waste

- × when possible collect waste separately
- × when purchasing items, choose those with less packaging and always recyclable
- × use the most environment-friendly solutions for customer service .

*Example:* use dispensers instead of single-dose pouches for foam bath.

Annex for chapter 2

SUSTAINABILITY TOOLS FOR THE ACCOMODATION BUSINESSES AND TOURIST SERVICES			
TOOL	CHARACTERISTICS	BENEFIT	PROBLEM
ISO 14001	International standard for environment management	- Meeting tourists requests and building an environmental image - Improving management activities - Contribute to environmental protection in the tourist destinations	- charges for internal costs of adapting structure - charges for consultancy costs - charges for costs of the certification Body
EMAS	Voluntary scheme and environmental policy instrument	- Meeting tourists requests and building an environmental image - Improving management activities - Contribute to environmental protection in the tourist destinations	- charges for internal costs of adapting structure - charges for consultancy costs - charges for costs of the certification Body
EUROPEAN ECOLABEL	EU voluntary scheme enabling European consumers to identify officially approved green products. Now widespread to tourist facilities	- Improve the image - Reduction of management costs - Guest satisfaction and increase businesses	- require a lot of time and effort that above all the small structures can't support - structural works to do in some cases
VOLUNTARY ECOLABEL	Associations working to spread environmentally friendly and sustainable tourism products	- voluntary ecolabels have a direct approach with the operators and the criteria are easier to reach	- most of criteria requested by voluntary ecolabels are very immediate and sometimes the operators choose to do themselves without pay the fee and without the annual check of their structure
GREEN PURCHASING	They are products and services with a good environmental performance	It has the potential to create a "virtuous circle" in the tourist market	- it is not well known and widespread practice in tourism yet - it is not always easy to identify viable ecological products except EU Ecolabel products



**Prespa - Western Macedonia (Greece)**



## Introduction

In this chapter, find another aspect of sustainable tourism: in fact, sustainable tourism does not mean only the *protection of the environment*, but also the improving of the *welcoming quality*, through the protection of the cultural heritage and a good communication with the tourists.

## The tourist facility as a touristic product of the territory

In order to provide a good welcoming, one has to consider that the tourist facility does not solve any need, but it satisfies some demands, it makes tourists live an experience. In this sense, the facility becomes a part of the touristic product and it will adapt its welcoming according to the target or the niche involved (sport fans, nature, gastronomy, arts etc.). What tourists need to be reminded of is their link with the territory, which can be communicated through food, some pieces of furniture etc. The events that can be organized shall meet the tourists' passions, but they can and must have a link with the territory, since tourists actually come to the territory to experience their passions and, at the same time, they want to learn and be an active part of the local community for the time they spend in the region. By participating in farm activities, learning about traditional food preparation and spending time with the local people during festivities, celebrations or a simple night out in the local tavern, they will better understand and therefore appreciate the local traditions and life in their host community.

## General rules for a good welcoming

The tourist facility is usually the first form of contact with the territory. It is some sort of first welcome, and that is why the emphasis must be placed on welcoming, which must be pleasant and fascinating. In short, the tourist will have to be cuddled and feel part of the territory and the experience he will make in that place.

Let's focus then on the basic elements of a good welcoming, as they were identified in the project:

- Furniture, at least some small items of furniture will have to be originally produced in the territory, both in the hotel rooms and in common areas
- At least one part of the breakfast area will have to be destined to local products
- The tourist will have access to all information on the territory by the means of brochures, route-maps etc.
- The indications of all services, including menus, will have to be translated in at least another language
- The kitchen will prepare local dishes
- The owner and the staff will have to be available also to provide information on the territory, its culture, customs etc.
- Prices will always be clearly indicated.

## In practice :

*The material should be available to all costumers. Having a drink or waiting for the meal, tourists have the opportunity to learn about the region.*

## A good welcoming in niche tourism

Together with the common welcoming services, some other niche-oriented services can be added, namely:

- Organization of side events which enrich and increase the motivation for those who are staying in the place (thematic evenings, excursions, guided tours etc.)
- Availability of specialized magazines or a small specialized library
- Flexible timetables (at the restaurant, for breakfast, in the management of areas) fully meeting the tourists' needs.
- Conventions and/or contacts with some associations present on the territory, according to the niche of reference.

What needs to be remembered is that niche tourists, above all fans, do not normally come back often to the same place. We thus have to leave a positive memory and, above all, create new opportunities. In this way, tourists will come back and will report positively about the territory and the way he/she was welcomed.

## Communicate the commitment for the environment

The protection of the environment and the enforcement of environmental rules in the tourist facility are also part of the welcoming system.

Communicating the adoption of available environmental rules and tools through brochures, leaflets hanged in the lifts, in the hall or directly in the hotel rooms, besides being a visible message of your commitment for the safeguarding of the territory and its natural environment is also something which promotes the image of the facility and its hospitality. The tourist will perceive he/she is living in an healthier environment and will thus accept to follow the requirements through which the protection of the natural resources can be implemented.



## THE IMPORTANCE OF THE NETWORK



**Consorzio di Bonifica del Ferro e dello Sparviero (Italia)**



## Introduction

In order for a destination to be competitive on the tourism market, a series of factors must work in synergy, ranging from the quality of the urban areas and collective services (transportation, waste recycling, etc.) to the touristic offer. Tourists want to find a better living condition than the one they are used to, so they expect a less polluted environment, efficient public services and a diversified touristic offer.

## The protection of the territorial capital: a team game

Territorial capital is the set of history, culture, human and social heritage of a territory. It has to be defended and appreciated since it is a common and unique value and a strong economic driving force.

All stakeholders of the tourism activity must be involved in the preservation of the territorial capital, namely:

- The local authorities, who improve and control the quality of the urban areas, avoid landscape degradation, ensure the protection of the environment, manage and grant all public services
- The tourist operators, who organize the resources by emphasizing their best aspects and put in relation several aspects of a territory
- The tourists, who explore, detect possible areas for improvement, support the economy, often determine the best aspects of a territory and promote the improvement of the services
- The residents, who preserve the territorial capital and make the tourists' stay a pleasant one, with a lot of experiences.

### ← In practice:

*A project needs to be supported by all stakeholders in the territory: local authorities, touristic operators, residents. That is why regular periodical meetings are needed, where solutions can be found and new proposals can be put forward to guarantee the success and the self-sustainability of the project*

## An integrated development

Tourism is a cross-factor, a natural element of an integrated development of the territory, which is composed of various offers ranging from gastronomy, to sport, culture, services and respect for the environment and biodiversity. All these factors create open and dynamic networks, an ideal background for economic activity. The above mentioned stakeholders must undertake to create an integrated product and the result must be a functional network, which can respond to the current needs but is still linked to its tradition and culture, thus preserving the identity of its territorial capital.

An integrated development keeps all elements of a touristic product within:

- 1 respect for the environment and the offer of a safe and protected territory
- 2 an unspoiled environment with good quality structures and facilities

- 3 services, both territorial (e.g. transportation) and provided by the operators
- 4 welcoming in terms of structures and animation activities on the territory
- 5 the offer itself

## The local network among tourist operators

Stakeholders must establish close collaboration and communication with each other in order to exchange experiences, to discuss about the development of common activities and to provide each other with information.

Each stakeholder provides clear information on:

- Opening days and hours: to avoid that tourists believe that all facilities are closed during low season
- activities they can offer
- the availability of rooms
- contacts with restaurants, associations, guides etc.

### ← In practice:

*In Prespa, each partner of the network provides a common file in his infrastructure where tourists can find information about the transport, useful contacts, sights, activities and a description of all the partners of the network.*

Organisations that deal with the coordination of local tourism or of the local tourist network (es. an association among the tourist operators), must find a way to approach all the stakeholders individually as well. Many of the stakeholders may not realise all the resources and potential they have to develop activities and implement best practices.

Alcune semplici iniziative potrebbero includere:

- Make the office of the organisation an interesting place to visit for stakeholders and to get information
- Organise working groups for any new initiative
- Diffuse local newsletters about any initiative, written in a simple language that addresses the target group directly

### ← In practice:

*In the territory Comunità Montana del Giovo a network between farms and restaurants was established. This gave rise to a gastronomy fair dedicated to traditional dishes and local products.*

## Annex of chapter 4

This is an example of agreement among operators and tourist association in order to start a network

### Hotels Agreement

#### Cooperation Agreement

Between the business..... and the Cultural Triangle of Prespes, Agios Germanos, for the observation and implementation of the Charter of Good Behaviour in the field of tourism development

Agios Germanos, ..... 2007

The agreement sets the rules for the cooperation between the business..... and the Cultural Triangle of Prespes, Agios Germanos for the observation and implementation of the Charter of Good Behaviour in the field of tourism development, which covers four basic sectors:

- ✓ communication with tourists
- ✓ communication within the network
- ✓ protection of natural environment and cultural heritage
- ✓ monitoring

#### Communication with the Tourists and Promotion

The partner will provide informational material to support tourists and to promote the network. All the material will be prepared with the help of CTP.

The partner has to provide:

- ✓ a file with all useful information (public transport, emergency contact details, activities...) in Greek and in English which has be constantly updated
- ✓ A charter of sustainable tourism proposed by CTP and KEPE
- ✓ Information about environmentally friendly practices for tourism facilities (wherever it is relevant - in the rooms, in the bathrooms...)
- ✓ The NEST Brochure
- ✓ A file with the presentation of each participant and a list of all the tourism facilities of the participants
- ✓ Information boards in English and Greek
- ✓ Tools to solve language problems (key sentences , dictionaries)
- ✓ Menu in Greek and English
- ✓ Maps, books, brochures and other informational material in Greek and in English

The partner will propose some activities (kitchen workshop, farm activities...) to her/his guests

Accommodation will follow the international guideline of offering 25-50 per cent discount for young people (15-30 years old) for the days Monday to Thursday during off season when 3 nights or more are booked.

#### Available at CTP office:

- ✓ All the information material needed in the partner's infrastructure
- ✓ A folder with promotional material of all participants

#### CTP will:

- ✓ Organise a promotional event
- ✓ Send out announcements, press releases
- ✓ Promote the initiative on the CTP websites (tourism, general)
- ✓ Publish a brochure to promote the initiative
- ✓ Print a poster with a charter in collaboration with the Environmental Center Kozani

### Communication in the Network

The partner will stay in active contact to provide the other partners with information, to exchange experiences and to discuss the development of common activities

- ✓ The partner will announce opening days and hours (in English and Greek) on the door of the facility and at the CTP office
- ✓ The partner will inform of any change in their activities (new menu, opening hours, new proposed activities...) either by phone or by coming to the CTP office by filling in the "follow up" file
- ✓ Stakeholder will come each month to check the communication file in CTP's office

#### CTP will:

- ✓ Gather all the information from all the participants in the programme and will make it available in the "follow up" file reserved for the stakeholders
- ✓ Organise a seminar for stakeholders of the network where the partner can participate without paying any fee

### Natural and Cultural environment measures

The partner agrees that easy environmental measures can be implemented in his/her facility in order to help to preserve cultural and natural environment. A guideline is given by CTP and will be updated according to the capacity of each infrastructure and their development.

A first step will be done by implementing actions permitting to save energy and water without any financial investment. Then, the partner is invited, with the help of CTP, to implement other actions to continue in the development of a sustainable tourism.

The minimum requirement is:

#### For the kitchen and shopping:

- ✓ De-ice your freezer and fridge when needed (2 cm ice)
- ✓ Cover your pots when you cook, you will save time and money
- ✓ Avoid the products covered with too much paper, plastic... Buy big quantities.
- ✓ Prefer the products with biodegradable wrapping (paper, cotton...) or recyclable dispensers (glass, metal, tetra brick pack)
- ✓ Choose refilling products (batteries, refills for washing products)
- ✓ Avoid as much as possible to take plastic bags during your shopping
- ✓ Prefer vegetables and fruit of the season that don't require particular treatment and the one that are cultivated in your own region (always have a look at the origin)
- ✓ Prefer local producers for any products and material
- ✓ Make clear as much as possible the producers where the products are bought, and if they are or not biological

#### For the accommodation:

- ✓ Let guests know that the towels are being changed on request (small cards to explain)
- ✓ Wash the laundry at low temperature when possible
- ✓ Prefer washing powder than liquid products

#### For any investment:

- ✓ For needed products, check if there are ones with the European Label or at least that they mention that they protect the environment
- ✓ For any electrical equipment you want to buy, check its consumption, its life time and the possibility to repair it

#### In general, to save energy and water:

- ✓ Check your water system, repair if needed
- ✓ Check the chemical products to know how to use them in good quantity
- ✓ Switch off completely your electronic equipment (TV, video, DVD, Stereo, computer) with the button
- ✓ Switch off the lights and heating in rooms that are not in use
- ✓ Use energy lamps as much as possible
- ✓ Draw up an investment plan (budget) for the installation of renewable sources and its benefits

on a note book. A list with all the prices of any equipment interesting for the partner to save water and energy must be done.

*For the exterior:*

- ✓ Water your plants early in the morning or in the evening
- ✓ Prefer natural products for your plants
- ✓ Prefer local species, they are more adapted to your climate
- ✓ To take out the bad herbs, the mechanical action is more efficient than chemical products
- ✓ Put a dustbin in front of your infrastructure

*Effort to promote the local tradition and culture through decoration and promotion of local products*

- ✓ Products must be as much as possible local, then regional or Greek
- ✓ Breakfast will have local dishes that tourists can't find anywhere else
- ✓ Small packages (butter and marmalade) must be avoided
- ✓ No plastic chairs (Deadline: Easter 2008)
- ✓ Traditional architecture must be used wherever possible
- ✓ During renovations and planned changes, add traditional elements

CTP will support the partner in applying the good practices stated in this agreement with all technical means available

### Monitoring

The partner agrees to implement an analytic monitoring system of their activity and to send it to CTP. This will help to see the development of the tourism and its infrastructures. Then actions can be better adapted to the local context and to each case. This can be mentioned in the promotion of the initiative too.

Monitoring will concern:

- ✓ the number of visitors
- ✓ Quality of the visitors (nationality, age, length of stay)
- ✓ Energy consumption
- ✓ Water consumption
- ✓ Proposed activities and participation

CTP will visit the partner of the network to check with him/her the good implementation of the actions presented in the agreement.

In case non-application of the agreement:

- ✓ -The partner will be reminded of the agreement and another visit will be scheduled to check the good implementation
- ✓ A meeting with CTP will permit to identify and analyse the problem that the partner meets to implement the agreement. CTP will support the good implementation of the agreement
- ✓ In case that the partner is clearly not interested any more in the agreement and does not want to try to implement it, he will leave the programme and will be deleted from the promotion tools

For the Cultural Triangle of Prespes

For the .....





## TERRITORIAL PRODUCT LINES AND TOURIST OFFERS



**South Western Basilicata (Italy)**



**Vlora (Albania)**



### Short Introduction:

With vocational tourism, the territory is no longer the only reason for a holiday (traditional tourist destinations), but it's the different contents (or vocations) in the territory and its products – all services which are the expression of those vocations and actually create real production & consumption districts: namely, the territorial product lines.

Territorial product lines, part of a territory, change the consumers' perception of a given territory and are a powerful tool to manage operators' actions and stakeholders' political choices.

Finally, territorial product lines can cut across each other in the tourist offer of a territory, thus increasing the amount of offers and its potential.

### Actors and marketing recipes

The new tourists, as it was said in the first chapter, are no longer consumers of tourist destinations as such, but they rather consume experiences.

So, in order to create a good "TOURISTIC PRODUCT", it is necessary to identify the different stakeholders of the product lines, starting from the primary raw material of a specific

touristic product:

- ★ Natural parks and reserves, trails, cultural heritage, culture theme parks, producers of typical agriculture and food products, restaurants, producers of typical handicraft and art, folklore groups, organizers of cultural events.
- ★ To these, we have to add *service providers and accommodation facilities* (supporting accessibility), *tour operators and travel agencies*.

### Tools

In this section of the manual some suggestions are given in order to create a tourist package for the sector chosen by the NEST partners after the surveys made in their territory and the collection of questionnaires given to tourists and residents.

### Sport tourism

This kind of tourism is one of the fastest growing sectors in the tourism market, following a twofold line of requests: individual tourists and sport associations.

## LINEE GUIDA PER LA RICERCA

ACTORS	TARGET	STRATEGIES
MUSEUMS, CULTURAL HERITAGE, NATURAL PARKS	Students, tourists, scientists	Implement packages covering the different demands of each segment: - museums - artistic buildings - natural parks
CULTURAL THEME PARKS	Students, tourists, scientists	Implement an offer taking into account: - cultural learning - turning fun into a show
HANDICRAFT & ART PRODUCERS	Tourists	Implement a production which is bound to the culture of the territory, with several price ranges, but always of high quality.
FOOD AND AGRICULTURAL CRAFTSMEN	Tourists	Implement a production which is bound to the culture of the territory, with several price ranges, but always of high quality, retail selling to the public and – if possible – creation of a museum-learning area.
RESTAURANTS	Tourists	Implement a gastronomic offer which is bound to the culture of the territory, favouring local products and traditional recipes, with several price ranges, but always of high quality.
TOURISM OPERATORS	Tourists: single, groups	Promote a territorial product offer, also linked to other territorial product lines
ACCOMODATION	Tourism Operators , tourists	Implement target-oriented packages, covering the needs of each segment and enabling operators to propose an integrated offer with other services.

Table drawn from: Alberico di Meo "il Marketing dell'Ambiente e della Cultura per lo sviluppo turistico del territorio"

Facing a growing market niche, promotional and commercial strategies can be strengthened in order to increase the amount of tourism by sport fans.

Following this trend, some packages could be established, including:

- ❶ Planning of holiday offers in response to a demand for individual tourism
- ❷ Implementation of training camps for sport teams
- ❸ Planning of sport related events

### Basic elements for the creation of a tourist package for the sport segment

Adapt the facility to welcome this kind of tourists by the means of:

- ★ Use of reserved and equipped areas to store sport equipment (e.g. bicycle deposit) or to wash sport clothes and/or equipment (e.g. make a washing machine or a water hose reel available)
- ★ Offer meals that meet sporty people's needs and keep the times for lunch and dinner as much flexible as possible
- ★ Provide the possibility to rent the necessary equipment (bicycles, snow rackets, trekking sticks, binoculars for bird watching etc.)
- ★ Possibility to organize guided excursions with trained guides
- ★ Possibility to provide the package with special concessions, such as reductions in shops, typical restaurants or entrance tickets in museums or monuments.

#### ← In practice:

#### EXAMPLE OF A FULL PACKAGE

The price includes:

*n. of nights and breakfasts (price per person, double room);*

*for a 3 nights stay:*

- 1 bicycle or mountain bike guided tour;
- Bicycle Deposit;
- Maps showing the various trails with several difficulty levels;
- 1 break at a local wine cellar (or any other place) or along the itinerary, depending on the itinerary;
- 1 dinner in a restaurant located on a product route, belonging to a local association or supporting the package;
- 1 guided tour to a wine cellar, a cheese factory etc. with tastes;
- 48 hours Cards: reductions to visit museums, etc.;
- Fixed price agreements in shops, restaurants, bicycle renting, transportation etc.

### Food & wine tourism

When reorganizing tourism in a territory, and in order to avoid the humdrum of the tourist offer and the restaurants, the emphasis on typical products, a more and more specialized offer, the requalification of restaurants and shops, as well as the development of coordinated and consistent promotion activities (e.g. events) are all essential elements that need to be taken into account.

### Basic elements for the creation of a tourist package for the gastronomy segment

As regards gastronomy-oriented tourism the creation of a network among restaurants and among restaurants and businesses, shops, tourist guides, cultural and sport associations, local authorities, etc. is almost necessary. In fact, even though a restaurant can have its regular customers and offer a package of its own, it will surely benefit in terms of visibility if it takes part in a pre-established package in case of an event or if it belongs to a product route (wine route, mushroom route, etc.).

The basic elements for the creation of a tourist package for the gastronomy segment both in restaurants and in case of a related event are:

- ★ Emphasizing the local cuisine and rediscovering traditional recipes
- ★ Emphasizing local products by writing on the menus where they come from
- ★ Agreements with guides to visit farms or to plan excursions related to the local gastronomy
- ★ Organization of cooking courses, involving customers in dish preparation

### Some suggestions for gastronomy related events

- ★ Match the event with a product (wine, cheese etc.), train the restaurant owner on the product features and provide the possibility to visit the area of production and to purchase at reduced prices.
- ★ Organize a fair on local cuisine but with aspects dedicated to other cooking traditions
- ★ Organize gastronomy fairs linked to music shows, cabaret etc., also respecting local customs
- ★ Plan gastronomy related events as part of other non- gastronomy related events.

The role played by restaurants in these cases will be to adapt themselves to the main theme of the event.

*Example:* in case of an event focusing on "Healthy lifestyles", "green menus" can be offered, with tasty but light food, even vegetarian recipes, but always prepared using local products.

### ☛ In practice: EXAMPLE OF A FULL PACKAGE

The price includes:

*N. of nights, full board with lunch comprising local products or dishes (price per person, double room);*

- *1 guided visit with taste of local products in a .....*
- *1 guided visit with taste of ..... and one guided visit of a workshop, store.*
- *1 dinner at a restaurant located in a product route with taste of .... Taste of.....*
- *1 lunch with local dishes served with local wines.*
- *1 entrance or guided visit to museums, churches etc. or guided excursions to museums, etc.*

### ☛ In practice: EXAMPLE OF A FULL PACKAGE

The price includes:

*n. of nights, half board (price per person, double room);*

- *Visita guidata del centro storico, di un museo, monumento ecc.;*
- *Guided visit of the old town centre, of a museum, a monument etc.;*
- *1 dinner in a restaurant located on a product route or involved in the package;*
- *1 guided visit in a farm, a wine cellar, a cheese factory or other;*
- *48 hours Card for: reduced prices to enter museums etc., special offers to buy in shops, companies etc, reductions on transportations, restaurants, bicycle renting or other.*

## Cultural tourism

Culture is seldom the main reason for a touristic experience.

Indeed, the world of cultural tourists is very much varied and it consists of:

- ★ *“Highly motivated”* tourists, who travel just to visit that particular museum or monument. In this case, the package can be reduced to just an offer for accommodation and food.
- ★ *“Partially motivated by culture”* tourists. To them, visiting a town or an artistic area also means making a trip, go shopping etc. In this case, the package can be integrated with other offers: gastronomy-related offers, reductions in shops, guided visits etc.
- ★ Tourists that see culture as a *“further motive”*, not the main objective of their travel, but a further opportunity. In this case guided visits, reductions in the price of entrance tickets to monuments, museums, transportation tickets etc. can be offered.

In order to create a cultural tourist package, we need to know first the type of tourist by the means of analysis and surveys.

As for the organized cultural tourism (groups) the package will mainly focus on the accommodation offer (room+meals), on promotional reductions to visit museums etc. and on the availability of tourist guides.

## Main tools for promotion

**Catalogues:** they can be published by a tourist association or a consortium of tour operators. As regards the promotion of single events with an attached tourist package, brochures are better. The distribution can take place in fairs, tourist offices, by snatch mail or a mailing list.

**Website:** each operator can have a personal link in the websites of associations, consortia, tourism authorities and the area dedicated to tourism in local authorities websites. On-line promotion and booking are increasing and they represent the second promotion tool coming immediately after the word of mouth by friends.

**Travel agencies:** the promotion of an offer can be provided also by specialized tour operators. This is an interesting formula, above all as regards packages for groups, a big source of income during off season.

Together with these tools we can add the *word of mouth* in the form of tips given by friends or family members And the *web blog*, a modern form of word of mouth and an immediate tool to search for interesting destinations (e.g. a blog of bird watching fans can be the best means to be chosen as the next destination)



## 10 RULES FOR SUSTAINABLE TOURISM

*Live the local life*

This poster entails all rules each tourist should abide by in order to promote sustainability.

❖ 1) ***Make Your Trip a Learning Opportunity***

Get information about the environment, its special characteristics, its global significance and the conservation efforts planned and implemented.

❖ 2) ***Support the Preservation of Wild life and Biodiversity***

Learn about the wildlife stock of the area and the dangers they are facing. Support conservation programs and projects.

❖ 3) ***Explore the area you are visiting***

Sightseeing after chatting with local people is the best way to find the most interesting and beautiful places of the area.

❖ 4) ***Support Public Transportations and sustainable ways for your transfers (e.g. sailing, canoeing, cycling etc)***

During your visit use collective means of transportation for arriving at the area and ecological for your excursions (sailing, cycling, horse riding, walking, etc)

❖ 5) ***Explore the local culture and customs of the area***

Learn about the local history, customs and culture by participating in their everyday life, local fiestas and events.

❖ 6) ***Support local economy***

Buy locally-made handicrafts and products. Where possible, choose accommodations owned, built and staffed by local people.

❖ 7) ***Use Natural Resources in a Sustainable Way***

For your accommodation prefer traditional hostels which are committed to reduce impact on the environment by functioning with respect to the natural resources (water, energy, etc.) and the sustainability rules.

❖ 8) ***Minimize Pollution. Support Waste management activities***

For your accommodation and eating prefer places which implement recycling programs. Cooperate with them and support their efforts.

❖ 9) ***Protect nature and the area you are visiting***

Only must remain the print of your feet at the area so as next time you visit, the place will be as beautiful as it is now.

❖ 10) ***Make tourism and conservation compatible***

Tourism does not always mean nature degradation. By following specific rules it can lead to environment protection and learning something new. You can be part of this effort.







Unione Europea



Mediterritage

