

# The International Forum for Responsible Tourism

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Best practices and experiences  
of responsible tourism in Europe

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# Responsible Tourism

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- Responsible tourism complies with the principles of social and economic justice in full respect towards the environment and its cultures.
- It recognises the centrality of the local host community and its right to act as a protagonist in developing a sustainable and responsible tourism.
- Responsible tourism acts to foster a positive interaction between the tourist industry, the local communities and the travelers.

# Main principles, objectives, practices

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- Respect for environment, local people and its culture, tradition, habits.
- Meetings with representatives of the local community, as NGOs, cultural associations, local authorities, unionists, cooperatives, artists, religious authorities etc.
- Support to the local economy, fight against poverty and leakage.

# A.I.T.R

- Established in 1998.
- About 100 members (all legal persons),
- Activity in Italy and in the world,
- Relationship with public authorities, with the private tourism industry, collaboration with Universities,
- Dissemination of R.T. , principles and campaigning, studies and researches.
- Member of Necstour



# EARTH

- Established in 2008, 18 members in 8 countries;
- Relationship with the European Institutions;
- Participation in projects, tourism fairs and events; lobbying
- Toward the merger with ISTO, **International Social Tourism Organization**.
- The biggest change is to turn ISTO into the **common home** of social tourism stakeholders active in social tourism and in other forms of tourism, including responsible tourism, solidarity tourism, fair tourism, community tourism, or in other words, all those who share a vision of tourism that benefits individuals, communities and local areas and contributes to development.



# ISTO

## International Social Tourism Organisation



### Who are we

The International Social Tourism Organisation (ISTO), a non-profit organisation, founded in 1963, is the common home of **Social and Responsible Tourism** all over the world.

Through our 150 members, gathering public and private organisations, we are a significant network that establishes close cooperation between its members and partners. Lobbying, networking, and providing knowledge and projects are our core actions.

Its main mission is to promote greater access to holidays and tourism activities for everyone, i.e. youngsters, families, seniors and people with a disability.

But also the promotion of fair and responsible tourism based on exchanges with the local population and contributing to the well-balanced development of the destinations.

# Cooperation projects

- Best practices in the cooperation for development in the South of the World;
- Collaboration between NGOs and tour operators in the projects: planning, promotion, upgrading;
- Presently we are managing projects in Albania, Lebanon, Cuba, Bolivia, Myanmar, Tunisia.

# AITR in action

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- Responsible tourism principles are universal;
- Difference between AITR and other European associations;
- Experiences in Italy as community based tourism;
- Tourism in the estates confiscated to the mafia;
- Ecotourism in parks and protected areas;
- Hospitable and welcoming communities and villages;
- Experiential tourism.

# Responsible tourism in the cities

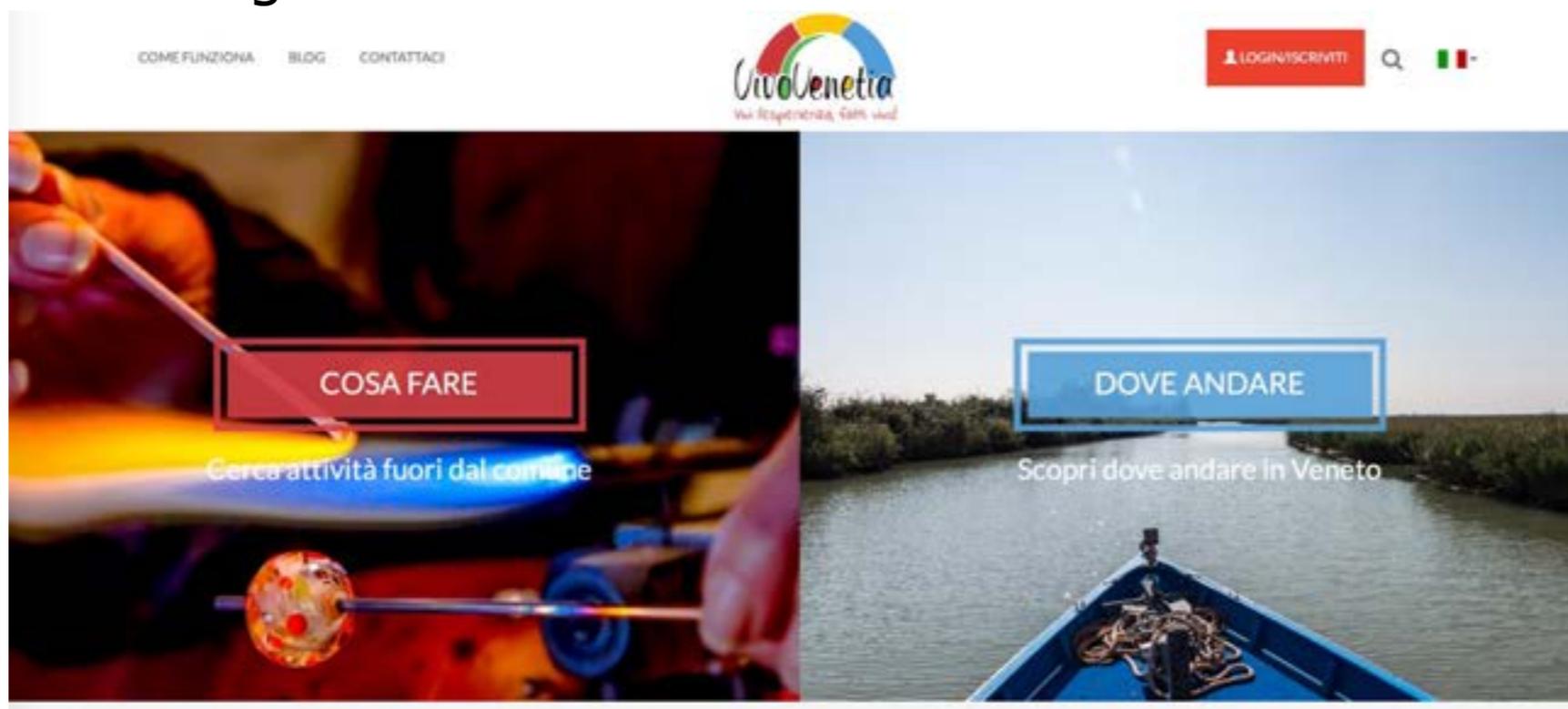
- Experiences of Responsible Tourism in big cities as Olinda in Brazil or Buenos Aires (district of Boca) in Argentina through a strong involvement of local people: cultural associations, artists, craftsmen, musicians, event organizers (ex: carnival), in addition to accommodation providers, restaurants, tour guides etc.
- Urban and social trekking proposed by our member **Walden**: slowly hiking in the cities, a lot of layovers, meetings, visits; a visit in depth, including hidden and little-known parts of the city.



The image shows a screenshot of the Walden website, which is dedicated to "viaggi a piedi" (hiking). The website features a navigation menu with links for Home, I Nostri viaggi, Chi siamo, Le guide, and Info e prenotazioni. A main banner displays a scenic view of a rocky coastline with the text "Selvaggia e profumata Capraia" and the dates "Mer: 31 maggio - Lu 5 giugno 2017". A search form titled "Trova il tuo viaggio" allows users to filter by Destination, Difficulty, Periodo, and Tipologia viaggio. The website also includes a "Calendario VIAGGI 2017" section and a "Visita il blog" link for "Social trekking".

# Vivo Venetia

- Venice: an example of mass cultural tourism, millions of people visiting some parts of the city; overcrowding, expensive and banal meals, fake and imported crafts; tourism authorities don't have to promote the city, they have to regulate the visits.
- VivoVenetia: proposes authenticity and identity: visiting the surroundings; local traditional food; traditional handicraft, with the possibility to attend the production, to attend courses to learn; how to make carnival masks, how to row in the gondola.



# Migrantour

**Discover the world in the city:** a project co-financed by the European Union in 2014, but already started in 2010, created by Viaggi Solidali

- Walking tours led by migrants (districts, markets, stores, cultural centres, worship places);
- Cross-cultural walks have a high social value; promote integration;
- A deep cultural sense, they highlight the contribution brought by migrations;
- An economic value: a complementary source of income for the guides.

# Migrantour

- Nine partner cities in four countries: Florence, Genova, Lisbon, Marseille, Milan, Paris, Rome, Turin, Valence;
- 20 different tour itineraries;
- Other cities joined the network: Bologna, Arezzo, Naples, Lyon;
- Large participations, mostly students and young people;

# Migrantour

## **The main outcomes of this experience:**

- Collaboration between different ethnic groups;
- Overcoming prejudices;
- Create self-esteem.

# Migrantour

**Video: Migrantour - the world in town**

<https://www.youtube.com/watch?v=6uJ6foEkNyk>



# Migrantour



# Thank you for your attention

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**[www.aitr.org](http://www.aitr.org)**  
**[www.migrantour.org](http://www.migrantour.org)**

