

Guide me green



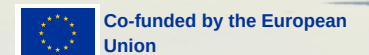
Project number
2021-1-DE02- KA220-ADU-000035124

Guide Me Green Manual on Good Practices

A Guidebook for Sustainable Tourism on a budget!



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A message from the authors

Guide Me Green is a project co-funded by the European Union, implemented by 7 Consortium partners from across Europe, aiming at making sustainable travelling accessible to all! **The Guide Me Green Manual on Good Practices** was elaborated in order to help travel enthusiasts adopt greener, more sustainable, and more meaningful travel styles on a smart budget! The booklet is interesting for professionals to develop new offers and for public authorities to support sustainable tourism development and strategies.

As many other industries, tourism has been affected by the Covid-19 pandemic, leading to a considerable drop in tourism activity of the sector globally. Being central to the European recovery, the sector needs smart (digital, sustainable) ecosystems for all tourism stakeholders, offering travellers sustainable experiences to become more resilient (European Tourism Convention 2020).

According to the UNWTO, tourists travelling on a low budget and otherwise disadvantaged often face 3 obstacles:

- The lack of knowledge about sustainable tourism/travel linked to lower levels of education
- They have limited options for sustainable accommodation/restaurants/experiences etc. in a low budget category
- They do not participate in sustainable travel options due to lack of information aimed at this target group

Making tourism more accessible and offering travel experiences to people with different needs by addressing them from various perspectives is a **social responsibility**, based on the actions of community agents. Guide me Green aims at making links between the needs of the low-income or disadvantaged traveller and local communities for more adequate sustainable travel and the needs of non-formal/informal educators (educational, civil, and tourism organisations) to enlighten adults to travel in a sustainable way.



This Manual is divided into 4 chapters focusing on 4 target groups:

- **Chapter 1 - Adult Educators and Trainers**

In Chapter 1, Adult Educators and Trainers are able to find Good Practices, which can be adapted to different local and national contexts, focusing on different categories. Hospitality; Cultural offers; Tourism trends; Destination; Accessibility; Education; and Other, to educate and encourage the uptake of sustainable travel!

- **Chapter 2 - Public authorities and policy makers**

The Manual gathers Good Practices that with their implementation and uptake by local and regional tourism stakeholders can contribute to the sustainable development of the region/country. Public authorities and policy makers are able to find the good practices in Chapter 2.

- **Chapter 3 - Tourism professionals**

The variety of Good Practices covers innovative ideas for tourism professionals/business to replicate, boosting the tourism service to become a more sustainable and responsible one.

- **Chapter 4 - General public**

The ultimate goal of the Guide Me Green Project is to boost the awareness of low-budget travellers about the sustainable travelling concept. There are many ways for low-budget travellers to plan their trips and make them more memorable, meaningful, and sustainable.

Enjoy the reading!

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Chapter 1

Adult Educators and Trainers



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Green Sail



Organisation
Green Sail



<https://www.green-sail.com/>



Sail into your dreams with Green Sail

Green Sail works closely with nautical tourism providers to initiate grassroots solutions to sustainability problems. Through education, hands-on programs and their network of partners and members, the Green Sail movement promotes the concept of sustainable tourism, with the aim of helping to protect the seas and oceans we rely so heavily on.

The movement has developed policies and direct action projects which have been adopted and continue to have a positive effect on local tourism operating environments. These include coastal cleaning, coastal waste reduction, recycling promotion, green tours and education to stakeholders, employees' partners and suppliers.



The course is free of charge and one can be volunteer on their programme. Moreover, programme is focusing on environmental protection, improving the local environment. This practice might be interesting for adult educators, trainers of the tourism sector, citizens and/or tourism organisations who are in search for sustainable tourism lessons.

Promoting sustainable lifestyles with gamification: the approach of the Italian company GreenApes

greenApes is a digital platform for sustainability: the company was founded in 2012 with the mission of promoting sustainable lifestyles via digital solutions. greenApes works for example with:

- cities that want to engage their citizens
- large companies that want to inspire their employees
- universities that want to educate their students about sustainability

The App allows them to create customised projects that promote better environmental awareness and sustainable behaviour through gamification. Users are rewarded for their sustainable behaviour with Bankonuts points, which give access to gifts, discounts and experiences offered by partners.



This platform is an excellent example of a partner that can help tourist destinations and adult education centres create projects for the adoption of sustainable lifestyles. Users of the platform are encouraged to adopt virtuous behaviour through a gamification approach: each 'good' action for the environment allows them to collect BankoNuts points that can be spent at greenApes affiliated partners. Projects developed so far promote sustainable mobility, adoption of a healthy and conscious diet, and behaviour that contributes to carbon neutrality. A project focusing sustainable tourism could also be put in place.



greenApes



Organisation
greenApes srl



<http://www.greenapes.com>



Rural Erasmus: internship program in towns with fewer than 3,000 inhabitants.

The 'rural Erasmus': University of Zaragoza and Provincial Council. If a Veterinary student wants to be close to animals, if another Geography student needs to know each terrain or if another Tourism student wants to analyze the possibilities of an unknown place, what better than to do it in a town? That is the idea that the University of Zaragoza and the Zaragoza Provincial Council conceived together when they created Desafío y Arraigo, an initiative with which they encourage their students to approach small municipalities. To do this, they designed an internship program that the students would carry out in towns with fewer than 3,000 inhabitants. Since then, hundreds of students of Food Science and Technology, Geography and Regional Planning, Tourism, Veterinary Medicine, History, Medicine, Social Work or Economics have already carried out their internships in the rural areas closest to them.



Since 1997, UNIVERSA has been the Orientation and Employment Service of the University of Zaragoza. Universa manages this project thanks to the collaboration agreement between the Aragonese Employment Institute (INAEM) and the University of Zaragoza. The objective of this service is to favor the insertion of young university students in the labor market and to adapt their professional profile to the needs of companies and institutions. UNIVERSA is aimed at students in their final years and graduates of the University of Zaragoza who want to join the professional performance and want to improve their professional and employment situation, in addition to knowing and developing their attitudes and skills, supported by qualified technicians.



Rural Erasmus



Organisation
Zaragoza University



<https://empleo.unizar.es/informacion-universa>




Accessible tourism courses for tourism workers and managers, making tourism a luxury for all!

RESTAT is a project funded by EU ERASMUS+, aims to address the scarcity of available VET training courses by offering a holistic, package solution to render Tourism workers and professionals competent, ready to offer diverse tailor-made services to tourists with special needs, and notably, to subsequently act as the true promoters of Accessible Tourism.

The project presents outputs focusing on practical skills and employment Context Mapping research study to identify a set of desirable AT skills most likely to be accumulated on-the-job. The project conducts an upskilling course with specific training modules for tourism workers and managers. Lasting, a Career Guidance Tool that boosts Employability and Job Mobility of Tourism Professionals, points them to the most suitable career options based on both of their validated skills and personal characteristics.

In the long run, RESTAT aims to make AT a vibrant economic sector in smaller towns' contexts with the well-prepared workforce to enforce sustainable development, responsible tourism and the social value of equal opportunity.

 Accessible Tourism is one of the main points of the Guide Me Green project. Tourism is often considered a luxury, and it is, travel can provide so many valuable memories and lessons. Making sure everyone is able to enjoy tourism, it is important to first educate the tourism workers and managers. So concrete changes could be made.



RESTAT

 Organisation
The Municipality of Tusa

 <https://restatproject.eu/>



Eco rewards: a great example from the UK for all local authorities wishing to encourage the adoption of sustainable behaviour

Eco Rewards is a British platform that rewards green travel choices. It offers rewards and incentives to schools, companies and communities to encourage residents and students to choose greener travel and healthy lifestyles and reduce their carbon footprint. After registering on the platform, participants can record their sustainable travel choices, like walking, cycling or travelling by train. The platform calculates points, CO2 savings and green miles, through which users can access cash back and gifts, funded by about 1.000 online retailers. League tables, prize draws, medals and carbon savings calculator keep motivation high.

Although Eco rewards is not specifically in the field of sustainable tourism, we at Guide Me Green think it is a great example. Policy makers can draw inspiration for initiatives that motivate citizens to adopt sustainable behaviour. Through the platform it is possible to organise competitions to engage users, adding a fun part that keeps motivation high. The prizes to be won when reaching the various levels act as an incentive for the adoption of virtuous behaviour even by citizens with little environmental awareness. Similar initiatives can also be developed by tourist destinations, e.g. to encourage environmentally friendly behaviour by tourists.



Eco Rewards



Organisation
EcoRewards



<https://www.ecorewards.co.uk/>





Travelife



Organisation
Travelife



https://www.travelife.info/index_new.php?menu=home&lang=en



Giving sustainability a New Perspective

Travelife is a leading training, management and certification initiative for tourism companies committed to reaching sustainability.

Travelife provides online training and practical tools for sustainability planning, management and reporting. The training and tools are suitable for companies of any size and cover all management fields of the travel business including office operations, supply chain, destinations and consumers. Upon compliance with the Travelife standard for Tour operators and Travel agencies, the travel company can obtain the "Travelife Partner" or "Travelife Certified" status.

The Travelife management requirements comply with ISO 14001 and EMAS III standards. The performance requirements include the full set of ISO 26000 and OECD Corporate Social Responsibility guidelines which include labor conditions, human rights, environment, biodiversity and fair business practices. Travelife works closely with the industry to introduce and promote the scheme.



Travelife is designed to provide sustainable strategies for companies in an affordable price. To support one on their road to sustainability, Travelife offers a wide range of services which include training, management, planning, reporting and B2B tools. Travellife training is available in more than 15 languages and has been tailored to different countries and types of travel companies such as tour operators (incoming & outgoing) and retail travel agents.

Tourism businesses who are looking for professional guidance in their green transformation could definitely find the right sustainable strategies in accordance to their needs.

Cultural Passport "Program: Education 360"

The city of Reus promoted the Cultural passport, as an experience to connect learning opportunities through the cultural activities for children in elementary school with few economic resources. Offered a lot of discounts and special condition to have access to different cultural sites (museums, art galleries, theaters, libraries, sport activities...) When the students attend an event, the cultural equipment must sell with his own stamp the passport. Educació 360 is an educational, social and political initiative that the community and the municipality understand as a local educational ecosystem, capable of connecting the learning that is produced in all the times and spaces of people's lives. This plan links the school, the families and all the agents and resources of the community, veiling to guarantee equality and equal opportunities.



Educació 360 is an educational, social and political initiative that understands the community and the municipality as a local educational ecosystem, capable of connecting the learning that takes place in all times and spaces of people's lives. This approach links the school, families and all agents and resources of the community, ensuring equity and equal opportunities. This 360-degree view proposes that the educational model should also promote and incorporate educational opportunities that are currently outside the formal school system: extracurricular activities, vacations, lunchtime and, in areas such as the arts, sports, recreation, leisure, technology.



Cultural Passport



Organisation

The Barcelona Provincial Council, the Federation of Pedagogical Renewal Movements (FMRPC) & Jaume Bofill Foundation



<https://serveiseducatius.xtec.cat/terraalta/general/educacio-360-educacio-a-temps-complet/>



Act. Change. Escape the room - learn sustainability through a gamification approach A pilot project of the German Federal State of Niedersachsen

The association of educational initiatives of the Federal State of Niedersachsen in Germany, together with other associations, launched in 2019 the pilot project "Act. Change. Escape the Room. Play for a sustainable world." The project foresaw the development of an escape room on the topic of sustainability and environmental awareness. The escape room is conceived for young people and adults and contributes, with a gamification approach, to raise awareness on the topic of sustainability. Through the playful method of the Escape Room, the sustainability is presented in such a way that different target groups can find low-threshold access to the topics of environmental sustainability, economics, social and global issues.



In order to attract a new type of audience to sustainable tourism, original solutions must be tried out.

The organisation of an Escape Room allows participants to solve a problem - in the case of the project of the Federal state of Niedersachsen a problem of environmental sustainability. Only after finding the solution together as a team, they will be able to leave the room. This allows the participants to reflect together on issues that are perhaps not part of their daily lives.

An Escape Room can have different themes: the resolution of a crime, a survival mission ... or, why not, even achieve the ecological transition of a hotel without falling into the temptation of greenwashing.

The possibilities offered by Escape Rooms are endless. The public they attract is very diverse and this allows them to raise the awareness of a very wide audience on a subject they are not very familiar with.



Niedersachsen



Organisation
Verein Niedersächsischer
Bildungsinitiativen e.V.
(VNB)



<https://www.vnb.de/formate/projekte/projekte-aktuell/escape-room-act-change-escape-the-room-spiel-fuer-eine-zukunftsfaehige-welt/>



Sustainable education in Pozuelo de Alarcón

The Environmental Education Classroom is an educational resource of the Department of Education and Citizen Participation, which offers free of charge a wide range of activities during school hours related to sustainability, citizen engagement and the environment, as well as the acquisition of skills. The team of the Environmental Education Classroom will develop, as in other years and during school hours, a total of 31 different activities, adapted to all grades (from 2 years old to the Baccalaureate stage) and with special modifications to meet the health and hygiene requirements that this new stage requires. This year, responding to the demand of the moment we live in and to the educational needs, a new activity called "Healthy nature" is offered, which will allow students to enjoy the Environmental Education Classroom understanding the importance for our health of taking care of the environment, with special emphasis on safety and health measures.



The City Council of Pozuelo de Alarcón, which continues to bet on sustainability and care for the environment. For this, it will promote new actions in the Environmental Education Classroom.

In the new scenarios that we will encounter in the coming school year, outdoor educational activities may be of special interest to schools, although the specific conditions of implementation will be determined by them, adjusting to the instructions received.

Up 2021, the Environmental Cycle Routes, the Sustainable Cycle Routes or the Ecovial Education courses will be maintained. The aforementioned agreement includes an improvement in the renewable energy itinerary with a new solar dish.



Environmental Education Classroom

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Organisation
City Council of Pozuelo de Alarcón



<https://educacionambiental.pozuelodealarcon.org/>



Co-funded by the European Union

Vocational and Educational Training on accessible tourism

DIVE TOUR is a project funded by the Erasmus+ Programme VET sector, focused on innovative training products for Vocational and Educational Training (VET) on accessible tourism. Their objectives are to create synergies and knowledge sharing between all stakeholders in a training community platform; to develop game based solutions for young tourism entrepreneurs and students; and to explore virtual reality and artificial intelligence applied to tourism training and accessible tourism services.

Addressing individuals and organisations operating in different sectors - Vocational Education and Training, labour market, research and development - the project will implement specific tools for learning, for the experimentation of innovative technologies within enterprises, and also tools to stimulate dialogue among different operators in the sector, whether they are student trainers or economic operators. The project is still in the stage of preparation, the plans and the vision are nevertheless interesting and engaging.

The project will develop an online platform, an Open Learning Community, where the VET sectors, companies, and experts could have a space for dialogue and confrontation. Through sharing experiences, activating forums and organising dedicated webinars, the virtual community of people and organisations for the promotion and development of the concept of accessibility in the tourism sector will grow and expand, and as a response to the new challenges that Covid 19 has posed to all of us.

DIVETOURL will also develop a game-based app to foster awareness targeting young people on the ethical and economic relevance of accessible tourism and to learn about the opportunities and challenges of accessible tourism by playing games, including specific customer care strategies. Lastly, with the help of technology, DIVETOURL will create a conversation simulator (chatbot) for tourism sector operators to interact with users through digital devices only and to improve the quality of information and communication in relation to issues such as inclusiveness and accessibility.



Gamification and innovative technologies are efficient ways to be used in the education field. They are engaging and are able to help students, especially the youngsters to understand fast and clearly in a fun way. Combining gamification and sustainable tourism topics are able to make a greater impact on the younger target group, inspiring them to learn more about it. Making learning materials online allows people from around the world to gain knowledge on sustainable tourism. Giving people equal opportunity to learn and implement sustainable tourism as their travel choices!



DIVE TOUR



Organisation
ENAT, The European
Network for Accessible
Tourism non-profit
association



https://www.accessibletourism.org/?i=enat.en.enat_projects_and_good_practices.2263



Storytelling: a great way to promote a good sustainable tourism story with the TourBo project!

Storytelling can be a great way to promote a sustainable destination or to engage adult travellers on the topic of sustainability. The Interreg project Tour-Bo, involving German and Danish tourism stakeholders, is a forerunner in this respect.

Tour-Bo has developed a storytelling toolbox that can be used to communicate good stories about sustainable tourism.

Like every good story, the story of sustainable storytelling has a heroine: the content worth telling - be it a sustainable accommodation, a green tourism destination, an interesting initiative etc. The story also has a villain: Greenwashing, which tries to trick the heroine with slogans and superficial solutions.

The toolbox was presented at a workshop in June 2021. Participants were able to learn how to tell and promote their own sustainable tourism initiative by constructing a good story.



According to the Guide Me Green team, this best practice is particularly interesting for two types of target groups:

- 1) For tourism professionals, because to successfully market a sustainable tourism destination you need to know how to tell a good story and promote yourself effectively.
- 2) For adult educators, because storytelling allows learners who are usually not very interested in the topic of sustainable tourism to be approached in a playful way.

We find it very interesting that the villain of the story proposed by the Tour-Bo project is Greenwashing (and not for example mass tourism, unsustainable mobility or large hotels that destroy the natural environment).

Greenwashing is a red herring and Tour-Bo warns companies and tourist destinations. These may in fact be attracted by solutions that are easy to implement but have little effect, allowing them to present themselves as sustainable while not really being so.



TourBo project



Organisation
Interreg Tour-Bo project:
Tourism cross-borders



www.tour-bo.eu





Ecocentric



Organisation
Ecocentric NGO



<https://ecocentric-foundation.org/>



Ecocentric- a NGO for sustainable development

Ecocentric is a non-governmental organisation that aims to contribute increasing the awareness of environmental culture among all social, economic and age groups of civil society.

Ecocentric was established in 2011 to help and stimulate through its activity the affirmation of the principles of sustainable development, which seek a balance between the interests of society, environmental protection and the pursuit of economic development. ConsUmuway is an educational interactive project of the "Ecocentric" Foundation, aimed at high school-aged youth. It focuses on responsible consumption in dynamically changing global living conditions, with trainings taking place outdoors in the form of city tours.



Conducting workshops of topics around nutrition and sustainable development is relevant to this day. Many independent restaurants, cafes, pubs and others can attract a special audience if they are familiar with the specifics of this movement and to invite their target groups to join some practical event. Also, in schools, universities and training centers such informative lectures can be interesting, especially if they are taken outside the classroom.

Each lecture or event can be subordinated to a different idea related to sustainability.





Green Schools Project



Organisation
Green Schools Project



<https://www.greenschoolsproject.org.uk/>



Green Schools Project aiming to support schools to develop an adequate response to the climate and ecological crisis

Green Schools Project helps students in leading projects, it delivers teachers training sessions, and supports schools in reducing their carbon emissions with a focus on the learning opportunities provided by this process. In November 2021, the Department for Education of the UK released a draft of Sustainability and Climate Change Strategy.

The aim is to put climate change at the heart of education system and the vision to make the United Kingdom the world-leading education sector in sustainability and climate change by 2030. They have 26 fully resourced session plans and presentations for teachers to use with their classes.



Publishing lessons for use for other coursework, trainers, colleagues is a good example to be adopted by various training, learning centers and other formal and informal organisations with a focus on sustainable development.

Thus, in addition to creating a network of trainers to share their ideas, it helps more and more people acquire new knowledge in the field.



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Chapter 2

Public Authorities and Policy Makers



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Northside Festival



Organisation
Northside



<https://northside.dk/>



Northside festival in Denmark: a great example of how to promote respect for the environment in a creative way



The Northside festival is a three-day music event that takes place in June in Aarhus, Denmark.

The festival has a strong focus on sustainability and the organisers have come up with very creative tricks to prevent festival participants from polluting and littering the environment with their waste.

One of the most interesting initiatives is the presence of trash butlers and trash maids: people dressed in elegant service outfits who go around the festival handing out rubbish bags and pocket ashtrays for cigarette butts. In addition, they run a programme whereby people get a free beer after collecting a set amount of cigarette butts. These initiatives seem to work, so much so that the Northside festival has the reputation of being one of the cleanest festivals in Scandinavia!



Although receiving a free beer in exchange for waste collection may seem a bit trivial, this initiative has certainly proven to work. Locations where festivals take place are often littered with empty beer bottles and cigarette butts. In contrast, the Northside festival manages to maintain a certain level of cleanliness.

The festival is an inspiration to local administrators and organisers of cultural events, who can organise initiatives that compensate citizens or participants who help with litter collection or adopt sustainable behaviour.



The Association of Ecotourism in Romania



Organisation
Association of Ecotourism
in Romania (AER)



<https://www.eco-romania.ro/en/>



Perfect for your next low budget experience!

The Association of Ecotourism in Romania (AER) is a partnership for nature conservation and tourism development in Romania. The innovative concept promoted by AER is to rally the public and private sectors in a partnership for nature conservation and sustainable tourism development.

AER has 56 members country-wide, most of them are small tourism businesses, such as guesthouses or tourism agencies specialized in outdoor programmes and rural culture. Another part of its membership is represented by organisations for nature conservation and sustainable development, and a smaller percentage is represented by individuals who wish to support the activity of the association and, through their profession, are interested in the development of ecotourism in Romania.

The Association of Ecotourism in Romania also provides consultancy in ecotourism and sustainable tourism. The AER specialists can cover multidisciplinary approaches, on a wide variety of subjects, from sustainable tourism and ecotourism, interpretation of natural and cultural heritage, design, photography, architecture and interior design, nature conservation and communication.



This initiative brings together tourism associations, non-governmental organizations for local development and nature conservation, guesthouses and tourism agencies.

Ecotourism crystallizes around the direct and personal experience in the middle of nature, it takes place in nature and is based on its usage, respectively on harvesting its geomorphologic, biologic, physical, and cultural features.

This initiative is planned to reduce impact on the natural environment by joint effort. Indeed, to protect and conserve environment requires the contribution from each side.



Grandhotel Cosmopolis



Organisation
GRANDHOTEL
COSMOPOLIS E.V.



<https://grandhotel-cosmopolis.org/de/>



How tourism can foster inclusion: the excellent example of Grandhotel Cosmopolis

The Grandhotel Cosmopolis is a hotel in Augsburg that hosts residents “with or without asylum” hence, it hosts tourists and refugees in the same infrastructure. The concept was developed by a group of artists who wanted to foster integration and enable a different approach to people of all origins, where refugees and visitors can come together and exchange their cultures. The Hotel, with its 11 guest rooms, coexists, in fact, together with a refugee accommodation that hosts around 65 among families, men and women. However, in contrast to "normal" refugee homes, the guests of the Grandhotel Cosmopolis do not live isolated and separated, but share the floors with hotel guests and hoteliers. With its café-bar, cosmopolitan organized kitchen and numerous workshops the hotel stimulates an intercultural meeting for travelers of all kinds. The restaurant is also quite interesting, since every guest can pay as much as he/she can



Although this initiative actually has nothing to do with sustainability, we at Guide Me Green believe it is a great example of how tourism can be a vehicle for inclusion for the marginalised in a community. Tourism as a boost for inclusion is one of the goals of our project.

Refugees are socio-economically and culturally disadvantaged adults. By promoting cohabitation with tourists, a channel of exchange and dialogue is created that benefits the entire community.

This initiative can be replicated with a focus on sustainable tourism practices.





U.R.T.S

Una Rete di Turismo Sociale Project



Organisation
Presidenza del Consiglio
dei Ministri – Dipartimento
per lo Sviluppo e la
Competitività del turismo



http://www.ecalypso.eu/e-statico/files/documents/CALYDOC_2_4_13.pdf



European co-funded project seeking to encourage tourism in favour of disadvantaged groups throughout European countries



The U.R.T.S (Una Rete di Turismo Sociale) project seeks to encourage tourism in favour of disadvantaged groups throughout European countries, but particularly in Italy and Malta.

The project aims to generate economic growth of business in the lead Country and in the partner Countries increasing tourism during the low season, in order to generate more and better jobs in the tourism sector; to facilitate transnational exchanges in the tourist low season for specific disadvantaged target groups (Seniors, Youths, People with Disability, Families with low income); and lastly to study and define several models for developing policies and incentives to attract tourism.



Low season exchanges of disadvantaged groups (youth, disabled people, families, and elderly people) could give an opportunity for people who don't usually have the occasion to travel and see the world, and simultaneously improve the life of the local- both economically and environmentally.

With more project promoting, finding ways in facilitating the low-season exchange, will help improve the exchange of disadvantaged tourists during the low season.



Family Holiday Charity



Organisation
Family Holiday Charity



<https://familyholidaycharity.org.uk/>



Holidays that heal the spirit with Family Holiday Charity. The British charity enables low-budget families to take a week-long trip at no cost

Family Holiday charity is a British charity that organises holidays for families who are going through a difficult time (i.e. mental health, disability, bereavement, isolation, abuses) and cannot afford a holiday. For many of these families it is their first holiday ever. Once the families have been granted access to the programme, they can choose the type of holiday they need (sea, mountains, countryside, etc.). Holidays are paid through donations.

In its almost 40 years of existence, the charity has enabled more than 50,000 families and 200,000 people to enjoy a week's holiday



According to a study of the European Trade Union Confederation, in 2021 about 35 million people in the EU cannot afford holidays because of poverty. The Family Holiday charity allows low-budget families in need to enjoy a week's holiday in one of the locations offered by the platform. 90% of the families, who are facing difficult times due to illness, bereavement, psychological and physical abuse, showed that they truly benefit from the holiday, which becomes a time for family members to get together.

The platform has no focus on sustainability for the time being, an element that could be taken into consideration if the initiative is replicated.

Family holiday charity can be an inspiration to policy-makers for initiatives to support holidays for low-budget families.





Burren Geopark



Organisation
The Burren Ecotourism
Network



<https://burren.ie/>



Burren Geopark- Leave No Trace

The Burren, in County Clare on the fabled Wild Atlantic Way , is one of the largest limestone areas in Europe and is internationally known for its lunar landscape and unique vegetation. Full of unforgettable experiences, the extraordinary topography of the region has made it a unique place in the world. The Best in Travel jury has been impressed by the community effort of the Burren Ecotourism Network, which demonstrates how tourism and sustainability do not have to be incompatible. The care of this very special environment and the coexistence with nature is the central axis of the Burren Ecotourism Network. All companies in the network subscribe to the Burren Geopark and Cliffs of Moher 'Code of Sustainable Practice'; an online platform that measures waste production, water consumption and energy use and encourages each company to make reductions in these areas.



Leave No Trace Ireland aims to promote and inspire responsible outdoor recreation through education, research and partnerships. It began in 2004 as a concerted effort across a range of recreational and land-managing bodies to address the increasing burden of negative impacts on the mountains. Today, Leave No Trace Ireland exists as a not-for-profit company run by volunteers and employing one part-time person. At the heart of Leave No Trace is an educational message that encourages us as recreational users to understand the consequences of our actions, and challenges us to make good choices when we do our activities in the outdoors.





ACCESSTOUR



Organisation
Nordland
Research Institute



<https://www.nordlandsforskning.no/nb/accesstour>



Tourism for all- ACCESSTOUR is boosting the knowledge on sustainable local communities and eco-tourism destinations!

The purpose of ACCESSTOUR is to increase knowledge about sustainable local communities and nature-based tourism destinations. By unveiling and promoting the knowledge, it could help the tourism industry to set a new direction for tourism destinations. ACCESSTOUR is a research project that will both contribute to increased value creation for tourism and new knowledge. A new research project will help tourism providers in rural areas to realise the potential that lies in making destinations more accessible to all. Older people, people with disabilities, families with young children. These are different examples of people who may have a greater need for accommodation than others. Visitors to tourism destinations in the rural areas will encounter challenges of many kinds. Are there adapted transport options to and from the destination? Are there adapted accommodation and restaurants? What about experiences both indoors and outdoors? Are the facilities adapted for children and families with children? Is there sufficient information about the offers, and is the information also available for the visually impaired? The potential for improving accessibility and information is consistently great. Tourism that is adapted for everyone can contribute to more people choosing the adapted destinations. "The purpose is to increase knowledge about how we can develop sustainable local communities and accessible tourism destinations in rural areas". The project will investigate the potential that lies in the facilitation of tourism for such destinations. ACCESSTOUR will help increase accessibility for visitors from outside, but also for locals with different functional abilities. If this is successful, value creation will be able to increase both for the tourism industry and the local community.



Due to COVID-19, like other industries, the tourism industry is one of the victims. However, it also opens a door for destinations and local communities that want a more sustainable destination development. Oftentimes, tourism is seen as a luxury, and it is not adapted for everyone. However tourism should be adapted for everyone. Everyone should have the option to travel. ACCESSTOUR is discovering tourism that is adapted for everyone. Combined with a stronger orientation towards local, regional, national and close foreign markets, a more accessible tourism industry can both contribute to reducing the carbon footprint of tourism and to better public health, increased quality of life and thus increased well-being for the local population.





Thompson Okanagan



Organisation
Thompson Okanagan
Tourism Association



<https://www.totabc.org/>



Sustainable Travel in the Thompson Okanagan, an inclusive destination



Successfully achieved the Sustainable Tourism Accreditation from Biosphere International and the Responsible Tourism Institute. Goal is to help tourism stakeholders within the region get involved in creating a sustainable destination through TOTA's Biosphere Commitment programme. This programme helps businesses identify opportunities to meet the 17 SDGs within their own business and become a Biosphere Committed Company.

TOTA has compiled education, training, and other resources to support tourism businesses through streamlined communications.

TOTA is committed to becoming a world-renowned accessible tourism destination and to promote "Access & Inclusion" in all aspects of community and tourism experiences, products, and services in the Thompson Okanagan region.

Experiences that are inclusive and accessible provide equal opportunity and participation for everyone - regardless of age, ability, size, gender, or culture. Living, working, playing, and travelling with and alongside family and friends is an essential piece to everyone's mental, emotional, and physical well being. Travelling together nurtures a sense of belonging and understanding for everyone involved.



As a destination Thompson Okanagan stands out because of its excellent dedication to sustainability and work with local communities in order to deliver on a shared vision for tourism. Low budget travel is not specifically mentioned although the destination is working towards becoming a world-renowned accessible tourism destination. Tourism professionals, public authorities and policy makers from (aspiring) sustainable destinations can look at the case of Thompson Okanagan in order to develop more inclusive tourism strategies, including those that can attract tourists who are travelling on a low budget.



Visit Flanders



Organisation
Visit Flanders



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



Visit Flanders - Merging solidarity and expertise into a network so holidays are possible for anyone who experiences barriers

Visit Flanders is focusing on encouraging balance so that its destinations begin to flourish. Choosing to focus on the positive power of travel experiences, as a guest, visitor or entrepreneur, doesn't mean that they ignore the negative effects of tourism. However, it does mean that they make the negative impacts our starting point as quick fixes to specific problems (such as over-tourism) will fail unless we consider the whole system.

The Visit Flanders recommendations for tourism policy 2019-2024 are based on a deep, co-creative process with dozens of participants from the public and private sector, from Flanders and abroad. It's rooted in a large listening survey with more than 1,600 travel stories, meetings with hundreds of tourism professionals, five think tanks, numerous conversations and many internal exercises at VISITFLANDERS. All during the span of a year and a half where they also explored the evolutions in the wider world of travelling.

Visit Flanders want to facilitate a network that makes holidays possible for people who experience barriers. They convinced of the beneficial effects of holidays and recreation and do not want to deny those experiences to anyone. Creating opportunities and providing opportunities doesn't automatically lead to opportunities being taken and therefore increased participation. Encouraging participation is a tricky balancing act. Discounts aren't enough, because the financial barrier is not the only one to be broken down. There are also physical barriers, there is a need for skills, a certain amount of solidarity and adequate challenge.



At Visit Flanders stakeholders work together in a multi-stakeholder network. Social challenges such as poverty, integration, social exclusion, loneliness, inclusion, the ageing population and healthcare are so complex that one organisation or policy area can't tackle it alone. Participation is an important guiding principle. Stakeholders aim at working together and to bring all the knowledge and experience together to create better policy. They don't talk about people, but with them. A relaxing holiday or a nice day out with the family is not a miracle cure for poverty or social isolation, but it's one step in the right direction and part of the answer.

Visit Flanders strengthen the Everyone Deserves a Holiday Network (Iedereen Verdient Vakantie), which is a powerful collaboration that utilises the core competencies of each partner. They choose to share the knowledge they gain with the wider world and research the potential for broader application.

Inclusive road signs with pictograms

The City Council of Reus has marked with inclusive pictograms crosswalks in front of three schools in the city. The goal is to make the city more friendly and understandable. Pictograms, communication with images, will help children with severe neurodevelopmental disorders such as ASD but will be useful to everyone. To give visibility to the need to address the different needs of citizens when it comes to informing them about the use of public roads and, beyond that, to move towards an inclusive city. The crosswalks show graphically the sequence of actions to be followed to cross the street safely according to ARASAAC pictograms, which are already used in the interior signage of several schools in the city. Although there is no definite timetable, the aim is to extend this signage to other crosswalks, and also to integrate it into the interior signage of municipal facilities and installations.



This initiative aims to give visibility to all groups and thus integrate them into the daily life of the city. In order to carry it out, collaboration has been made with different entities related to the group. The Supera't Association of People with Autism Spectrum Disorder and their families of Reus is an organization that works, through various projects, for people with this condition and their families with the aim of improving their daily lives and full inclusion in society. Other associations that have also participated in the project are Espai TEA and Aspercamp which are also present in the city.



Pictograms in Reus



Organisation
Municipal Council for
Disability in Reus,
Supera't, Espai TEA,
Aspercamp



<https://www.reus.cat/>





Stadt Bergkamen



Organisation
Federal Ministry of
Agriculture



<https://info.bmlrt.gv.at/en/topics/tourism/sustainable-tourism.html>



Supporting Sustainable Tourism Development - the strategy of Austrian Federal Ministry for Agricultural, Regions and Tourism

The Austrian Federal Ministry of Agriculture, Regions and Tourism deals very intensively with ecological, economic and socio-cultural issues. Sustainability in all its forms is the overarching concept for tourism in Austria. In the very complex explanations of the scientific work, we found one point particularly interesting for our target group. What role does the night train play as the main mode of transport in ecological sustainability? Night trains are often cheaper than day connections and flight tickets. They are currently not optimally developed and the work shows how valuable the expansion of night train routes in Europe could be in order to limit the environmental impact of air traffic. The work also looked at how travelers evaluate value for money and when they are willing to pay a higher price.



The strategy of the Austrian Federal Ministry for Agriculture, Regions and Tourism can be an inspiration to other local or national authorities wishing to implement sustainable tourism in their region or country. In this paper, the authorities ask a question of central importance, particularly for the Guide me Green target group: when are travellers willing to pay more? What can be done to implement low-cost sustainable solutions? The night train, if offers are expanded in the coming years, could be a good option for those who want to pay little and travel in an environmentally friendly way





Urlaub mit der Familie



Organisation
Bundesarbeitsgemeins
chaft Familienerholung



<https://www.urlaub-mit-der-familie.de/>



Away from everyday stress: holidays for families in need with UrlaubmitderFamilie

Urlaub mit der Familie translates into 'Family Holidays'. Through this platform, families with disabled or needy relatives, families in stressful living or economic situations and single mothers and fathers can find more than 50 non-profit family holiday centres.

Prices for families are tax-free. These facilities also help low- and middle-income families obtain financial aid offered by the German federal states to partially cover the cost of their their holidays.

Every accommodation offers educational activities for the whole family, the cost of which is included in the overnight stay. The accommodation offered are rather varied and include campsites by the lake, holiday homes in the mountains or by the sea, comfortable hotel rooms in medieval castles, palaces and monasteries to four-star hotels



UrlaubMitDerFamilie enables all families, especially those in need, to take a break from everyday stress and enjoy a relaxing holiday. Affiliated facilities enable low-income families to use state aid to finance their holidays.

Although some of the affiliated facilities are quite sustainable, the initiative could be replicated with a stronger focus on green travel.

This best practice can be an inspiration for policy-makers to set up funds to encourage low-income families to travel sustainably.



Bay of Plenty



Organisation
Bay of Plenty



<https://www.bayofplenty.nz.com/>



Bay of Plenty



Tourism Bay of Plenty is a regional tourism organisation & Destination Management Organisation (DMO) and takes the lead role in managing the Coastal Bay of Plenty as a thriving tourism destination and growing the region's visitor economy in a sustainable way. They work closely with industry sectors including travel trade, cruise lines, domestic and international media, visitor services, events, and local tourism businesses to create a visitor experience that benefits the community and works within our environment and unique culture rather than against it.

Their recently released strategic vision Te Hā Tāpoi (The Love of Tourism) ensures that the experiences of 'Our Place' offered to visitors help the region flourish both culturally and environmentally. The strategy includes regenerative principles which lead to a more holistic vision for tourism that is fully inclusive and caters to all segments of visitors.



Bay of Plenty is an excellent example of a regenerative tourist destination with a comprehensive strategy in place which promotes a holistic and regenerative tourism outlook among local stakeholders. This in turn benefits both visitors and local professionals and residents. Regenerative strategies also have a strong focus on accessibility and inclusivity when it comes to visitors but also to local collaborators and contributors. The strategy does not specifically mention low-income visitors or tourists but offers a strong backbone on which public authorities, policy makers and tourism professionals can build an offer for low-income tourists. The practice can also be very relevant for educators and trainers who are working with tourism professionals or adults interested in developing a more inclusive offer at destinations, which are already advanced with the implementation of sustainable principles.



82-4000 Solidaires



Organisation
82-4000 Solidaires



<https://824000.org/>



82-4000 Solidaires, sharing mountaineering with those who cannot afford it

The 82-4000 Solidaires association brings together a large network of volunteers from all walks of life who mobilise to organise and share mountaineering courses with people from extreme poverty. With more than 75 such experiences already carried out since 2013, the association is already the dream of hundreds of teenagers and young adults from underprivileged neighbourhoods in France, Belgium and Switzerland. It actively contributes to their social integration and to a professional openness to mountain professions.

Participants experience a night in a refuge, the ascent of a summit and the discovery of mountaineering techniques. These courses are an experience that restores confidence and create a new momentum in the life of the participants.



The practice focuses on mountaineering and making it accessible to those who cannot afford a mountain or skiing holiday while at the same time contributing to the personal development of the participants. This concept could be developed in other areas to offer a variety of opportunities of holiday making to families or young people living in poverty or on a very low budget.





Label Jungle!



Organisation
Entwicklungsdienst e.V. -
Tourism Watch



<https://www.tourism-watch.de/de/schwerpunkt/weg-weiser-durch-den-labelschungel-im-tourismus/>
Link to the brochure:
<https://www.tourism-watch.de/media/959>



Don't get lost in the label jungle! the new brochure of Entwicklungsdienst e.V. - Tourism Watch allows you to find your way through the myriad of eco-labels

Organic and fair trade are in vogue - not just for shopping, but increasingly also for vacation arrangements. "Fair travel" is in demand - but what makes a trip "fair"? In global tourism, there are now more than a hundred quality labels. The little stickers with green leaves, glowing suns or blue flags are emblazoned on hotel entrances, in travel agencies or at the gate to the campsite.

Providers, beaches, nature reserves, and even entire regions are labeled according to a wide variety of criteria.

However, this variety of seals of approval often leads to confusion among the public. Tourism experts from the organizations arbeitskreis tourismus & entwicklung (akte), ECOTRANS e.V., Evangelischer Entwicklungsdienst (EED) Tourism Watch and Naturfreunde Internationale (NFI) have addressed this problem.

In the framework of a cooperation between Germany, Austria and Switzerland, this handy guide through the tourism "label jungle" was created.



This guide shows how unclear the definitions for sustainability in tourism are. What should travelers use for orientation? In order to reach people with little or no previous experience, it is important to easily distinguish real sustainable offers from greenwashed standard offers.

We found this signpost to be a good example of good practice for our project because it can be an input for clearer definitions and common framework features. In this way, representatives of the tourism branche in Europe could sit down and work together on uniform guidelines that make sustainability a high quality feature of tourism for the future.



Sustainability in tourism
A guide through the label jungle

Biomass for the generation of renewable energy

At Ence, sustainability is the company's cornerstone. The criteria of economic, social and environmental sustainability, which guarantee the focus on results, the mutual benefit in their relations with suppliers, forest owners, farmers, customers and other stakeholders, as well as the management of impacts to the environment are strongly integrated in biomass forestry, production and energy generation activities, as well as their management model. The comprehensive management of forest stands to produce pulp and renewable energy covers the entire value chain, and it is a distinct advantage. Ence's activity includes selecting, planting and growing, harvesting, purchasing, shipping and receiving trees in operations centres for their comprehensive utilization.



Ence, is the leading European producer of eucalyptus pulp, the first Spanish company producing renewable energy with agricultural and forestry biomass, and leader in Spain in the comprehensive and responsible management of forest areas and crops. As a company firmly committed to sustainability and the environment, Ence develops its activities through an integrated production model that follows the most demanding and internationally recognized sustainability and corporate responsibility criteria. Ence's integrated production model includes tree cultivation, renewable energy production and natural pulp production, all under a management system that is sustainable and respectful of the environment.



ENCE ENTERPRISE



Organisation
ENCE



<https://ence.es/en/>





Show us your green card!



Organisation
Stiftung Umwelt, Natur-
und Klimaschutz des
Landes Sachsen-Anhalt
(SUNK)



[https://www.sunk-
lsa.de/gruene-karte-
zeigen](https://www.sunk-lsa.de/gruene-karte-zeigen)



"Show your next trip the green card!" A tree-planting initiative for sustainable climate protection

The East German state of Saxony-Anhalt has been suffering from drought for more than three years in a row.

The Foundation for Environmental, Nature and Climate Protection (SUNK) together with Saxony-Anhalt tourism association have launched the 'show your next trip the green card' initiative, dedicated to tourists and locals. They are invited to make donations to offset the CO2 emitted during their holidays by transferring an amount of their choice to the SUNK account and indicating 'green card' as the reason for payment. Two tree plantings per year are planned, each in one of the gardens and parks of Gartenträume e. V. in Saxony-Anhalt.



Trees make us breathe and are an essential factor in climate protection.

The initiative launched by SUNK is inspiring because it encourages tourists and residents to become aware of the carbon emissions and related pollution caused by their holidays.

Tree planting initiatives as a rampart against climate change can be applied to a large number of tourism-related situations. For example, tourist destinations could encourage holidaymakers to forgo the daily intermediate cleaning of their hotel room and the money saved could be used to finance tree plantations. One could also organise raffles in tourist information or sell souvenir trees, e.g. to commemorate wedding anniversaries, deceased persons, etc.



Dalmatia Green - enjoy an environmentally friendly vacation

Dalmatia Green is a regional certification program for small tourist accommodation, recognized by the Ministry of Tourism Republic of Croatia. It is designed to reduce the negative impact of tourism on the environment and promote innovative green tourism offer.

Dalmatia Green offers to travelers from all over the world the opportunity to find and book a vacation in harmony with nature, places and people.



 Certification programmes provides tourists with environmentally and socially responsible choices while increasing public awareness on the importance of the sustainability. Dalmatia Green offers a list of sustainable tourist accommodations to promote and encourage sustainability among travelers.



Dalmatia Green



Organisation
Dalmatia Green



<http://dalmatia-green.com/>




Stations Vertes in France, destinations accessible to everyone!

Guide me green



Stations Vertes in France


 Organisation French Federation of Station Vertes and Villages de Neige


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




The leading ecotourism label in France since its creation in 1964 by the French Federation of Stations Vertes. Ecological and eco-responsible standards have always been at the heart of the spirit of the Station Verte label, in order to develop rural tourism while participating in the preservation of local areas and their economic dynamism, making it a pioneer in French ecotourism.

In 2013, the Federation changed its charter to reaffirm its ecotourism positioning, and support member municipalities in structuring their offer. The Station Verte network thus offers tourists in search of meaning destinations in harmony with nature, respectful of heritage, inhabitants and terroirs.

Stations Vertes are:

- committed to the Ecotourism approach
- propose quality facilities in a pleasant landscape setting
- offer a tourist advice and information service committed to a quality approach
- offer diversified accommodation and catering open year-round or consistent with tourist numbers
- have shops and services adapted to the demands of tourists and visitors
- have an outdoor leisure offer
- have a programme of entertainment and festivities - propose an offer for families
- promote accessibility linked to price for all
- set up efficient organisation


 One of the many criteria to become a Station Verte is accessibility in terms of developing an offer that is also tailored to low-budget visitors and tourists. A detailed map is available to tourists where they can look up all Stations Vertes in France and which allows them to check options for sustainable tourism activities that match their holiday budget.

The practice can also be interesting for tourism professionals and public authorities working to develop more inclusive and accessible offers.



Palau Pledge



Organisation
Palau Visitors Authority

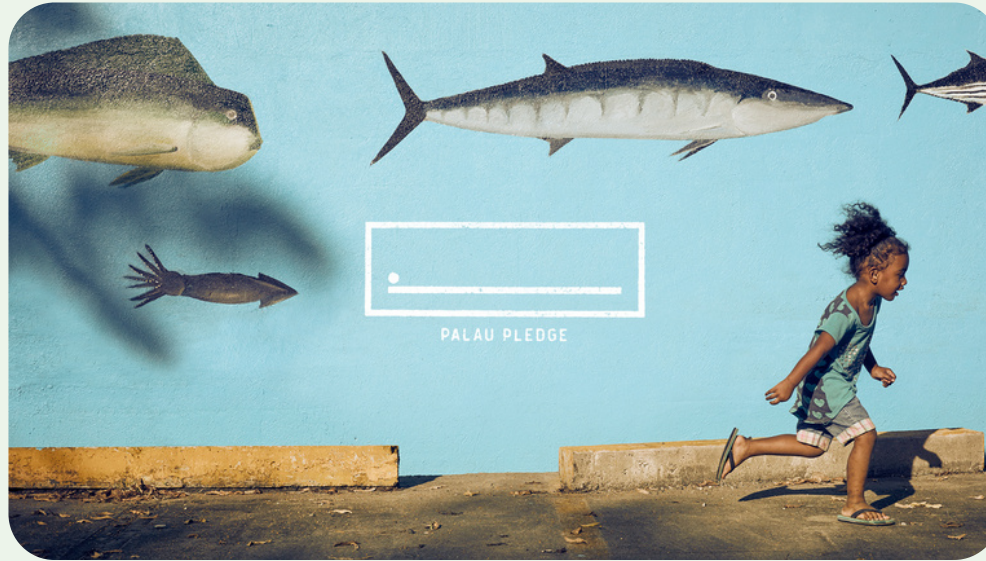


<https://palaupledge.com/>

Palau/Oceania (Pacific)



Palau Pledge - Where sustainable tourism is rewarded with special cultural experiences



Palau is the first nation on earth to change its immigration laws for the cause of environmental protection. Upon entry, visitors need to sign a passport pledge to act in an ecologically and culturally responsible way on the island, for the sake of Palau's children and future generations of Palauans. Children from all over Palau helped draft the pledge. And as the Visitors Authority reaches out to Palauan businesses, it is continuing to work with the next generation of Palauans to shape and develop the pledge.

The new initiative rewards visitors who do things such as use reef-safe sunscreen and visit culturally significant sites earn points in an app.

Points can be cashed in for experiences unavailable to visitors who don't take part, such as touring historic sites and swimming in hidden caves.



The Palau Pledge sends a strong message to visitors upon arrival because of the pledge that has to be made in their passport. The business model of the Palau Pledge encourages sustainable behaviour by offering exclusivity to certain experiences offered in cooperation with businesses. The practice can be of particular interest to tourism professionals working on developing sustainable experiences as well as public authorities and policy makers who are working on strategies for more sustainable destinations.

In partnership with the Bureau of Tourism, Palau Pledge has developed an official certification program for local businesses. The initiative will support them in becoming key drivers of sustainability in Palau.



Oropesa del Mar



Organisation
THE COUNCILOR FOR THE
ENVIRONMENT OF TOWN
HALL OROPESA DE MAR



<http://www.oropesadelmar.es/>



Sustainable mobility between the educational centers of Oropesa del Mar

Continuing in line with the model of cities such as Segovia, the Oropesa Del Mar City Council has presented a project to promote sustainable mobility among students and teachers. This is 'Stars', an initiative aimed at generating a change in the mobility patterns of the educational community, through sustainable education. The purpose is to increase the use of bicycles and walking to and from the school.

The Councilor for the Environment in this municipality, Jordi Llopis, points out that "this project is carried out together with the DGT to avoid the use of polluting transport for school trips". In this way, students will learn some basic notions about driver education. The councilor points out that "with projects like this we help promote urban development towards a more ecologically sustainable municipality".



The City Council of Oropesa del Mar promotes sustainable mobility among students and teachers with the European project Stars of the DGT, an initiative aimed at generating a change in the mobility patterns of the educational community in order to increase the number of people who use cycling and walking as active modes of travel to and from school.

In this case, the first of the practical workshops has been held at the Torre del Rei high school as part of the initiative 'Education in our centers Oropesa green', in which also participates the school Deán Martí.


It should be recalled that the European Stars project aims to encourage and reward schools that promote sustainable and safe travel among their students, both on foot and by bicycle.



Sustainable San Marcos- a NGO for cultivating sustainable practices and empowering local community actions through partnerships, education, and advocacy

Their focus for sustainability is in five areas: food, water, waste, energy and transportation acted. Sustainable San Marcos hosts initiatives in cooperation with Environmental Conservation Organization such as composting workshops, rainwater harvesting tours, relevant book review articles, blog posts, and more, in an effort to educate the San Marcos community.

One of their goals is to facilitate environmental awareness among Texas State Students through many avenues such as tabling in the quad. They often go on field trips that increase member knowledge as well. Finally they bring in guest speakers from various environmentally-focused fields to help those of their members who plan on being environmental professionals.

 A similar practice can be implemented in a number of educational institutions, learning centers and even kindergartens. The interesting thing is that almost every month there is an eco event with a focus of promoting sustainability. What they do is consistent and aimed at different audiences, because the events are on different themes, one attracts young people, another the students, the third - the older people.



Sustainable San Marcos



Organisation Sustainable San Marcos - SSM



<https://ssmtx.org/>





100 National Tourist Sites



Organisation
100 National Tourist Sites



<https://www.btsbg.org/nacionalni-dvizheniya/100-nacionalni-turisticheski-obekta>



The initiative of 100 National Tourist Sites in Bulgaria - an inspiring way to gain knowledge while traveling

100 National Tourist Sites is an initiative of the Bulgarian Tourist Union. Its main idea is for every tourist to get to know the most beautiful and familiar mountains, natural and historical sights, museums and monuments for every Bulgarian.

Since the restoration of the movement in 2003, nearly 80,000 new participants have joined. The distinctions of the "100 National Tourist Sites" movement are a bronze, silver and gold badge, accompanied by a diploma. Badges are awarded in three stages: A bronze badge is awarded for visiting 25 sites; and a silver badge for 50; a gold badge is awarded for visiting one hundred sites. All badge holders are eligible to participate in the annual raffle with item prizes, excursion vacations, an excursion abroad, and more. The biggest supporters of the initiative are students who buy the special book and go around all the sites in the country to collect badges. The uniqueness of the movement is that it is multi-layered, covering not only historical, but also cultural, natural and archaeological landmarks.



Such an initiative can be easily adopted by many schools, ministries, interest clubs, universities and all kinds of educational institutions, which by introducing symbolic awards - a medal, a gift book or a certificate, strengthen the interest in nature, ecology, provoke people in their free time to visit interesting natural or cultural sites. It can easily be adapted to any destination, city, village, to support the local population to acquire new knowledge, to seek more information about the place, to realize a budget visit to a specific site from the list and the overall concept can be subordinated to the idea of sustainable development, conservation and to stimulating knowledge and encouraging curiosity.





Modeshift STARS



Organisation
Modeshift STARS



<https://modeshiftstars.org/>



Modeshift STARS- the Centre of Excellence for the delivery of Effective Travel Plans in Education, Business and Community settings

The STARS Education scheme awards schools and other educational establishments that have shown excellence in supporting cycling, walking and other forms of sustainable and active travel. Launched in 2008, the STARS Education scheme is supported by the Department for Transport and has seen over 1,400 schools in England achieve accreditation since its inception. In the Autumn and Spring of each year, schools, local authorities and key partners come together for the National STARS School Travel Awards which recognise the outstanding schools from each local authority. Modeshift STARS recognises best practice in the promotion of sustainable and active travel. STARS Education case studies are focused on schools and other establishments that have successfully delivered their Travel Plan and gained STARS accreditation.



This practice can be of interest to public authorities, who, through an award or certificate, stimulate educational institutions to be involved in sustainable development issues. The practice of giving out annual awards helps to spread important information about sustainability through community.



Guide
me
green



Chapter 3 Tourism Professionals



Co-funded by the European
Union



Huakai



Organisation
Huakai



<https://www.huakai.it/>

Huakai is helping millennials who want to travel carbon free with environment friendly experience

Huakai is a tourism startup targeting millennials who have a green mindset and want to travel carbon free. Huakai organised group trips with a variety of options- one can lean towards adventure, relaxation or a cultural experience, always and in any case in full respect of the environment. In fact, it is precisely green energy that drives the project dedicated above all to younger people. Huakai, after having revolutionised the group travel market in Spain, today arrives in Italy proposing a decidedly innovative travel format.



The aim of Huakai is to propose sustainable travelling services that unites young people (25-40 y/o) to travel together. The sustainable means includes reducing the use of plastics, working directly with the providers, and calculating the CO2 emission of the trips.

The special part about the travel groups of Huakai that is led and designed by professional tour guides is that in Huakai you could choose the destination, activities, and also which age group you would like to travel with. In this case you will be sure that you will be meeting people similar to your age and enjoying the same activities!



Huakai is not accessible to low-budget travellers with the trip price. However, the concepts and mindset Huakai holds are worthy for the travelling agencies to take into consideration.

Huakai has a strong idea of environmental protection as well as cultural integration. The tour groups of Huakai are designed and coordinated by a bunch of professional tour guides who know the destination well. Huakai has a lot of great concepts for travelling agencies to uptake- organise the tour group based on age group, knowing that in different ages the people might seek different kinds of experience.

As mentioned, Huakai is not accessible for low-budget travellers, however, the travel agencies could provide low-cost activities or destinations in order to lower the price and provide smart budget options!





Deltaic



Organisation Deltaic



<https://deltaic.eco/en/>



Planting seeds, planting a better world!

An ecotourism project resulting from weaving a network of diverse actors, with shared values, and with the aim of planting seeds for a better world. Deltaic is a project with ethical principles and is inspired by the slow philosophy and the circular economy, which advocates well-being and respect for people, the territory and its environment.

They operate in total transparency, moving towards a circular economy model with a policy of ethical and sustainable purchasing, using eco-design criteria and minimizing any negative impacts generated by their activity. The only way for tourism to achieve a sustainable development preserve our natural environment, maintaining the environmental balance and energize the local economy with the involvement of visitors.

Moreover, culture and creativity are key tools in spreading their values and philosophy through artistic creations, events, talks and workshops. Spreading knowledge is one of the most powerful tools for a positive transformation and a better world.



DELTAIC is an initiative of responsible and sustainable tourism based in Delta de l'Ebre (the delta area of one of the most important rivers in Spain) offering a wide variety of services such as accommodation, catering, leisure activities for families, experiences with local producers and so on.

The services are all based on the "slow" movement and circular economy. All their offers are gather in a website and most of them have affordable prices which is suitable for the low-budget travellers. They have created a network of which they call "Green Ecosystem" with a great number of actors of the region (hotels, shops, famers, producers, awareness raising associations, event-organisers) which work all together to provide a whole green and sustainable experience of the area.



Fleur de Jour



Organisation
Fleur de Jour



<https://fleurdejour.fr/>



Fleur de Jour - A Project and a House



Fleur de Jour is a place for vacation and relaxation all year round for people with mental or physical disabilities and their carers, via adapted and accessible slow tourist activities (permaculture gardening, beekeeping, cooking workshops, bike rides, hikes with a donkey) and the organisation of meetings with local players involved in the discovery of local natural and architectural sites.

Fleur de Jour offers personalised and flexible conditions for small groups and families including full board and activities for low budget travellers.



People and families that include members with a mental or physical handicap very often have a smaller holiday budget at their disposal but at the same time holiday options for this target group are limited. Fleur de Jour offers an example of how sustainable tourism can be adapted to this target group. The practice can be used as a basis to develop ideas of sustainable tourism offers for people with a mental or physical handicap.



Vitamina Project



Organisation
Vitamina Project



<https://vitaminaproject.com/>



A website targeting low-budget travellers, Vitamina Project is helping people to plan unforgettable trips with small and smart money!

“The idea is to make sustainable and responsible travelling concrete and accessible”, Vitamina Project is a website run by two travel lovers whose mission is to help people plan their trips smart and sustainable, and more importantly, demonstrating that travelling doesn't mean spending a ton of money, if you travel smartly. The 3 cores of the Vitamina Project are- Sustainable; Respect for the local culture; and Low-budget travel. The Vitamina Project provides information and knowledge on how to travel responsibly and sustainably while being on a low budget through blog posts, but they also have e-books and consultation services customised for each individual, meeting the wants and needs but offering a sustainable and low-cost option.



There are tons of travelling agencies, blogs and websites focusing on travelling the world. However, the ones that are tailored towards low-budget travellers focusing on sustainable travelling are currently really rare.

The Vitamina Project not only provides general knowledge on sustainable travelling through open resources such as blog posts and social media posts, but also paid services such as e-book and private consultancies. The travel agencies could uptake this brilliant initiative and provide a specific service towards low-budget travellers focusing on eco-alternatives.



Arctic Blue Resort



Organisation
Arctic Blue Group and
Kontiolahti Municipality



<https://www.kontiolahti.fi/web/guest/hanketoiminta>



Arctic Blue Resort, pay based on your Emissions!

The Arctic Blue Resort will open in 2022 and features an innovative business model. The resort area is located in Kontiolahti, 450 km northeast of Helsinki, Finland. Inspiration from nature is reflected in the design and the goal is to be as sustainable as possible. It will be offering guests up to 50% off of the total price of a stay for watching their water intake, electricity use and food choices. Planting a tree in the nearby forest would knock another 5% off the tab. The resort should be accessible to everyone and every bit guests do to be more sustainable will lower their bill while also aiding the fight against climate change. In brief, the costs of one's stay is in direct relation to the sustainability decisions which directly affect the stay, such as waste and emissions.

Sustainable features include its own water treatment. Activities will also be geared toward the time of year as well as the surrounding landscape. The building itself is constructed from natural materials. Renewable energy sources are used for heating and electricity throughout the premises, and electric vehicles are used for transport within the area. Food served is local and seasonal.



At the Arctic Blue Resort the cost of one's stay is in relation to sustainability decisions, which directly affect the stay. This innovative business model within the hospitality industry is revolutionary. It raises awareness about climate change and encourages tourists to make sustainable choices independently. Arctic Blue Resort has the aim to be inclusive and accessible by allowing guests to influence the price of their stay through their level of sustainable activities and choices. This business model can be of particular interest to tourism professionals and public authorities in environments affected or threatened by climate change or over tourism in order to raise awareness about the effects of tourism on the environment and local communities.



BLUEMED project



Organisation
Vacances et Familles/
Bordeaux Tourist Office



<https://bluemed.interreg-med.eu/>



Partnerships that can increase sustainable tourism offers for low-budget tourists and travellers



With project BLUEMED, Underwater Museums, Diving Parks and Knowledge Awareness Centres were planned, tested and coordinated in order to support sustainable and responsible tourism development and promote blue growth in coastal areas and islands of the Mediterranean.

Underwater Cultural Heritage (UCH) tourism is an expanding market that assumes the values of a desirable product, whose importance for tourism development cannot be ignored. This alternative type of tourism provides economic opportunities for many culture-rich destinations.

It is a unique experience and knowledge opportunity of the underwater Mediterranean cultural heritage not only to divers and people familiar with diving tourism but also to nondivers, children, elderly or disabled people by using innovative 3D immersive techniques for the digitization of pilot sites that will be exhibited in KACs and Underwater Museums. There are two sites at the pilot area along the coasts of Cavtat, Croatia shipwrecks with dolium and amphorae.



BLUEMED project is inspiring for several reasons. Being one of the most sustainable ways to preserve oceans as it is based on virtual tourism. In this case, virtual tourism is an innovative solution that offers different perspective to the usual visit to Museums. Moreover, this is also a great opportunity to have an insight to the bottom of the sea without having to spend a lot of resources. As the museums are places where we preserve, collect and conserve works of art, they have specified role of informal education where one can learn something new.

BLUEMED will be a great example for combining innovative technologies with tourism, creating values and making tourism more sustainable and accessible.



Mar de Fulle



Organisation
Mar de Fulle



<https://mardefulles.es/en/>



A fully self-sufficient hotel is proving to the world it is possible to love environment while running a tourism business!

Mar de Fulle are the first fully self-sufficient hotel in Europe, it is made of limestone, wood and honeycomb clay. When they started, they planted 40,000 cork oak trees to make up for the CO2 emitted during construction. On top of that, the pathways branching out into their surroundings took a year and a half to lay using a pickaxe and no mechanical machinery, and the building blends completely into the mountainside.

Furthermore, Mar de Fulle runs exclusively on solar power, low-energy lighting and a closed water circuit with their own well and green filtering system.

They also grow seasonal produce for the restaurant, farming local varieties without using chemicals. Making sure the energy are well-conserved and used.



Mar de fulles is an initiative launched by a Spanish couple who wanted to prove it is possible to offer tourism experiences that are 100% sustainable and self-sufficient.

They created themselves the premises (for example, for the electricity supply, they created themselves the pipes for the cables digging themselves without using major mechanic vehicles. The buildings are self-sufficient and everything they serve (in the restaurant) or offer comes from local producers and/or fair trade suppliers. For example, they even provide bed sheets that are sustainable and respectful with the environment.

It could be great examples for the tourism businesses or the policy makers to learn and replicate their great green initiatives. Lowering the waste of the tourism business.





Responsible Travel



Organisation
Responsible Travel



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



Making holidays green and ethical, Responsible Travel is making people travel in a responsible way!

Responsible travel is an activist holiday company. They believe that when done well, tourism can create many benefits to local communities and help with the conservation of natural and cultural heritage. This way of travelling is richer and more enjoyable too for travellers according to them. It is no doubt that there is an urgent need for all the businesses to reduce their greenhouse gas emissions, and surly tourism industry is no exception.

As pioneers of selling responsible holidays since 2001, they are focused more than ever on sustainable travelling. Part of their mission is to work with the community, i.e. customers and travel company members, to reduce the carbon emissions from holidays in line with science based targets.



This website is a platform for all those travelers who are looking for experiences that are friendly with the locals of the destination and with the environment in general.

Responsible Travel supports communities while offering attractive tourism experiences, inspiring travellers to discover our beautiful and fragile planet; acts urgently to restore nature and reduces carbon whilst being honest about our limitations and our need to be more inclusive.

Their motto of making good ethical and green holidays makes the it more enjoyable. They believe that when your trip benefits others, you gain in return. All their trips support communities and preserve nature - which helps you get closer to both.



Bambino Tours



Organisation
Bambino Tours



<https://www.bambino-tours.de/nachhaltigkeit.html>



Sustainable vacation with toddlers - never been this easy with Bambino Tours!

Bambino Tours is a German Tour operators specialised in organising sustainable holidays for families with children. Since 1989, they offer holidays destination that can be reached within one day by bus, train or car. None of their holiday packages include an air travel. During the holiday, educational activities are organised for children, in order to foster a more conscious interaction with the environment (upcycling activities, trips in the nature etc.)



Sustainability is something you best grow into. Those who learn from an early age to recognize the connections between their own actions and the effects on their environment will carry this part into their later lives as a matter of course.

We found this offer very inspiring as a stimulus, as it takes even young children on a journey to a greener future.

This offer can serve as an inspiration to design offers even for low budget. Through such offers, especially families could be addressed who have so far exclusively paid attention to low prices and not to sustainability when traveling.



Rokka Guesthouse



Organisation
Rokka Guesthouse



<https://www.facebook.com/rokka.zagori/>



Hidden Jewels in the Pindus Mountains

The Rokka Guesthouse is considered the first guesthouse in the Zagori region (Greece) to embrace agritourism, thanks to its farm with 400 sheep, loom and felt workshop, and opportunities to gather sumptuous fruit, vegetables, nuts or seeds from the surrounding land.

Apart from their holistic and natural lifestyle, numerous green practices on the property are adopted. Firstly, any extra food that remains goes to the chickens, so there is zero food waste. Secondly, in addition to glass recycling, Rokka has introduced a system to recycle plastic (by taking recyclables to special bins in the city of Ioannina). Fresh mountain water is much preferred over bottled water, and eco-friendly detergents are used. Hot water is available upon request (e.g. morning and evening) rather than heating the system 24 hours a day. These and many other good practices make up the Rokka's green philosophy and make Rokka Guesthouse a great example to be followed!



Rokka Guesthouse is a great example of cultural and social integration but on top, implementing green and sustainable practices. It also cultivates environmental conservation, as Sheep farmers are the hosts there, welcoming guests to experience life on the farm that is surrounded by nature in the Pindus Mountains. Moreover, people visiting these agrotourisms often participate in daily activities on the farm, such as harvesting with which one gets closer to nature.





LA Organic



Organisation
LA ALMAZARA-LA
ORGÁNIC, S.L. / LA
AMARILLA DE RODA,
S.L.



<https://www.laorganica.es/en/home/>



Enjoy a relaxing and eco-friendly vacation in a Spanish nature areas!

LA Organic is an olive oil producers that offer tours of their plantations. They are in favor and promotes sustainable tourism and the preservation of the local nature.

Ecotourism is a form of tourism that involves visiting different natural areas in a respectful fashion, with a low impact on the environment and in a conservative way. It is usually distinguished by being smaller in scale with regards the number of people visiting sights and normally promotes the conservation of the visited area and its constituent factors.

The purpose of ecotourism may vary, but indeed, it is always an educational opportunity for visitors to learn the different features that make up our environment and the importance of keeping it in the best state. It is also a chance for travelers to travel in a sustainable tourism practice.



Since 1980, ecotourism has been considered by environmental activists as a basic and unique activity enabling the local maintenance of natural spaces in order to preserve their legacy for future generations. Although the term focuses on maintaining biodiversity, there is also a social side to it. Many tourist destinations have negatively impacted local indigenous communities and affected natural wealth, and this is not a feature for which ecotourism is known. This is why maintaining local culture, in addition to biodiversity, is generally one of the core interests and concerns of this form of tourism.

Spain is home to many tourists, recognized and promoted by the European Charter for Sustainable Tourism in Protected Areas and safeguarded by the European Commission. These areas are known as organic tourism places and encompass natural areas that foster activities which encourage caring for the wellbeing of the environment. Spain has some of Europe's most important natural spaces, including nature reserves and national parks right across the country and in each of its different regions.





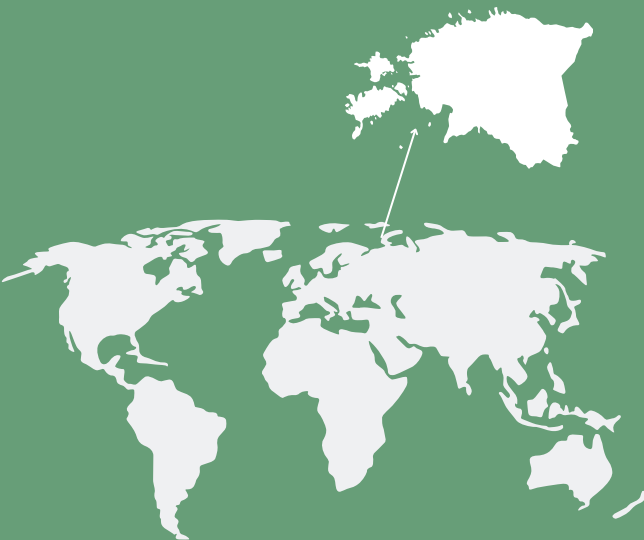
Tammsaare Museum



Organisation
Tammsaare Museum



<https://www.vargamae.ee/en/museum/>



Visit the Estonian museum with one click in your house thanks to technology!

Tammsaare Museum in Vargamäe is a must-visit-destination for educational purposes and social inclusion. In 2020, a major annual exhibition “Objects are more truthful than people” was prepared. The exhibition featured 12 practical yet significant daily objects that belonged to Tammsaare’s family. The annual exhibition opened on 1 March 2020, but on 13 March 2020 the government of Estonia declared an emergency situation and the country went into lockdown. The exhibition and the whole museum was closed until further notice.

The Tammsaare Museum didn’t give in to the adversity, instead, the emergency situation pushed the museum staff onto the path of innovation. The museum staff in cooperation with their partners created a virtual exhibition featuring 3D photographs along with descriptive translation. Initially intended for the blind and partially sighted, the virtual exhibition then became relevant and interesting for all audiences.



With technology evolving rapidly, using innovative ways to make art and culture accessible for all is a great way to educate and enrich society.

Creating a virtual exhibition could be easily replicable. Using the internet and web pages solve the geographical barrier; and using 3D technology and descriptive translation could help visually impaired people to enjoy art and beauty in another way.





ECOMUSEO Miniere di Rosas



Organisation
Ecomuseo Miniere Di
Rosas



<https://www.ecomuseo.miniererosas.it/>



Time Travel back to 1851. Mining site in Sardinia was converted into an industrial archeology museum with accommodation.

Villaggio Minerario Rosas & Ecomuseo is situated in Sulcis, Sardinia. It was originally a mining village in 1851 and was closed in 1980 and was converted into an ecomuseum able to welcome and accommodate 40 guests.

A work of almost twenty years has allowed the recovery of the entire mining site, converting it into a Museum of Industrial Archeology and at the same time, the "houses" of the miners have been renovated into holiday homes, following the "Albergo Diffuso" concept (see page xxx to learn more), reviving the old village of the Miners, providing it with services that make the entire Ecomuseum as it once was, self-sufficient!

The "Ecomuseum" is a real open-air museum showcasing artefacts and historical buildings. The former houses where the miners lived, renovated and transformed into 19 comfortable and functional holiday homes equipped with one or two bedrooms, kitchenette and bathroom, are opened to tourists all year round. The houses are supplied with linen and equipped with air conditioning; in some you will also find the fireplace, which will make your winter holidays even more exciting!

Rosas di Narcao Mining village is definitely an extraordinary holiday option for lovers of Sardinian nature, history and culture!



Ecomuseo Miniere Di Rosas is a prime example of transforming a historical site into a sustainable cultural tourism site! Not building extra buildings but renovating the original structure, keeping the historical narrative as if time had stopped.

The travellers will not need to spend a huge fortune. Sometimes a simple yet comfortable hotel offers more value, both historically and sustainably.



A Custom-crafted Journey to meet all the Spanish wonders and magic!

Spain Yourway specializes in designing tailor made trips through local experiences for Spain and Portugal Lovers! Spain Yourway allows the Spain and Portugal lovers to learn more about the two countries' gastronomy, wine, culture, history, traditions, local festivals, landscapes, and good weather of the country, making the trips to Spain & Portugal a more unforgettable and immersive trip. Spain Yourway's variety of their well-selected local experiences, aimed to satisfy:

- The travellers' artistic need: Explore Madrid's Budding Art Scene (Hint: Not in Museums)
- The travellers' chef soul: Cook Like a Basque Chef
- The travellers' historical curiosity: Take a Scenic Drive through Spain's Most Idyllic Places



Spain Yourway is a great example for tourism professionals because all of their services, such as accommodation, travel guides, tips, aim to encourage sustainable tourism. Their main goal is to offer guides to travel in an environmental friendly way, and to furthermore encourage the local market, and to promote the beauty of Spain.

They don't design normal trips, they design trips full of wonders and experiences. Their itineraries are tailor made, where the travellers can feel the essence of Spain through its people, customs, culture and history, its smells, flavors, music, joy, and the will to live. And all this carried out by local professionals and a service marked in detail.



Spain Yourway



Organisation
Spain Yourway



<https://spainyourway.com/>





SoelCat 12



Organisation
Soel Yachts



<https://soelyachts.com/>



Soelcat 12. Sustainable tourist transport on water

The SoelCat 12 is an energy autonomous solar electric excursion catamaran and yacht, designed from the ground up as a fully sustainable excursion vessel to enjoy the sea. As a result, the solar catamaran brings true eco-tourism to water-bound operators, communities, resorts, lagoons and nature reserves. With no CO2 or noise emissions involved, we can save the ocean and offer a better experience to our guests! The heart of the concept is silence: being on board without any distractions lets the journey become the destination!



A large number of green initiatives have been seen in sustainable tourism, however the maritime transport sector has so far been more neglected in this aspect, despite carrying the highest levels of CO2 footprints at the sector level. Even the world's leading eco-resorts rely on fossil fuel-powered boats to pick up guests from the airport or take them on excursions to any river or lake. That is why Naval DC and SOEL Yachts have developed a range of carbon neutral solar electric boats, in order to provide a viable and better alternative today to fossil fuel powered boats. Their latest vessel, the SoelCat 12, a solar-powered coastal catamaran transports passengers across lakes and islands, maintaining routes between municipalities, resorts and nature reserves.



Blaumar Hotel



Organisation
Blaumar Hotel



<https://www.blaumarhotel.com/en/>



Hotel Blaumar, a superior 4-star hotel in Salou, has become the perfect destination to enjoy a family vacation thanks to the three pillars on which its offer is based: comfort, design and fun for all ages. Its spacious suite-style rooms, its family apartments and its children's entertainment program offer parents the unique opportunity to rest and relax. The hotel also offers a games room that has everything you need to entertain the little ones, as well as a buffet restaurant with a children's menu. Ideal for a holiday in Salou. Blaumar hotel is the only hotel in Salou that has the Q quality, ISO14001 and EMAS certificates for environmental management. They have achieved this thanks to the efforts of the staff, although their guests have also played an important part.



The establishment, a superior four-star dedicated above all to the family public, has implemented as main novelties the installation of two chargers for electric cars; the handmade recycling of soaps left by customers in the rooms, in order to reuse them and make new ones; the service, in the buffet restaurant, of coffee from fair trade with paper capsules made of non-chlorinated, recyclable and degradable natural fibers; or the delivery of a live cactus as a welcome gift, thanking the guest for adopting it and with instructions on how to care for it.

The Blaumar has obtained several awards in recent years, including the Q quality certificate, the ISO 14001 environmental management certificate, the Bronze Ecoleaders from Tripadvisor, the 'Environmental Hotel' awards from Hotelplan, or 'Distinguished Tourism', from the 'Salou City Council, or the silver award from the European Commission for the Environment for more than 10 years as an EMAS company.



Fuerte Hoteles



Organisation
Fuerte Hoteles



<https://www.fuertehoteles.com/responsible-tourism/>



Fuerte Hoteles- All hotels occupy space, but few care to improve it.

For more than 50 years, all their hotels have assumed sustainability as a guiding principle and have incorporated new management systems that guarantee a minimum impact on the environment, the promotion of culture and the local economy. This has been achieved through the following measures; the creation of an interactive environmental microsite to explain in a more visual way all the environmental measures and actions (mainly energy saving), social actions and support for local culture and gastronomy, video projection on responsible tourism in the guest rooms, innovation in impact control by calculating the ecological and carbon footprint, innovation in actions to optimize consumption and its dissemination to guests and different stakeholders.



The sustainability of the hotels has been achieved through measures like; painting the façades of the hotels using silicate based mineral paint (natural elements) instead of plastic paints, which are more damaging to the environment. As well as not containing toxic elements, mineral paints last for a long time, reducing the use of material resources. All of their hotels are fitted with solar panels that allow us to use solar energy to heat water for the rooms and heated swimming pools. Thanks to the system they are able to reduce the consumption of fuels like propane and be more efficient. One of the indicators that they use to integrate sustainability into their business is the calculation of the carbon footprint of their facilities. This calculation tells us the amount of CO2 released by the hotels per guest. They can use this information to make changes to reduce CO2 emissions and our environmental impact.



Ecotour Albania



Organisation
Ecotour Albania



<https://www.ecotouralbania.com/en>



Choose your preference for perfect vacation in the mountains



Ecotour Albania is an online platform, based in Albania for discovering and booking sustainable vacation in Albania. The goal is to contribute to the development of rural and mountainous areas, but always respecting the nature and to discover protected natural places and at the same time providing a welcoming and a comfortable accommodation. It offers tailor made journeys according to guest requests.



With Ecotour Albania one can have vacation tailored to its needs and wants. Albania is not a mass tourism destination, but it has many attractions worth the visit! – 13 national Parks, 3 UNESCO sites and many interesting places to experience sustainable vacation. It is tailored to low income groups as the prices are lower than in the rest of the Europe.

There are many travel destinations that are suitable for the low budget travellers that are full of beautiful nature, wonderful culture, and amazing locals. One could consider such destinations when planning a trip with lower budgets.

Feel Exceptional cultural offers in the City of Sinj



EDEN winner in category "Best Practice in Exceptional cultural offers" - August is definitely the favorite of the City of Sinj, when the sounds fuse together into a perfect symphony of a march, the drumming of horses' hoof beats and neighs from the noble Alka stables. Centuries faithful to the heavenly protector, the Miraculous Madonna of Sinj, today it is the home of one of the largest Croatian Madonna sanctuaries.

The church courtyard is a traditional setting for the Klape Gospi Sinjskoj concert, which is famous for spiritual songs and performers of great quality. The worshippers set off on the Our Lady of Sinj Route pilgrimage route on ancient paths and picturesque bridges on the Cetina River, taking the traditional walking and riding paths alongside the remains of forts, and the abandoned Rera route, which was once Sinj's railway.

The Museum of Cetina Region and the Archaeological collection of the Franciscan monastery offers a number of priceless historical pieces from local sites (ancient Aequum), which bear witness to an old civilisation in these parts. The Museum Alka of Sinj presents the UNESCO-protected chivalry game in a contemporary and interesting way. The Sikirica Gallery, apart from the permanent exhibition of the sculptor Stipe Sikirica, offers exhibitions, literary nights and cultural events. The immeasurable richness of tradition, which is necessary to preserve for future generations, has also been recognized by the Ministry of Culture of the Republic of Croatia, which included rera singing, the yearly carnival of the sub-Kamešnica villages, while the nijemo kolo, a unique dance is already on the UNESCO list.



City of Sinj offers sustainable vacation in many aspects, including environmentally, economically and socio-cultural. The City of Sinj is easily reachable and inspiring cultural city for low-income and disadvantaged adults. It enables travelers to get insight into local culture and natural heritage.



City of Sinj



Organisation
City of Sinj



<https://www.sinj.hr/>





Nautilus Lanzarote



Organisation
Nautilus Lanzarote
Aparthotel



<https://www.nautilus-lanzarote.com/>



Nautilus Lanzarote- A sustainable and accessible hotel in paradise

Since 2004 Nautilus Lanzarote has been certified by the Institute for Responsible Tourism (ITR) as a “Biosphere Aparthotel” and it has been awarded by the TripAdvisor Ecoleaders Programme with the highest rating for its environmental policy: the Platinum Medal.

In 1993 Lanzarote was declared a Biosphere Reservation by the UNESCO. Nautilus Lanzarote is a “Biosphere Aparthotel” which means: energy efficiency policy in place. Nautilus Lanzarote produces its own energy through almost 400 photovoltaic modules that convert sunlight directly into electricity. This means that 50% of the consumed energy is clean energy and therefore, that Nautilus Lanzarote contributes to a reduction in carbon dioxide emissions. Adopt water saving practices such as double push buttons in toilets and drip irrigation. Have their own laundry where towels and bedding are all washed using an environmentally respectful policy with eco-sustainable products. Offer eco-sustainable products in the kitchens and bathrooms of all the apartments and common areas.



In addition to being a sustainable hotel, their Corporate Social Responsibility program involves them in helping various non-profit organizations such as Rotary Club (through scholarships). A percentage of all bookings is donated to charities, not only in Lanzarote, but also in other regions and other countries, so you contribute to all the causes we collaborate with by making a reservation, and therefore, we want to thank you for spending your holidays in Nautilus Lanzarote. A part from that, Nautilus Lanzarote is committed to promoting accessible tourism. The complex boasts 47 adapted apartments, a hydraulic pool hoist to access the main swimming pool (maximum 120kg), an accessible lift to access the supermarket and four accessible parking spaces outside the complex.





Feriendorf Groß Väter See



Organisation
Bundesarbeitsgemeins-
chaft Familienerholung



<https://www.feriendorf-gross-vaeter-see.de/>



Sustainability and inclusion - All this rhymes with holidays at the Holiday Village Feriendorf Groß Väter See!



The Holiday village Groß Väter See is located 60 KM away from Berlin and offers 30 holiday houses. The destination pays particular attention on its sustainability, by adopting numerous practices that do not only take account of environmental protection, but also the balance of environment, economy and social issues. Particular importance is in these regards given to sustainable development in education by offering experiences and other activities during the stays on the themes of forest, water, wilderness and team building, as well as many other leisure activities.

Social commitment is also a part of the concept of this village: in cooperation with the Berliner Stadtmission, the destinations donates part of the income made through the activity to help homeless people in need, refugees as well as children and young people in Berlin. The village also adopted an inclusion strategy that starts from the concept that “every person is accepted in the holiday village just as he or she is”, this effort is reflected in the efforts to make the infrastructure accessible for people with disabilities and to provide extensive information on their website on Funding opportunities for family holidays offered by the federal states and other institutions.



The Holiday Village Feriendorf Groß Väter See brings together everything GuideMeGreen stands for:

1. Sustainability: the accommodation aims to be genuinely sustainable, taking measures on several fronts (energy management, waste management, green mobility etc.). Their approach to sustainability is holistic and takes into account respect for the local community.
2. Education: the holiday village offers educational experiences and activities promoting respect for nature
3. Social issues: the accommodation is accessible and inclusive. disadvantaged persons (disabled or those with limited economic means) can spend their holidays there

The holiday village Feriendorf Groß Väter See is inspirational for all accommodations aiming to be genuinely sustainable and inclusive.



Jugendherberge



Organisation
Deutsches
Jugendherbergswerk
Hauptverband für
Jugendwandern und
Jugendherbergen e.V.



<https://www.jugendherberge.de/>



Affordable green holidays for young people & families at the hostels affiliated to Jugendherberge, the German Youth Hostel Association



Jugendherberge is a network of Youth Hostels association in Germany. Sustainability, inclusion, cosmopolitanism and tolerance: these are some of the values for which the German Youth Hostel Association stands. Apart from the attention to sustainability issues, Jugendherberge is notable for its focus on families who cannot spend a lot of money on their holidays. The Jugendherberge around Germany offer affordable short holidays (3-5 days) for families. More than 120 of their hostels are certified as particularly family-friendly. Their offers are divided according to themes, which also include "Environment and Nature". Beyond offering cheap travel destinations the numerous Jugendherberge in Germany take part in various sustainable initiatives: with only a few exceptions the hostels use 100% renewable energy, CO2 emissions are compensated through various projects. Furthermore, 5 hostels are completely climate-neutral and 107 of the youth hostels are Bio-certified and offer organic meals with certified biological ingredients.



In the collective imagery, hostels are a type of accommodation generally preferred by the youngsters. The hostels of the German Youth Hostel Association, on the other hand, offer a reasonably priced alternative also to families who want to spend a sustainable holiday in nature. Most of the hostels have taken steps on the path to ecological transition and as many as five hostels of the association have already been declared climate neutral.

On the website it is possible to enter 'environment and nature' as a filter to find suitable offers for those seeking a green and outdoor holiday.

Why we like this best practice: because it is a green alternative to eco-hotels which, while they can often guarantee higher green standards, are also in most cases not affordable for everyone, especially families.

Sustainable holidays for families and single parents with the German tour operator ReNatour

ReNatour is a German tour operator that operates under the motto “Reisen, die nicht die Welt kosten” “holidays that doesn't cost the world”.

ReNatour organises environmentally friendly trips in Europe and makes them affordable for everyone. The tour operator's particular target group are families with children. A section of the website is particularly dedicated to single parents. Their philosophy is based on the following pillars:

- 1) Typical & regional: Accommodations are as typical of the country as possible and they integrate well into the landscape. On their trips they attach importance to a healthy and balanced diet, taking into account the typical cuisine of the country.
- 2) Close to nature and ecological: The relation to nature is very important on their trips. Also the adherence and constant improvement of environmentally friendly measures has an outstanding position. Waste avoidance as well as an economic use of energy are important elements.
- 3) Fairness : They maintain a friendly and cooperative relationship with all their partners, in order to guarantee a sustainable local tourism development and a high local added value



ReNatour is a pioneer of sustainable travel in Germany, offering green holidays for almost 30 years. It is a genuinely sustainable tour operator, trying to get travellers to adopt sustainable practices before and during their trip - using green means of transport where possible, avoiding waste, offering local and organic meals, and organising low-impact leisure activities. ReNatour believes in the sustainable education of tourists and is one of the founding members of forum anders reisen, which has developed a catalogue of criteria for sustainable and socially beneficial travel for local communities.



An element that the GuideMegreen team particularly appreciates is the focus on families and the effort to offer vacations that are not overpriced (although not really affordable for low-income families).

ReNatour is certainly an inspiration to tour operators wishing to offer truly sustainable travel solutions.



ReNatour



Organisation
ReNatour©



<http://www.renatour.de/>





L'Avenc Taverdet



Organisation
L'AVENC BENESTAR
RURAL APART-HOTEL



<https://www.avenc.com/en/>



Sustainable Apart-hotel above the cliffs



The abandoned farmhouse was bought in 1997 with the object of restoring it and to turning it into a family home. Nevertheless, due to its privileged position on the cliffs and its architectural and historical features, and the fact that it was a listed building (BCIN Bien Cultural de Interés Nacional), its restoration brought lots of attention, 'It was such an amazing place that we then decided it was only fair to share it and open its doors to visitors and guests'. L'Avenc was pioneering in becoming one of the first places to stay focused on sustainability and the respect for the environment: a business initiative that was not only concerned as to its economic viability but also how its livelihood would affect the surrounding villages, concern for the wellbeing of its employees and its surroundings, farm animals and wild animals. That is where the title Benestar Rural was born, the challenge to balance and find a feeling of wellbeing for all.



L'Avenc de Taverdet is a family-run aparthotel, focused on the development and inclusion of the local economy. Not only with a local team of workers, but also through the incorporation of more than 80% of the local economic actors. At L'Avenc Taverdet they take product selection criteria very seriously and, as far as possible, only use local products (km0), organic or fair trade, and environmental animal welfare products. With these measures they are not only contributing to the local economy, but also encouraging a tourism model based on association through a sustainable point of view.

Eco-friendly and socially responsible travel offers for young people with Naturfreundejugend Germany



NaturFreundejugend is a German independent youth organisation, organised nationwide in 16 regional associations and local groups. Its foundation dates back to 1926. With their youth travels, the association creates environmentally friendly and socially responsible travel offers. Their way of travelling is basing on three pillars. 1. ECOLOGICAL TRAVEL: they travel by bike, train or bus. On site they camp or stay in sustainable accommodations. They eat mainly vegan and vegetarian meals. During their activities, they care to preserve nature. 2. SOCIAL TRAVEL everyone can join the group holidays, also people that cannot afford to pay for it. 3. TRAVELLING TOGETHER Younger team members are accompanied in the holiday by more experienced members, who are also role models on the topic of travelling sustainably.



For several reasons! The trips organised by the association pay attention to sustainability in every aspect, starting from the means of transport chosen to the meals eaten during the trip. During the trip, young participants are encouraged to adopt sustainable behaviors to be maintained also in their everyday life. Another element that inspired the GuideMeGreen team is the inclusiveness of the trips: even those who cannot pay for it can participate. This best practice can be an inspiration to group trip organisers because of the inclusiveness, the focus on sustainability at every stage of the holidays and the promotion of participants' awareness of sustainable behavior



Naturfreundejugend



Organisation
Verein zur Förderung der
Naturfreundejugend
Deutschlands e.V.



<https://www.naturfreundejugend.de/>




META - Guidebook for Accessible Tourism

META is a guidebook for accessible tourism. This guidebook offers and explains methods of management approaches, information strategies, to enable tourism that everyone can have access to. Accessible tourism is well addressed in this guidebook because the course is focusing on delivering a cultural, social and economic perspective for businesses in the tourism sector.

The accessible services they offer is a condition for all people to take part in tourist activities. Providers of accessible services must take into account the live in a plural and diverse society we live in, as oftentimes are not equal and fair for all. Tourism activities should be organized in a way that ensures people who are interested in participating to feel free and inclusive, in terms of comfort and dignity.

The META Guidebook explains the methods for ensuring accessible tourism through applying design criteria, management approaches and information strategies.



 Europe - like many other parts of the world - lacks appropriate accessibility provisions for the general population. This problem affects many people both in their daily lives and also as tourists.

Physical access to information are often less than adequate in transport at the touristic destinations, in accommodation and all kinds of venues and attractions. This lack of accessibility has a direct and negative effect on tourist numbers (domestic, inbound and outbound) and on the quality of tourism destinations and products. Many tourists and potential travellers experience access problems, especially those with physical or sensory disabilities, people who are older, as well as pregnant women, families with small children and people with a chronic health condition or a temporary disability. All of these people need “accessible tourism”.



META



Organisation
ENAT European Network
for Accessible Tourism



https://www.accessibletourism.org/?i=enat.en.enat_projects_and_good_practices.553





Malama Hawaii Programme

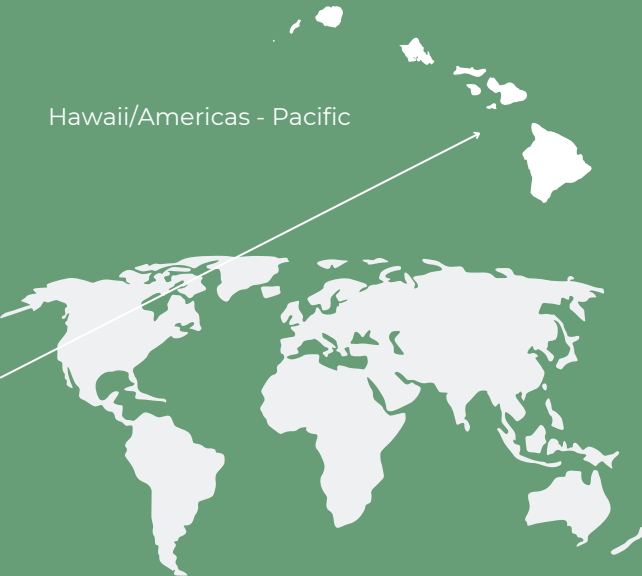


Organisation
Hawaii Tourism Authority



<https://www.gohawaii.com/malama>

Hawaii/Americas - Pacific



Malama Hawaii Programme, Take a Trip that Gives Back

A voluntourism initiative created in partnership with the Hawai'i Visitors and Convention Bureau and the Hawai'i Tourism Authority to initiate the Malama Hawaii Programme.

The program offers unique volunteer opportunities ranging from reforestation projects and tree planting to self-directed beach clean-ups and Hawaiian quilting sessions. By booking a Malama Hawaii package and participating in the hotel's designated volunteer activity, participants will qualify for a special discount or even a free night. That relationship between people and place grows stronger every time someone malama(s) (give back). When one gives back - to the land, the ocean, the wildlife, the forest, the fishpond, the community - one is part of a virtuous circle that enriches everything and everyone. Including one's experience as a visitor.



Voluntourism is not new but in line with current tourism trends there is an increased focus on sustainability when it comes to the choice of destinations and the choice of activities during holiday periods abroad. Volunteering and engaging in cultural activities in the right places and with the right organisations can support nature conservation and local communities. Volunteers who often travel on a low budget can be attracted by the fact that their activity can lead to a reduced hotel rate or even free accommodation. Offering various discounts or free accommodation can be a way for tourism professionals and public authorities to attract volunteers in projects promoting local culture and the environment.



Sardinia Fair Tourism



Organisation
Sardaigne en liberté



<https://sardaignenliberte.com/>



Sustainable and authentic experiences that benefit local communities



Sardinia Fair Travel is the first inbound tour operator in Sardinia to commit itself to eco-responsible, sustainable and ethical tourism.

Sardinia Fair travel lets you travel with an environmentally sustainable attitude, respecting nature, local culture and forging meaningful interactions with host communities.

The company promotes ecological tourism that respects development at the service of populations and territories that are too often underprivileged by allowing the creation or development of accommodation structures with local residents, associations, etc. that support work as a network between local partners and to develop a participatory or collaborative working method and eco-construction of stays and trips offered.

They are active on the territory regarding compensation actions to neutralise CO2 emissions, and develop agro-forestry projects and have developed a collaboration with the Italian movement SLOW FOOD allowing the meeting with local producers and relevant stakeholders.



Sardinia Fair Travel is an excellent example of a sustainable tour operator that has a holistic and comprehensive approach in order to not only promote sustainable travel to its target groups but also support local economies and communities and helping them thrive. The close collaboration on the ground with local professionals helps support small businesses in areas that lack economic activity but offer a beautiful natural and protected environment.

It can be of interest to have a close look at the full range of activities of Sardinia Fair Travel as a best practice and the impact of their work on local communities.

The practice could be developed further by focusing on low budget options that at the same time support local residents such as B&B, farm stays, the development of agritourism.



Les Bobos de la Ferme



Organisation
Les Bobos de la Ferme



<https://lesbobosalaferme.fr/>



Les Bobos de la Ferme



This refurbished cottage has 3 stars and is labelled Tourism and Handicap. The family welcomes tourists and offers a special respite stay offer for family caregivers. Depending on their needs, a whole range of services is at their disposal, from the rental of medical beds, patient lifts, the setting up of passage of caregivers and nurses, the hiring of competent professionals to accompany loved one., etc.

This project is more than the rehabilitation of their home, more than the creation of a tourist activity and goes beyond the creation of two jobs of the hosts who have a disabled daughter. Even if it is all that at the same time, it is above all a life project that they are developing. At the same time the family has above all the desire to participate in the richness of the region while sowing the seeds of a change of outlook through inclusion.

In addition to providing accommodation they are very active to raise awareness and organise exhibitions and events throughout the year such as a round tables and conferences for parents who have children with a handicap as well as caregivers.



People and families that include members with a mental or physical handicap very often have a smaller holiday budget at their disposal but at the same time holiday options for this target group are limited. Les Bobos de la Ferme offers an example of how sustainable and inclusive tourism can be adapted to this target group. The practice can be used as a basis to develop ideas of sustainable tourism offers for people with a mental or physical handicap as well as give ideas about additional (awareness raising) activities that could be organised for this specific target group.



Ecobnb



Organisation
Ecobnb



<https://ecobnb.com/>



ECOBNB - find your next sustainable accommodation quick and easy!

ECOBNB is a platform where you can find ecofriendly accommodations, bio hotels, amazing tree houses, bed & breakfast on the beaches, alberghi diffusi in old villages, organic farmhouses surrounded by nature, castles in the clouds, no emissions mountain retreats, and much more.

It promotes responsible tourism with low environmental impact. They encourage stays in sustainable accommodations, organic food, environmentally friendly routes, green traveling, the rediscovery of nearby and authentic places. Ecobnb is 0% CO2 emissions and 100% Clean Energy. Servers of Ecobnb are powered 100% by renewable energy produced on-site.



Platforms where customers could find sustainable options are becoming more and more popular due to the fact that people are becoming more aware of the need to travel sustainably. Traveling with Ecobnb, one can offset its carbon footprint, helping to fight against global warming. By choosing an eco-sustainable accommodation about 8 kg of CO2 emissions per person per night in an eco-BnB, can be reduced – the equivalent of planting 295 new trees. At the same time, by choosing an eco-sustainable accommodation facility, one can reduce the waste of water and energy, produce less waste and help to make our planet greener.

The good practice is easily replicable and with more and more travel business or industries following the scheme, the tourism sector will for sure becoming greener and greener!

Regional Ethnographic Open-Air Museum Etar- Bulgaria

If you step on the grounds of Bulgaria's one and only open-air ethnographic museum, you enter a world different from the present-day one—the world of Revival Era Bulgarians. Over the years it has emerged as Bulgaria's single open-air museum of the Skansen type. The institution operates as a center for research of the traditional culture of Balkandzhi, since the pre-industrial era to our day. The museum officially opened doors on the 7th of September 1964. In the years that followed, new sites were created—these are architectural samples of houses, artisan workshops, buildings and facilities revealing old techniques, the occupations, way of life and spiritual culture of the population in the central parts of the Balkan Range from the end-18th till the early 20th centuries. The Craftsman Street architectural complex represents a main urban street with buildings from the 19th century featuring active artisan workshops, commercial outlets, a coffee shop and houses of craftsmen and merchants.



The example of an open air museum can help other destinations, ministries and tourism professionals to develop sustainable cultural tourism with a focus on traditions. Also, the idea can be useful and adapted for trainers who are looking for alternatives to conduct a course or workshop that will have added value in an alternative and thematic location rather than in the classroom. The museum has no analogue in any other country because it has master craftsmen working on site and the facilities are operational and used for work and demonstrations. Eco materials are presented, demonstrations of manual grinding of grain, how to make butter, reenactments of the herb festival, demonstrations of preparing winter food traditional recipes, there are specialized events such as World Water Day under the title "Water for All!", International Day for the Preservation of Cultural Monuments,



Learn and Experience Program, educational expeditions to collect medicinal plants, Master for a Day program and much more events that talk about sustainable development, nature conservation, ecology, culture and much more, with all events taking place on the territory of the open-air museum.



Etar- Bulgaria



Organisation
Regional Ethnographic
Open-Air Museum Etar



<https://en.etar.bg/>



The clay house in Leshten- An example of low-budget eco travel!

The clay house in Leshten is unique not only in its architecture, but also in its interior layout. An extraordinary amount of imagination has gone into its construction, and if it weren't for some of the modern amenities that help make guests' stay more enjoyable, such as luxury bathrooms and cable TV, you could be transported straight back to the Stone Age. Each guest can take advantage of the opportunity to combine their vacation in the Clay House with a meal in the "Tavern", which offers a variety of dishes from the Bulgarian traditional cuisine. The houses in the village of Leshten have a "Green House" certificate from BAAT (Bulgarian Association for Alternative Tourism).

The main parameters of the offer that are subject to evaluation are: - efficient use of water and energy - waste management - information for guests - contribution to the local economy - responsible attitude and information about the local nature and culture - security and comfort of accommodation



The house is unique because it is built only from clay, wood and straw, it can be spent overnight and is suitable for budget trips. In addition, the houses around it have been awarded a Green House certificate by Bulgarian Association for Alternative Tourism. They can also be explored, where visitors are introduced to the efficient use of water and energy, waste management, the contribution to the local economy, a responsible attitude and information about the local nature and culture. Visiting the clay house and the eco-houses around it is not only a cheap experience, but is also combined with talks about the heritage, natural materials and living in one with nature. This kind of budget trip inspires tourists to visit unique places, with an eye on preserving traditions and the environment. This good practice can be useful to private investors with an eye on sustainable tourism, to tour guides who visit and offer similar places, and to tour operators with an emphasis on green tourism.



The clay house in Leshten



Organisation
Private investor



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



Intrepid Travel - An online platform for sustainable travel



Intrepid Travel is the world's largest travel company with B Corporation certification, joining other activist brands such as Patagonia and Ben & Jerry's. All these brands "meet the highest standards of verified social and environmental performance, public transparency, and legal accountability to balance profit and purpose."

The Intrepid Foundation is their not-for-profit organisation. They accelerate community-led sustainable development through travel, enabling their partners to solve global issues locally. With travellers' help, it's contributed more than AU \$12 million to over 130 community organisations since 2002.



This type of companies, whose work combines business and care for nature, are an extremely great examples at the local level, but perhaps they are not so well known in Europe and their good practices do not spread quickly.

The model of working together with local communities and helping them can be transferred to other tour operators and agencies with a vision for sustainable tourism and supporting authentic travel for everyone, regardless of budget.



Intrepid Travel



Organisation
Intrepid Travel



<https://www.intrepidtravel.com/eu/purpose>





HBD hotels Príncipe - An example for sustainable behaviour supporting local communities

HBD hotels Príncipe



Organisation
HBD hotels Príncipe



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



HBD Príncipe is an ecotourism and agroforestry business based in the twin-island nation of São Tomé and Príncipe. With four unique boutique hotel properties as well as agricultural operations, their focus is on sustainable development and conservation of Príncipe. Hotel Bom Bom for example promotes water and recycling projects launched by the Príncipe Island World Biosphere Reserve and UNESCO and invites tourists to take part in these programs. Hotel guests can participate by exchanging 50 plastic bottles for one “Biosphere Bottle,” a reusable type of water container, which guests can fill up at one of the 13 water stations around the island. In total, 220,000 plastic bottles have been collected since December 2013.



Preserving the local environment positively influences the livelihood of the native community. As part of hotel strategic plan to achieve its vision of sustainable development in Príncipe, they have the objective of becoming self-sufficient in fruit, vegetables and herbs for their hotels and of achieving profitable agricultural operations.



The business model of HBD Príncipe encourages sustainable behaviour by offering local experiences and supporting local communities. The practice can be of particular interest to tourism professionals, hotel managers and DMC working on developing sustainable travel experiences. Some of their initiatives are very visible during a visit, others, still in the background, but each visitor directly contributes to the island’s sustainable development: the hotels serve fruit, vegetables and herbs grown on their organic farms, 93% of the HBD team comes from the islands (which promotes sustainable development of local communities), the hotels hire local musicians and artisans, have a waste management and recycling team, and conduct regular community clean-ups.

VisitEDUfinn -

An example of sustainable practices during tours

VisitEDUfinn Ltd. was founded in 2016 by education professionals with a track record of organizing successful events, study tours, and school visits in other organizations. VisitEDUfinn is an official member of Education Finland. Education Finland is a governmental cluster program supporting the best education providers in their growth on the international market. The program is coordinated by the Finnish National Agency for Education. In response to COVID-19 and travel restrictions, VisitEDUfinn started to organize virtual school visits and study tours, gathering the online services under the new brand Virtual EDUcation Finland. In 2021 VisitEDUfinn got Biosphere's sustainability certification and Sustainable Travel Finland label as the first Study Tour organizer in Finland.



VisitEDUfinn organizes dozens of private and customized study tours each year. These study tours or educational tours are programs that take more than one day and include visits to different schools or other educational visits. Often the study tours – also called study visits or technical visits – include expert lectures or workshops about the themes that most interest the group, among which sustainability. The first study tour provider in Finland with Sustainable Travel Finland™ –label, endeavours to adopt sustainable practices during tours in a convenient way for all the participants. The model is interesting for educational institutions and tourism professionals, who together or separately can adapt this example to their activity or give it additional value.



VisitEDUfinn



Organisation
VisitEDUfinn Ltd



<https://visitedufinn.com/sustainable-travel/>



Guide
me
green



Chapter 4 General Public



Co-funded by the European
Union

A worldwide movement linking visitors with organic farmers, promote a cultural and educational exchange, and build a global community conscious of ecological farming and sustainability practices

WorldWide Opportunities on Organic Farms- WWOOF™



Close to nature, immersed in the culture, want to take a break from the world? We all need it once in a while. WWOOF is a worldwide movement linking visitors (WWOOFers) with organic farmers across the world, providing an unforgettable and warm hospitality and valuable cultural exchange in an ecologically sustainable way. That is to say, teaching the WWOOFers farming, conserving bees, planting flowers, gardening, animal caring, chopping wood, farm infrastructure maintenance and repair, helping with eco-construction projects.

The WWOOFers are contributing to a bigger and greener cause during a pleasant cultural exchange while the accommodation is provided, the local hosts are able to learn more about the culture of the WWOOFers and get some help in their eco-projects. It is indeed a great alternative for low-budget travellers, be it a single traveller who wants to get to see the world; or couples who would like to spend their vacation in a gorgeous landscape doing meaningful activities; or a family who would to spend quality time to create heart-warming memories, letting the kids to learn and explore the world in nature.

The webpage of WWOOF provides loads of relevant information. A map marked all the available options for WWOOFers to find the most appealing experience for them. From Asia to Europe, Europe to Africa, Africa to America, and America to Australia, covering 130 countries with 40 national WWOOF organisations!



Organic farming and gardening in a foreign land, surrounded by the natural, having a total relaxation escaping from the ordinary. WWOOFing is a way for the low-budget travellers to enjoy all that and travel in a sustainable way. It is the best of both worlds for the WWOOFers but importantly, and the locals. Adding values to sustainable tourism.



Organisation
WWOOF



<https://wwoof.net/>





Treehouse in Konavle



Organisation
Caddmos Village



<https://www.cadmosvillage.com/product/treehouse-cadmosvillage/>



Treehouse in Konavle - feel the nature living in the Treehouse

Treehouse in Konavle, Croatia is nestled deep in unique oak woodland where guests can enjoy their vacation in a beautiful, secluded spot. It is actual house on the tree that spreads over 7.000 square meters, equipped with a solar system and with capacity for six people.

Guests can enjoy the natural beauty of the area, local gastronomy and various adventure tourism activities such as cycling, hiking, trekking, kayaking and mountaineering. The Treehouse project, supported by the Ministry of Tourism and the CNTB, is an excellent example of a sustainable and innovative approach to developing the tourist offer.



The initiative Tree House is to bring tourists to the nature as well as to meet some local cultural traditions. Thanks to creative entrepreneurs in the tourism sector, now even adults can enjoy their vacation in a treehouse at a variety of destinations worldwide.

Treehouses allow guests to get closer to the beauty of the visited areas - to sleep in the forest, amongst the trees, with all the comforts and luxuries of the lodge still at their fingertips. Treehouses are usually childhood dreams, but they also allow guests to be close to nature that traditional hotels don't to offer. Besides, they are cheaper and faster to build, and are usually environmentally friendly.



Albergo Diffuso



Organisation
Associazione Nazionale
Alberghi Diffusi



<https://www.alberghidiffusi.it/>



No more new constructions, reusing existing buildings is the way to go!

The Albergo Diffuso is a concept born in Italy and now spreading across Europe, tracing back to the idea of using restored houses for tourism with the funds allotted after the earthquake in the Friuli region (1976). Albergo- Hotel in Italian; Diffuso, widespread in Italian. The continuous diffusion of “albergo diffuso” is due to the growing concern about sustainability and respect for the environment in the travel industry. The Albergo Diffuso model is where a hotel's rooms are not contained within a single structure but spread throughout houses in a town. President and founder of the Alberghi Diffusi association Giancarlo Dall'Ara explains that at the heart of the scattered hotel concept is its interaction with small village communities. A scattered hotel is defined by creating visitor accommodation by reusing and restructuring existing houses, which must be located within an inhabited town centre. “These hotels cannot be located in ghost towns,” explains Dall'Ara, “otherwise they simply become tourist villages.” In reference to the wider concept of “Scattered Hospitality”, the natural location of an “albergo diffuso” can be found in little historical towns or countryside and mountain villages. In the case of peculiar locations, different types of hotels are also associated.



Travelling is about expanding one's horizon. Travelling teaches you about the world by seeing things outside your comfort zone, and more importantly, interacting with locals, experiencing a new culture with an open and respectful heart. Albergo Diffuso, in a sustainable way- reuse and restructure the existing buildings located in the inhabited town centre, is able to prevent unnecessary constructions and enable travellers to really be immersed in the local culture.

Albergo Diffuso has options across Italy, the price is affordable. For people who want to travel with a smart-budget with a sustainable approach, Albergo Diffuso is definitely an option to consider! As for policy makers or for the local government, it would be efficient to organise the existing but not in used buildings, and to understand if there is a way to utilise them.


European 18-year-olds can receive a free Interrail pass and discover Europe by train thanks to the DiscoverEU programme

All Europeans are familiar with Interrail: the European Union programme that since 1972 has enabled young people to travel around Europe by train with a single, low-cost ticket. Since 2018, Interrail established a partnership with the DiscoverEU programme, dedicated to 18-year old European citizens.

Funded by the European Parliament, the programme aims to help 18-year-olds become more independent, perfect their social skills and embrace European values, by offering them free Interrail tickets.

In general, there are 2 application rounds per year. DiscoverEU supports the mission statement of European integration and rail travel as a climate-friendly transport option that connects people across Europe. DiscoverEU also ensures the accessibility of trips, providing assistance to participants with disabilities or health problems.



 Entire generations of young Europeans have discovered Europe by train thanks to Interrail. Even with the discount that applies to those under the age of 26, it must still be acknowledged that the Interrail pass is rather expensive, and therefore not affordable for everyone.

With the DiscoverEU programme, the European Parliament gives 35.000 18-year-olds per round the chance to receive a free pass. Participants are selected on the basis of a quiz that measures their knowledge of the European Union and their adherence to European values. Following its success during the pilot phase DiscoverEU has joined into the Erasmus+ Programme.

The aim of this initiative is to promote sustainable mobility among young people, foster the acquisition of intercultural competences and encourage the development of feelings of European citizenship.

The initiative of the European Parliament can be replicated at local level by public authorities to promote the use of sustainable means of transport during the holidays of young adults.



Interrail



Organisation
European Parliament



https://europa.eu/youth/discovereu_en





Berlenga



Organisation
EDP Distribuição, city hall
of Peniche, and the
Institute for Nature
conservation and Forest



<https://www.cm-peniche.pt/visitar/galeria>



Berlenga, a 100% sustainable island

The Berlengas Archipelago is a small archipelago located on the Portuguese continental shelf, 5.7 miles from Cape Carvoeiro (Peniche). It is formed by a set of small islands and coastal reefs distributed by three groups: Ilha da Berlenga, the Estelas and the Farilhões-Forcadas. The Berlengas Archipelago has a biological heritage of high conservation interest, both in terms of its terrestrial insular ecosystem that includes endemic plants, protected habitats and shelters the nesting of several endangered seabird species, as well as in terms of the surrounding vulnerable marine ecosystem, one of the richest in Portuguese waters. The complex geomorphology of the islands and islets that make up the archipelago is also unique. Human presence and influence over time are inseparable from the archipelago.



The importance of the Berlengas Archipelago as an insular ecosystem, the biological value of the surrounding marine area, the high botanical interest, the island's role in terms of marine avifauna and the presence of interesting archaeological and underwater heritage contributed to the fact that, in September 1981, the archipelago was classified as a Natural Reserve. The Berlengas Natural Reserve (RNB) includes the entire emerged area of the set of small islands and islets, as well as the adjacent marine area, with depths up to a maximum depth of 520 m. The value and importance of this area for the conservation of biodiversity at European level was later recognized when it was classified as a Special Protection Area for Wild Birds and integrated into the Natura 2000 Network.



Couchsurfing



Organisation
Couchsurfing



<https://about.couchsurfing.com/about/about-us/>



Couchsurfing connects travellers and locals; boosting the culture exchange and creates unforgettable memories

Couchsurfing is a platform where travellers are able to find a host in their travel destination. But not only, the travellers are able to find local activities. Travellers could easily find new friends and experiences to do- low-cost!

Couchsurfing envision a world made better by travel, and travel made richer by connection. Couchsurfers share their lives with the people they encounter, fostering cultural exchange and mutual respect. Whether you are a traveller who wants to learn more about the local culture; or you are a local who would like to host and share your culture; you have a way to be involved.

Couchsurfing enables people with low-budget to travel with greater ease. Even though it is not a luxurious five-star-hotel, the travellers who are looking for memories and friendship that money can't buy would definitely benefit by the services Couchsurfing provides.



Couchsurfing is able to connect the travellers with the locals or the other travellers online in an easy and accessible way for everyone for free! Nowadays more and more things are digitised, the internet allows people to stay connected and explore the unimaginable world! Couchsurfing is a great concept and platform for travellers to easily make low-cost plans! It also boosts the cultural exchange not only with the travellers, but the locals could also learn more about the travellers' hometown and culture. In terms of sustainability, with less need for hotels, the destination would not need to build more buildings for accommodations.



Reus City festivals



Organisation
Reus Town Hall, Cultural
department



<https://www.reus.cat/>



Reus City festivals for everyone

The City Festivals adapted to everyone, it includes different actions in order to facility and allow all the people to enjoy and participate. The councils of Social Welfare and Culture of the Reus City Council have started again with the Festivity for everybody. One of the main objectives of the project is to eliminate all kinds of obstacles (physical, communicative, social, etc.) to facilitate the participation of any person in the festival acts that are scheduled for the Festivity. To achieve this, to place people with functional diversity at the center and, for this reason, the concrete measures that will be implemented are agreed upon by the entities of/per people with disabilities that are part of the City Council for Disability. The performances are organized around three main objectives: physical inclusion, communicative inclusion and social inclusion.



In order to make the festivities inclusive they have adapted their plan with different strategies. They include elements such as the programming of inclusive acts, a communication that includes participation and diversity, the transmission of human and pedagogical values of culture and the vision and planning of universal accessibility. The program is available in various forms to be able to access both screen readers on public websites that are also accessible. Communicative inclusion is another of the points, it is the support that allows universal access to information and that, therefore, democratize access to culture. Including qualitative and quantitative information and signalling elements, which facilitate access and the relationship between the environment based on equal opportunities.



Workaway



Organisation
Workaway



<http://workaway.info/>



Travel differently, connect differently. Travel with a mission in heart, open your horizon and contribute to the locals!

Workaway is a community for cultural exchange, working holidays, and volunteering. The travellers who would like to have a different travel experience- travel with a mission! Workaway also has a section for house sitting, allowing the travellers to see the world for free! There are 3 ways to be involved on Workaway.



A workawayer is a traveller who wants to give back to the communities and places they visit. Open to helping hosts and using the experience to learn and immerse in the local culture. The help offered could be some extra hands for gardening or DIY, creative projects with the kids, house-sitting, charity work, natural building, teaching or practising a language!

Hosts generally are asked to provide accommodation and food in exchange for help from Workawayers of around 4-5 hours per day, 5 days a week. For hosts who are businesses or asking for help with a business activity, they should be offering accommodation plus at least minimum wage for each hour worked.

Language exchange: One of Workaway.info's main objectives is to facilitate contact between possible host families and students.



The activities and the options for volunteering are sustainable ecologically and socially- contributing on sustainable projects, learning about farm life, helping with animal welfare, helping at a local school.

The travellers will receive accommodation and food, while if helping in a business activity, the host would also offer the minimum wage. It is a good way for low-budget travellers to see the world, contribute to a greater cause, and at the same time make friendship and unforgettable memories!

The concept is easily replicable. The local government, businesses, and farms are able to open up some volunteering vacancies for the travellers.



Bioritme Festival



Organisation
Associaió BIORITME



<https://bioritmefestival.org/es/>



Feel the music and love the environment!

BioRitme is a space to share music from all over the world; using committed, critical and constructive music for a better world. Each artist in the festival is capable of transmitting certain values, making sure everyone are all participants in this joint experience. The festival has great love to live music, enjoying it not only in a playful way, but also as a constructive element.



BioRitme is held in a wonderful setting in Torelló, right next to the Ter river. This gift is at the same time a great responsibility for everyone, hence the whole BioRitme team works year after year to make BioRitme a meeting point in which to demonstrate that a healthy coexistence with the environment that surrounds us is possible. The attendees of BioRitme is expected the utmost respect and care for the environment.



Music festival organised in a natural park which is respectful and friendly with the environment: no glasses allowed in, no plastic goods allowed in, all products served are ecological and from local producers, no parking close to the park, encouraging participants to walk to the space).

BioRitme wants to demonstrate values committed to ecology, one of the most important pillars of the Festival. All products offered in the bars and stands are 100% organic, drinks, soft drinks, juices, food... they share this concern and want to show that it is possible a society that walks in that direction, and not only with organic production, but also with the proximity. Km0 products are just as important as their quality to create a local network of sustainable wealth.

The actions encouraged in the music festival is a great example for the general public to follow. Loving the environment while having the best time of your life.



Schau aufs Land

 Organisation
Schauaufsland

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

Camping at organic farms with the Austrian digital campsite guide Schau aufs Land

Schau aufs Land is a digital campsite guide with 400 campsites in Austria for camping close to nature at organic farms & other sustainable businesses. The camping sites are offered free of charge for 24 hours at a time to members paying a small membership fee (39 € per year). With a purchase from the farm or a voluntary donation, guests can show their appreciation for the hospitality. Sustainability is a central aspect of Schau aufs Land. Besides the issue of sustainable travel, they foster the awareness for the value of regional and biological agriculture.



Schau aufs Land is a great platform for those who want to organise a holiday on the road and save on accommodation. Pitches are available free of charge for one night, making them particularly suitable for those organising a cycling trip, for example. The annual fee per account is rather affordable.

Schau aufs Land not only aims to offer sustainable accommodation in contact with nature, but also to make tourists aware of the importance of organic farming. Campers are invited to buy products from organic farms as an expression of gratitude for their hospitality. In this way, they also support biological agriculture and do good for themselves by eating quality food.

Schau aufs Land is an inspiration to tourism professionals who want to offer a sustainable and innovative service, offering holidays close to nature.





Marginimea Sibiului



Organisation
Sibiu County



<http://www.sibiu-turism.ro/About-us.aspx>



Discover Romania, the Beautiful and Magical land with Unique Tradition and Amazing Delicacies



Marginimea lui, region in Transylvania, has always been known as the land of shepherds, sheep cheeses and meat delicacies. Its traditional products reflect the richness of its lands but also the region's cultural diversity. When there, try the 'telemea', fresh cheese made of local sheep milk. The various types of cheese of Marginimea Sibiului are an important part of this region's culinary and cultural tradition, and its diversity comes from specific production techniques. In the alpine pastures of Marginimea Sibiului the local shepherds continue to use ancestral recipes to produce various sheep cheese products such as 'telemea', 'urda' and 'cas'.

One fascinating fact about the region is that the country life is so authentic, so pure, so real that it's almost hard to believe that nowadays such a world still exists. For tourists is captivating to discover a wonderful world so different from their own and yet so close by.



Marginimea Sibiului offers unique experience of ecotourism offering local specialties with a sustainable touch. It therefore, boost the sustainable development of the local communities.


The local benefits come from using local guides, buying local goods, foods and services. This kind of ecotourism activities and their planning ensure the reduction of the negative impact on the respective local community and on their lifestyle while offering, at the same time, constructive and long-term sustainability in those communities.



Free accommodation for cycling holidaymakers: it is possible with Warmshowers!

The Warmshowers.org Foundation is 'a community of touring cyclists and those who support them'. The platform connects cyclists with hosts who are willing to host them free of charge, offering them a room in their home or a space in the garden where they can pitch their tent. Most of the hosts are themselves cyclists who use the platform during their trips.

WarmShowers was founded in the USA, but quickly spread around the world and is now present in 161 countries with 170,000 members and more than 110,000 hosts. Membership requires the payment of a small fee (less than €30), while accommodation is completely free.

 Warmshowers is a community of bikers for bikers. The community is based on a shared passion, that of cycling holidays, and on reciprocity: very often users are hosts themselves.

The platform is suitable for anyone who wants to spend their holidays in a healthy and sustainable way: solo travellers, couples, groups of friends and families.

The platform makes it possible to organise cycling holidays for all budgets, as accommodation is free of charge. Being hosted by locals, it is possible to receive excellent advice on places to visit, where to eat and which routes to follow.

Warmshowers can be an inspiration to tourism professionals interested in creating a community of tourists for tourists



Warmshowers

 Organisation WarmShowers Foundation

 <https://de.warmshowers.org/>





City of Patras



Organisation
City of Patras



<https://www.visitgreece.gr/mainland/peloponnese/patras/>



Discover the magic of a Greek city- Patras

The Greek City of Patras of the Region of Western Greece has been honored with the European Destinations of Excellence (EDEN) 2016/2017 accolade, which focused on cultural tourism.

The region's nomination was focused on the cultural sites of the regional districts of Achaia, Ilia and Etoloakarnania. Patra, a Gateway in Western Greece to the Mediterranean, carries you away with its frenzied pace.

In Patra there is the longest suspension bridge in the world, the Rio- Antirion Bridge that united Achaia with Aitoloakarnania. Harilaos Trikoupis' vision when he was Prime Minister of Greece was a bridge that would cross the 3 km of the Corinth Gulf's strait. The Church of Saint Andreas is the biggest Christian Orthodox temple in the Balkans with its wonderful religious icons and amazing design and decoration.

Catch a performance in the Municipal Theatre «Apollon», perhaps the most impressive of Patra's architectural adornment, built in 1830 by E. Ziller, as replica of La Scala opera house in Milan, and many other monuments.



City of Patras has a lot to offer, especially when it comes to cultural tourism. Experiences, such as visiting a museum, can also become a meaningful part of one's identity and contribute to successful social relationships in a manner that material items cannot offer. Moreover, cultural tourism is an example of informal learning environments, which means they are devoted primarily to informal education — a lifelong process whereby individuals acquire attitudes, values, skills, and knowledge from daily experience and the educative influences and resources in his or her environment.

Every cities have their own characteristics, knowing how to showcase them to the tourists are going to provide mutual benefits to the travellers, and also to the local communities.



Co-funded by the European
Union



Geocaching



Organisation
Bundespolizeipräsidium
Germany



https://www.bundespolizei.de/Web/DE/Service/Mediathek/Downloads/geocaching_file.pdf?__blob=publicationFile&v=1



Sustainability via GPS - Geocaching as a tool to foster green habits



Geocaching has become very popular in the recent years. It is a kind of treasure hunt, mixing real and virtual elements. Treasures - geocaches - are hidden in places that generally enjoy special tourist, natural or historical interest, by communicating their coordinates to the GPS. Geocaching is an interacting activity for tourists (adults, families and young peoples) that can discover a tourist destination in a funny and entertaining way.



Prima facie, the project of the police has nothing to do with tourism, nor sustainability. However, we were reminded that geocaching is an excellent way to convey knowledge interactively. The possibilities are almost unlimited, single caches or routes can be laid to certain topics. It can be laid riddles and multis with bonus. The searchers can be led to certain places and invited to solve certain tasks. It is an excellent way to motivate children and young people. If you choose routes in your own region you can discover a lot of new things, learn something and it costs almost nothing. This makes geocaching:

- great for low-budget travellers
- ideal for raising awareness among young people about sustainable leisure activities in their own area/vacation destination



GREECE FROM HOME



Organisation
Ministry of Tourism in
Greece



<http://www.greecefromhome.com>



Go virtual to be more sustainable



The platform of greecefromhome.com and discovergreece.com will give everyone the opportunity to enjoy the digital experience to travel virtually to Greece and get to know the sights, the museums, the nature, the gastronomy and the villages in every part of Greece. On top, there are sections of "discover Greece" that will give make you feel as if you were in Greece in a real time!

The platform aims to give access to people from all over the world to stay in touch with Greek culture and the daily touches make it special. To keep discovering and being inspired by the beauties of the land of myth, in the meanwhile, to enhance their digital skills.



This platform is an excellent example of virtual tourism and resource of education. It educates people on how to connect to innovative approaches while providing new ways of learning about traditions and culture. It is also sustainable in many ways as it shows landscapes and enable tourists to get an impression of natural sightseeing without physical visits to real destinations.



DIGILOR



Organisation
Digilor



<https://www.digilor.fr/tourisme/>



Promoting sustainable destinations to low-budget tourists



Digilor provides touch screens for various types of customers within the tourism industry. Various case studies are available about the installation of touch screens at camping sites which are often used by tourists travelling on a low budget.

Beyond the simple dissemination of information, the digital terminal helps guide customers and present the activities of a campsite. The touch screen can also give information about nearby recreation and points of interest. Installing an interactive kiosk at a campsite can be beneficial in many ways as it also allows destinations to guide tourists towards more sustainable tourism offers and activities while offering low-budget options. It can for example also provide information about healthy and low-budget food options such as local producers, markets or restaurants prioritising local products or about local cultural or nature focussed activities.



This practice linked to the touch screen is highly relevant for the following reasons. Low-budget tourists are according to different sources of national and international statistics. Some are also increasingly looking for a more sustainable offer.

Strategically placed touch screens at campsites or other places frequently visited by low-budget travellers can help raise tourists awareness about the availability of sustainable and affordable tourism experiences and activities that also benefit the destination. The touch screen offers considerable flexibility with regard to the messages that can be passed on to visitors and can also help to find out what low-budget travellers are looking for at a destination. As such the practice is very relevant for tourism professionals and DMOs, public authorities and policy makers.



LOISIRS ENCHERES



Organisation
Loisirs Enchères



<https://www.loisirsenchères.com/>



Don't pay more for your holiday than you can afford!



Loisirs Enchères is an online platform that provides holiday auctions. Visitors to the site can put in a bid to buy a holiday or leisure activity at an affordable price. They might not win every time but they have the opportunity to strike very good deals. The site offers various sustainable holiday options such as for example include bicycle or mountain holidays.



The business model of the site can be interesting for destinations and tourism professionals that want to attract visitors and tourists to more sustainable offers and away from mass or over tourism. It could also support the development of off season tourism in order to support local economies and communities. Auctions can be adapted to include certain local or regional experiences of a destination such as tastings, agritourism or off season cultural events or festivals.



Travel Green Europe App - travel sustainably!

Travel Green Europe App provides responsible travelers with listings of sustainable tourism certified products, services and destinations around the world. The App works with the Tourism 2030 Sustainable & Responsible Tourism Portal to keep users informed of the green choices that can be made when travelling, focusing on ecotourism and green destination offers. The Green Mapping mode is for professional users to create your own „Green Travel Maps“.



Mobile phones have become a necessity for many people. Nowadays we don't go anywhere without our phones. Often, people find themselves in a situation that their desired destination doesn't provide the information they need. Therefore, this kind of apps to explore sustainable locations and to help people find their way are more than welcome. Today, more than ever mobile apps are transforming travel and tourism industry.



Travel Green APP



Organisation
Travel Green APP



<https://destinet.eu/market-place/green-travel-maps/green-travel-maps-europe/travel-green-europe-app/>



Sculptures in wood and stone

This website is only the impetus for an artistic action that we have experienced in our region. The website itself has nothing to do with the idea.

However, it can also promote tourism if courses in creating small mementos are offered in the destination region. This can be done with almost all materials. Such courses are particularly popular if the material is specific to the region. e.g. amber in the coastal regions.

But the first thing the Siete reminded us of was an artist who made sculptures from things he found along the Elbe cycle path in Saxony-Anhalt. Some of these things were rubbish and were transformed by him into a work of art.



This can be an inspiration for activities that actively engage travelers to raise awareness of the impact that vacationers have on the environment. The providers can offer courses in which holidaymakers create art from found objects, e.g. empty cans or packaging, broken glass, washed up wood, small parts of plants such as leaves, etc.

For example, they can also be organized small competitions among travelers in a destination, where they design small objects with found objects. The most creative results could be exhibited or awarded.

The objects cost nothing, so there are hardly any material costs, which is important for our target group for the implementation. If you don't want to collect the objects, e.g. because it's too heavy, you can take photos and create a collage from them. While designing the objects, knowledge about the effects of tourism on the environment can also be imparted.



Stadt Bergkamen



Organisation
Stadt Bergkamen



<https://www.bergkamen.de/kultur-tourismus-sport-events/kultur/kreative-erwachsenenbildung/skulpturen-in-holz-und-stein/>





Love Home Swap



Organisation
Love Home Swap



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



Unlock the world with your next home swap

Love Home Swap is a platform for home exchange vacations. You exchange your home with another person or family for a vacation in another corner of the world!

The platform is simple to use. First you create your listing, and create your profile. Then you look for homes in destinations that interest you and send the exchange request. After final confirmation, you can start packing your bags and next you find yourself in the other side of the world, exploring the culture and start an unforgettable journey with zero spent on accommodation!



Love Home Swap provides a comfortable, economical and fascinating way to rest far away from home. The possibilities for home exchange are endless. You have more space, and the opportunity to stay in a real home-away-from-home, where everyone can be together. Love Home Swap is a great, sustainable, and affordable solution for low budget groups and families that would like to travel the world!



Vacances et Familles



Organisation
Vacances et Familles/
Bordeaux Tourist Office



<https://www.vacancesetfamilles.org/>



Partnerships that can increase sustainable tourism offers for low-budget tourists and travellers



La solidarité au coeur des territoires !

In partnership with the association 'Vacances et Familles', the Bordeaux Tourist Office provides support to help low-income families enjoy a holiday, including accommodation support and on-site entertainment, as well as assistance before, during and after their stay. Each person purchasing one of the products on the www.visiter-bordeaux.com website is invited to make a donation to the association Vacances & Familles. These donations allow, on the one hand, low-income families in Bordeaux to go on vacation, and on the other hand, families to come on vacation to Bordeaux and more widely to the region.

Overall, the association Vacances et Familles promotes holidays of 5,500 people, two thirds of whom are children. It has to be considered that 40% of French people do not go on vacation. The association helps to reduce the number of children deprived of essential holiday time each year.

The association, recognised as being of general interest, allows donors to receive a tax certificate to deduct up to 66% of their donation from their taxes whether they are an individual or a company.



The business model of the site can be interesting for destinations and tourism professionals that want to attract visitors and tourists to more sustainable offers and away from mass or over tourism. It could also support the development of off season tourism in order to support local economies and communities. Auctions can be adapted to include certain local or regional experiences of a destination such as tastings, agritourism or off season cultural events or festivals.

Accessible sustainable tourism for small budgets

Transformation of a holiday centre into a place that allows people from the region who have difficulty accessing holidays and other tourist audiences to meet, around slow tourism activities to discover the region and its inhabitants via soft mobility and the structuring of and local animation in the area. This includes artistic and cultural activities and connecting with the local culture and community. Food and working with local producers is one of the key aspects of the project, in line with the ambitions of Emmaüs France, in order to promote healthy food for the most vulnerable populations.

The association's primary mission is to welcome members of the Emmaüs movement and to be a place of vacation, rejuvenation accessible to all in a logic of solidarity tourism and well-being.



Emmaüs Primelin can serve as an example of tourism activities carried out in the framework of Emmaüs France. The network supports slow and sustainable tourism activities that benefit the community and raises the awareness of tourists about sustainability, local culture, community and natural environment.

The practice shows how a larger network with a large number of members can work towards implementing sustainable tourism solutions for low-budget travellers.



Emmaüs France (Emmaüs Primelin)



Organisation Emmaüs France



<https://emmausprimelin.org/>





Living Museums



Organisation
Junta de Castilla y León,
European Agricultural Fund
for Rural Development
(EAFRD)



<https://museosvivos.com/en/>



Living Museums. Culture for all.

Living Museums is a project that, through SMART technology, allows people from small cities to have access to 14 cultural centers. In order to promote its rich heritage, Burgos is part of the 'Living Museums', an initiative to revitalize nature interpretation centers, ethnographic museums and rural areas.

A land of unique landscapes with its own personality, where diversity and crossroads such as Santiago reign, the province of Burgos is a well-kept treasure in the north of the peninsula. A place to get lost in historical territories where even today you can hear the whisper of a thousand battles and the passing of authentic legends such as El Cid Campeador!

Combining culture, art, gastronomy and nature in its purest form, the region is part of the 'Living Museums' initiative, an innovative cooperation project that has been created to promote the wealth of ethnographic museums, nature interpretation centres and cultural spaces in some corners of Castile and Leon. A measure for the opening of elements of tourist and cultural dynamization that emerges in perfect harmony with the Action of the European Commission called Smart Villages.



Living Museums' is part of the union of the six Rural Development Associations of Castile and Leon with the aim of promoting the cultural, natural and ethnographic heritage of their territories, specifically in the provinces of Valladolid, Segovia and Burgos. To this end, 17 interpretation centres and small museums located in rural areas with a lot of rich offers have been revitalised through joint work.

With the incorporation of new technologies in their opening and self-guiding systems, these spaces have become true 'Living Museums' that are open to visit all year round and, in some cases, even 24 hours a day. An access code that accompanies the reservation allows access to its interior and to start the installations that later are automatically suspended coinciding with the end of the visit.



Holiday4Help: the best way to travel on a budget and engage with locals!

Holiday4Help



Organisation
Holiday4Help



<https://holiday4help.com/>



Holiday4Help is a German platform based on the Work&Travel principle. The proposed activities allow participants to travel for free in exchange for a few hours of their own time to spend on a range of activities such as housesitting, petsitting, working on a farm, supporting development projects or helping to renovate a house. A whole section is dedicated to sustainable projects, such as the creation of a permaculture garden or the construction of a green tiny house. This type of holiday is suitable for those who want to make themselves useful and engage with the local community.



Platforms offering work & travel experiences have become very popular in recent years.

This type of holiday is great not only for those who want to travel on a low budget - no accommodation costs are foreseen -, but also for those who want to spend a holiday in close contact with the local community, perhaps discovering places that are off the beaten track of mass tourism.

Compared to other platforms, we particularly like Holiday4Help because it allows sustainable projects to be included as a filter.





Golden Park- a budget travel in nature



Organisation
Private owners



<https://holiday4help.com/>



Lukovit and the stone houses

A magical place where tourists feel like characters from the Hobbit and Lord of the Rings movies for free

The park is a private property, but access to it is completely free for anyone who wants to see the stone houses. One of the most remarkable things in the park is a house that is located on the water itself. It can be reached by boat, but the house itself moves as it floats in the river. The cottages are private property and people really live in them. Inhabitants have invested themselves in signage, construction, maintenance of the territory, stone and wooden sculptures, painted tunnels. Everything is made of stone, with maximum attention to detail, the preservation of nature, the use of natural materials. For Bulgaria, this is a great exception as a good practice - a private property intended for visiting tourists. On a global scale, this phenomenon is developing more and more.



The site became extremely popular through influencers and bloggers who are interested in the eco-lifestyle and present interesting objects in Bulgaria in their videos. The cabins are also gaining popularity through travel sites and groups, where visitors share photos. Several hotels in the area include this stone park like attraction in their hotel's web sites. This way of passive travel advertising can be interesting for a number of owners of authentic accommodation facilities, parks, various non-profit organizations and associations dealing with eco-tourism and sustainable development.



MyHelsinki



Organisation
MyHelsinki



<https://www.myhelsinki.fi/en/think-sustainably>



MyHelsinki- The informative site for sustainable tourism in Helsinki

The online site gives every tourist the opportunity to familiarize himself with various services that meet the sustainability criteria. The site is informative, it allows you to search for hotels, restaurants, shopping centers, clubs, pubs and attractions to promoting a more sustainable way of life and travel. The criteria were updated during the course of 2020 to take social and cultural sustainability more into account. The criteria for environmental sustainability have also been updated to better meet current requirements and to drive local businesses to operate even more responsibly. This online platform has a strong idea to popularise and facilitate sustainable travel. The information of local attractions, bar, hotels etc. is published and "tested" by locals who know the destination specifics. This is a complete, free to use guide on how to feel and travel like a local in a sustainable way, every necessary and important information could be found on the site.



Finland is a well-known destination that takes sustainability seriously and we cannot say that for them such type of sites are something new. Here we have a rather good example of building a site, with complete and constantly updated information. The concept of this type of site is extremely suitable for any destination with an affinity for the development of sustainable tourism, because it invites even an audience that is not familiar with this type of travel to open, look and think about the products and services offered on the spot.



Prainha do Canto Verde



Organisation
Prainha do Canto Verde



<http://prainhadocantoverde.com/>



Prainha do Canto Verde, Brazil - a community-based tourism.

On the North-East coast of Brazil, a community of artisan fishermen have made inroads into community-based tourism.

Community-based tourism in La Prainha is mainly focused on the redistribution of income and on the cultural and environmental preservation of the area. Therefore, the products and services offered to tourists are provided by community members (food, handicrafts, tourist guides) and there is no sense of competition between the inns (pousadas).

Community-based tourism strives to keep the profits that tourism generates, circulating within the community. Using the money to further educate the residents and enabling them to improve their quality of life, while holding foreign investors, developers, drugs, prostitution and other problems of mass tourism at bay.

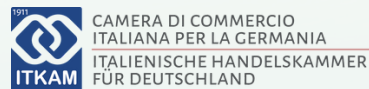


The model of community-based tourism may be interesting for professionals in the sector, as well as for public bodies such as Ministries and Associations, to adapt it according to the characteristics of the destination they represent. Such places are suitable for budget relaxation and getting to know the local way of life. Until the 1990s, the concept of community-based tourism was unknown in Brazil. Over the years, the association of Prainha do Canto verde has been organizing or helping to organize various types of events. Some directly related to their locality, others related to tourism and sustainable development.

Guide me green



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