Responsible Tourism and Sustainable Economy

Unforgettable tourist experience: the case study
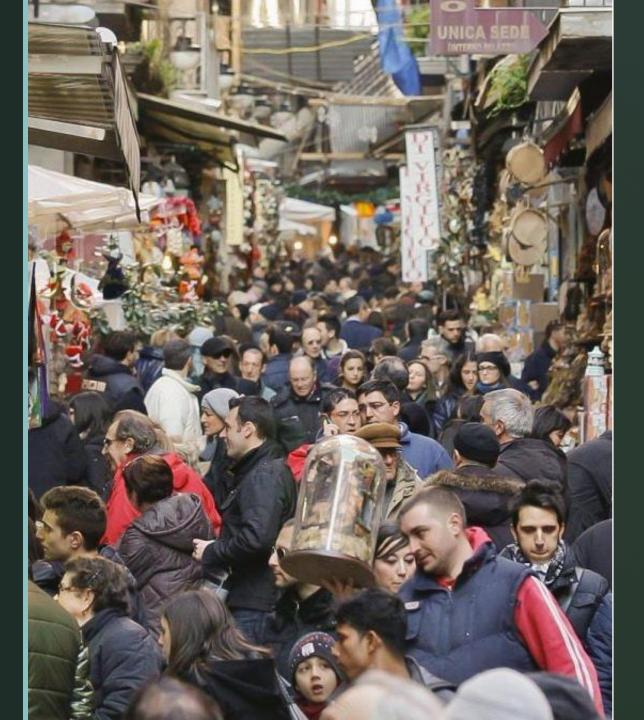
"Cyrcle Project"

What does *Responsible Tourism* mean?

- **Minimizaton of negative** economic, environmental and social **impacts**;

- Positive contributions to the **conservation of natural and cultural heritage**, to the maintenance of the world's diversity;

- Enjoyable experiences for tourists through more meaningful **connections with local people**, and a greater **understanding of local cultural, social and environmental issues**;

- Provide **access for people with disabilitie**s.

[Cape Town Declaration, 2007]

"Making better places for people to live in and better places for people to visit"

- Via San Gregorio Armeno (Naples), photo from *Il Mattino*

Sustainable Travel Report 2021 (Booking.com)

- *83% of global travelers think sustainable travel is vital; 61% said the pandemic has made them want to travel more sustainably in the future*

- *Almost half (49%) still believe that in 2021, there aren't enough sustainable travel options available; 53% admitting they get annoyed if somewhere they are staying stops them from being sustainable (E.G: not providing recycling facilities)*

- *While 3 out of 4 accommodation providers say they have implemented at least some kind of sustainability practices at their property, only one-third actively communicate about their efforts proactively to potential guests*
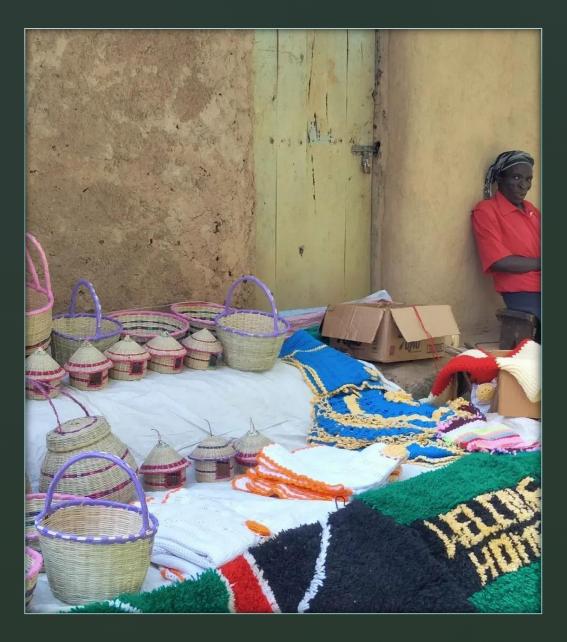
7 Pillars of Circular Economy

"The circular economy is a new model for addressing human needs and fairly distributing resources without undermining the biosphere or crossing planetary boundaries"

[Greenbiz.com]

Case study: Cyrcle Project

- Promotes Youth-Led Initiatives in Responsible Tourism;

- Based on the principles of Circular Economy;

- Applied to Handicraft sector to develop it as a strategy for economic growth in vulnerable communities

- Objective: valorizing community assets through the participation of young people;

- Partners: ITALY (RAS, 4D); GREECE (Action Synergy), Kenya (KCEP), MEXICO (Familias de la Promesa)
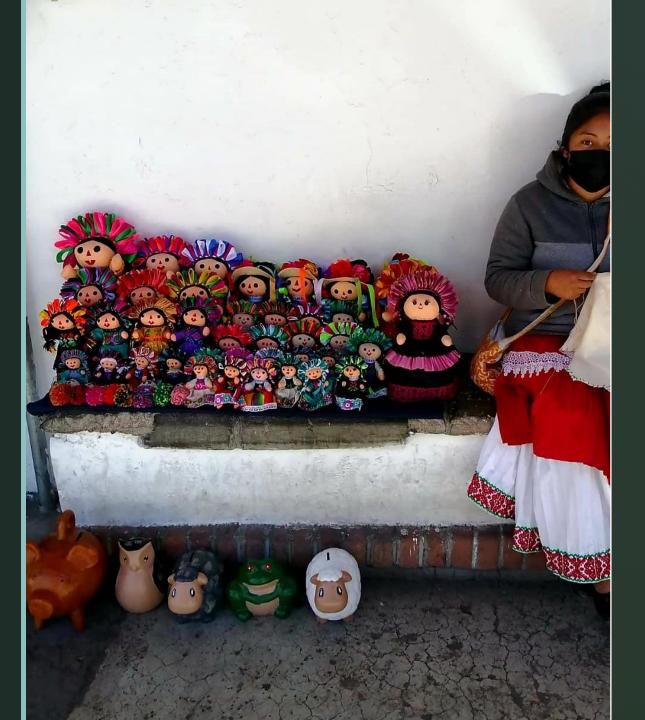
Phase 1: Identification of community's local assets (Luanda, Kenya)

- Focus groups;

- Interviews to local producers (artisans, business women, jewel makers, farmers...);

- Direct contact with locals

- Workshops

- Live experience in a countryside community

Phase 2: Valorization of community's assets (Castellammare di Stabia, Italy)

- Guided tour with local guides (Villa Arianna and Villa San Marco; Castellammare shipyard and city centre);

- Tour in pasta factory "Ducato D'Amalfi" with manager Federica Caso and virtual tour there about making handmade pasta in Gragnano;

- Workshops with stakeholders (guides, tour operators, Youth Associations as Rotary Stabia) about organizing a cultural/natural itinerary;

- Hiking: discover the natural heritage on Mt. Faito

Phase 3: Promotion of community (Aculco, Mexico)

- Use of main social media (Facebook, Instagram, Tik Tok...) to storytell the cultural heritage in Aculco;

- Workshops with Otomì community;

- Workshop: "Make your own Lele Doll"

- Mythes and legends in Aculco;

- Discovering Camino Real de Tierra Adentro (included in UNESCO's list)

- Aculco, *Pueblo Mágico*

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CONCLUSIONS

How can we make people more sensitive to Responsible Tourism?

How can we approach to more sustainable tourism in metropolis or big cities?

Can our cities become more sustainable in terms of environmental care? How?

Are our cities careful to people with special needs (e.g: wheelchair/crutches, autism, blindness, deafness, etc...)