



Tourism as a development tool

20 examples of responsible and fair tourism
around the world





PREFACE

While the International Social Tourism Organisation (ISTO) has since its inception worked hard to promote social tourism, it has been working for some years now to take greater account of the responsibility and solidarity dimension in the development of tourism.

In opposition to mass tourism, responsible and fair tourism participates in the economic development of the regions visited by integrating the local populations in all stages of the process. It also aims to preserve the natural resources of its territory and allows a trip in the respect of the people met, their culture and their environment.

Today more than ever, in the social and climatic situation in which our planet is currently living, tourism must respond to the Sustainable Development Goals (SDGs), proclaimed by the United Nations, with the ambition of transforming our world by eradicating poverty and inequality, while ensuring its ecological and solidarity transition by the year 2030.

In this context and after the publication in 2017 of the first ISTO collection «Tourism in Action – 20 examples of social policies around the world», a second collection is published. «Tourism as a development tool» presents 20 examples of responsible and fair tourism around the world, to show how tourism can contribute to building a more sustainable world if it respects a few simple principles.

Carried out in different contexts, different countries and on different scales, all these tourism projects have the same objective, to create positive impacts for all. This non-exhaustive list presents 20 inspiring initiatives or projects, carried out by men and women with strong values, in the four corners of the world.

Have a good trip!

Inés Ayala Sender, President of ISTO
Maurizio Davolio, ISTO's Responsible and Fair Tourism Commission Coordinator.

www.oits-isto.org

Responsible Editor
Yves Godin, ISTO

Coordination
Charles-E. Bélanger, ISTO

Writing
Lauriane Gouhier, Association pour
le Tourisme Équitable et Solidaire

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Tourism as a development tool

20 examples of responsible and fair tourism around the world

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Creation of a community biodiversity conservation area, for Eco Benin, in Benin.

Year of launch: 2016

KEY WORDS

PROTECTION OF THE ENVIRONMENT
COLLABORATION TOURIST CIRCUIT



OVERALL PROJECT OBJECTIVES

- Conserve the territory's biodiversity

THE BENEFICIARIES

- Future generations
- Communities living around the world
- Visitors

THE PROJECT

In response to the advanced degradation of natural areas through overexploitation of resources and various human facilities on their territory, the communes of Grand-Papa and Comè have created «Bouche du Roy», a community biodiversity conservation area.

The establishment of this area was characterized by a participatory approach involving the communities of 17 riparian villages in the project stages: delimitation and mapping of the areas and development and implementation of the management plan. In 2017, the area was included in the UNESCO MAB World Network of Reserves, made up of protected areas that promote solutions to reconcile biodiversity conservation with its sustainable use.

The creation of this area has stimulated the development of income-generating activities, including ecotourism, which mainly in-

volves two circuits. One of these is the ecotourism activity, which mainly consists of two tours, one of which introduces visitors to the biological diversity of the area and the conservation methods developed for its safeguarding. The other immerses travellers in the daily lives of the area's residents through the discovery of socio-economic activities. These two tours made it possible to train guides, promote and market local products (salt, red oil, coconut oil) and set up a lodging and food service, creating jobs for members of the various communities.

Other activities include reforestation and mangrove restoration programmes, monitoring and law enforcement. A management convention for the reserve has been accepted by all parties involved, which defines all practices and rules to be respected within the reserve for all tourism initiatives that will be developed.

9.678 hectares protected

3 interdependent protection zones

2 ecolodge visits proposed

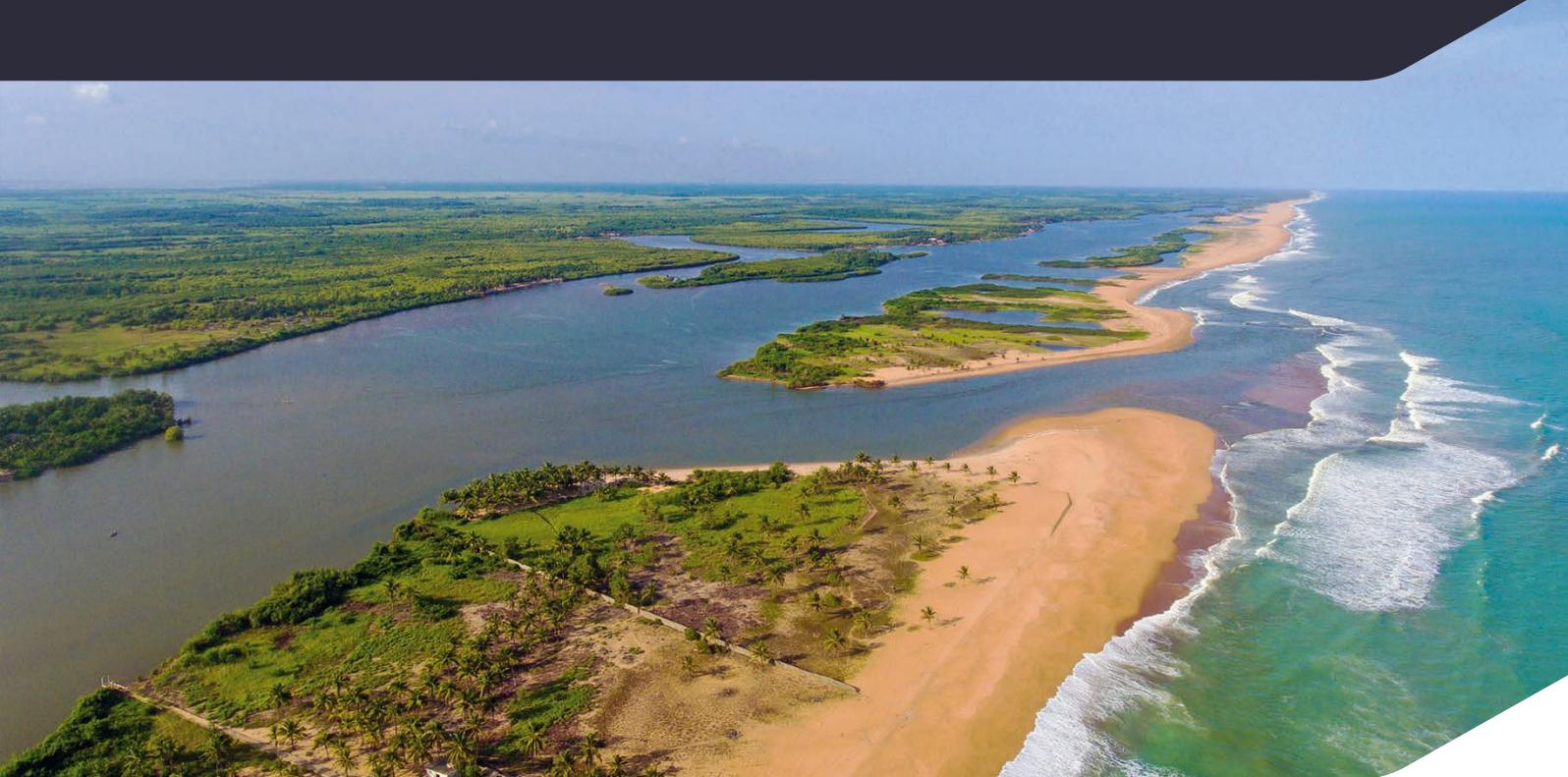
FACTS AND FIGURES

- First initiative contributing to the preservation of the wetlands of southern and its rich ecosystem
- In the villages bordering each of the 3 zones, a village committee has the role of monitoring the use and protection of natural resources in the area concerned in relation to the reserve
- A new development and management plan has been drawn up for 2021

POINTS TO REMEMBER

« Prior to this project, there were no internationally recognized protected areas dedicated to the conservation of Benin's coastal ecosystems. The ACCB-Bouche du Roy fills this gap, diversifying Benin's national network of protected areas.»

A QUOTE



www.ecobenin.org

WEBSITE



A tourist complex in solidarity for its inhabitants, by the people of Batoufam, Cameroon

Year of launch: 2010

KEY WORDS

REGIONAL TOURISM ARTS & CRAFTS



OVERALL PROJECT OBJECTIVES

- Enhancing and promoting the culture of the Batoufam people

THE BENEFICIARIES

- The people of Batoufam
- Cameroonian population
- Foreign travelers

THE PROJECT

Batoufam is a village in western Cameroon with a population of 15,000 inhabitants. In order to enhance the culture of this people and to promote it to as many people as possible, a tourist complex has been created. The main attraction of this complex are the craftsmen who make it live. Weavers, sculptors, basket makers, peelers, tailors, potters, foundrymen, blacksmiths, all live from the fruit of their work by offering visitors their creations and sharing their working techniques, giving way to a real craft industry within the village. The craftsmen also make objects for the village for agriculture, cooking or hunting.

Their works are displayed in an open-air museum managed by a woman curator. She works closely with the country's fine arts institutes and a cultural heritage training school. The main visitors are people from the region, which promotes the economy among the inhabitants of the region.

It is also important to note that campaigns have been carried out among the region's schools to promote the complex and to enhance the value of culture among young people. Schoolchildren are thus able to come to the museum free of charge.

Other tourist services offered are cabins as accommodation and a restaurant serving exclusively local dishes. The complex is also located near a primary forest of

54 hectares, where the village doctors get their supplies of medicinal plants. Everything here is local! A tourist circuit is currently being created to help visitors discover the different species and at the same time make them aware of the importance of this forest.

6.000 snout visits
in 2018

5.285 visitors from
Cameroon

100 artisans

FACTS AND
FIGURES

- In addition to travelers, students are hosted in immersion with families and work in collaboration with young people on development projects
- Tourism by and for its inhabitants

POINTS TO
REMEMBER

« Our greatest pride is to note the renewed interest of the local population in the cultural cause and especially in the enhancement of Batoufam culture and tradition, on a national level. »

A QUOTE



www.batoufam.com

WEBSITE



A consultation table to develop the FATA project: fire, water, earth and air, by the Cooperation for the Development of Emerging Countries (COSPE), in Cape Verde.

Year of launch: 2016

KEY WORDS

LISTEN

MUTUALIZATION

PARTICIPATIVE MANAGEMENT

LENGTH OF STAY



OVERALL PROJECT OBJECTIVES

- Involving communities in tourism development
- Increasing the length of stay for travellers

THE BENEFICIARIES

- The tourism players
- Local communities
- Travellers

THE PROJECT

In Cape Verde, the Fogo Island Natural Park is located in a volcanic region, a natural wealth that attracts 9,000 national and international visitors every year. The challenge here is to attract these visitors for longer stays in order to maximize the tourism benefits and improve the living conditions of the inhabitants.

Three municipalities have come together to set up a consultation table between private operators, associations, public institutions and the communities living in the National Park. All these actors have met several times and have set up a project: to link the tourism actors together so that they can create offers that meet the needs of travellers, to increase their holiday time in the region.

These moments of interaction have allowed everyone to better understand the problems linked to local development or tourism. At the same time, various training sessions were held to provide some of the missing skills.

Thus, thanks to mutualisation, services are improving and tourist circles can be developed. The benefits of tourism also contribute to the preservation of biodiversity within the Park.

In order to sustain this project, a network, Natour Fogo, has been created to carry out different actions, to accompany the actors, to reinforce their skills and to promote the tourism offer.

22 communities in
Fogo National Park

9.000 visitors per
year

FACTS AND
FIGURES

- The network has recently developed a code of conduct against sex tourism and for the defence of young girls
- Thanks to the concertation table, the whole population was involved in the aspects relating to the development of the territory

POINTS TO
REMEMBER

« The project intends to contribute to the sustainable development of ecotourism and to the enhancement and protection of cultural, social and environmental heritage through participatory management of the Fogo Lead Territory. »

A QUOTE



www.cospe.org

WEBSITE



Support for the development of community-based tourism by Travolution in Chile.

Year of launch: 2008

KEY WORDS

COMMUNITY DEVELOPMENT
COMMUNITY TOURISM **TOUR OPERATOR**



OVERALL PROJECT OBJECTIVES

- Preserving the territory of remote communities
- Strengthening a community's economy through tourism

THE BENEFICIARIES

- Host communities
- Travellers

▶ THE PROJECT

The foundation and the tour operator Travolution work together to support Chilean communities in the creation of a rural tourism activity with the primary objective of preserving their land.

By taking into account the interests and concerns of each, the two structures help them to build their project in the long term by advising them, integrating them into a network and promoting their offers. It is the communities that contact the two organizations directly, reflecting a real interest and investment on the part of the latter. In each community, the project is defined in consultation with all the members and then becomes a transformative social tool. The community becomes a legal organization that must organize itself and work hand in hand in order to welcome travellers in the best possible conditions. Once the project is launched, the benefits for the population are numerous: income complementary to their main

activities (fishing, livestock, agriculture) thus limiting rural exodus, strengthening of social ties within the community, reinvestment in environmental protection programs, and above all, preservation of their land and their customs and traditions through tourism and enriching exchanges with travellers.

Today, Travolution has become a major player in the development of community tourism in South America, with teams in Colombia and Argentina. In terms of innovation, in 2017 they organized the first community tourism meeting in Latin America and in 2018, the first meeting in Central America, allowing the different inhabitants to meet and exchange best practices. The structure is also carrying out an impact study in all the accompanied communities in order to strengthen the positive impacts of the tourism activity.

40 supported communities

130 travellers per year on average visiting several communities

FACTS AND FIGURES

- The collaborative construction of a project for the benefit of all
- Travolution's teams are mainly made up of young people under the age of 30
- Strengthening cohesion within a community

POINTS TO REMEMBER

« I watched the snowy summit while feeding a horse and his foal, with Alex, our host from the Mapuche community, the connection with the earth and the living beings of the community. I finally understood why they are fighting to protect their land, their lives. »

A QUOTE



www.travolution.org

WEBSITE



«La Ruta del Roble»: the itinerary to meet the small producers, by Agrosolidaria Charalà, in Colombia.

Year of launch: 2014

KEY WORDS

AGRICULTURAL PRESERVATION

AGRITURISM

SIGHTSEEING TOUR



OVERALL PROJECT OBJECTIVES

- Create an income supplement
- Preserving the environment

THE BENEFICIARIES

- The producers
- Community members
- Travellers

THE PROJECT

Agrosolidaria, an association of small producers, offers tourist services through an itinerary called «La Ruta del Roble», which goes out to discover the farmers and their products. Since 2014, this tourist route passes through different farms offering activities and accommodation. The main attraction of this route is the Cotton and Canvas of the Earth Museum, which includes workshops with organic cotton textiles and generates income for more than 80 families.

The development of this tourist itinerary was part of a strategic action plan to improve the living conditions of the communities encountered. Indeed, not only does it allow the members involved in the tourism activity and the producers to increase their income and share their know-how, but also the benefits of the tourism activity are directly reinvested. The latter are used in the imple-

mentation of less polluting modes of production such as the silvo-pastoral system, aimed at reducing the negative impact of livestock by associating different types of spaces (cultivated space, pasture and wooded areas for example). Colombia is still a country where deforestation is widespread, mainly due to human activities such as intensive livestock farming, infrastructure construction or timber exploitation.

The development of the association has led to a methodology for the creation of tourist itineraries.

This methodology is shared with other local groups who are willing to develop their activities in a sustainable way and to improve their impact. Ecotourism is used here as an instrument of environmental protection.

500 field missions conducted

9 farms can be visited

180 species of orchids conserved

FACTS AND FIGURES

- Tourism is a showcase for marketing products that have been grown sustainably and according to fair trade practices
- The itinerary is customizable according to the wishes of the travellers
- Environmental education programmes are being set up for young people

POINTS TO REMEMBER

« Tourism allows us to increase communication on conservation, raising awareness of the importance of protecting one of the last remnants of black and white oak forests. This visibility allows local and national governments to understand the importance of conserving these areas. »

A QUOTE



www.agrosolidaria.org

WEBSITE



The union of a community for the creation of a cooperative for the benefit of all, by the Yunguilla Cooperative in Ecuador

Year of launch: 1995

KEY WORDS

ENVIRONMENT PROTECTION

COMMUNITY TOURISM

COST-EFFICIENT ALTERNATIVE



OVERALL PROJECT OBJECTIVES

- Preserve the region's fauna and flora

THE BENEFICIARIES

- Members of the community
- Travellers

THE PROJECT

Yunguilla is a rural community, living in the northwestern part of Ecuador, in the great reserve of Yunguilla. Here, the community of about 60 families decided to unite and create an organization capable of finding economic alternatives to intensive deforestation, an activity that drastically destroys their environment.

The inhabitants have thus developed many activities that today allow them to employ 60% of the community. Some set up conservation and reforestation programs, others do agro-ecology and produce jams and various local products, which are used for the restaurant. Some members are involved in extensive animal husbandry and cheese-making. There are also

those who work in handicrafts and finally, those who manage the tourist activity. The latter includes accommodation, a restaurant and guided tours in the reserve. Each family also has an organic garden and cultivates fruits such as strawberries or chigualcan, a local fruit.

The whole organization has developed in accordance with strong environmental practices. In addition to reforestation programmes, waste management solutions have been implemented, natural materials have been used for construction, awareness raising activities have been provided to community members and on an ongoing basis to travellers. As a result, the cooperative received Tourcert certification in December 2018.

200 beneficiaries

87% increase in the number of passengers between 2017 and 2018

8.000 hectares of protected forests

FACTS AND FIGURES

- Ecotourism as an economic alternative to polluting activities
- Profits reinvested in conservation programs
- Yunguilla is a reference community in community tourism

POINTS TO REMEMBER

« Ecotourism is a way to protect such rich nature and to send a message to travellers: it's up to us to adapt to nature, not the other way around. »

A QUOTE



www.yunguilla.org.ec

WEBSITE



The whole world in one city, by Migrantour, in 15 European cities

Year of launch: 2010

KEY WORDS

MIGRATION COMPREHENSION TOOL

LARGE CITY EXCHANGES



OVERALL PROJECT OBJECTIVES

- Facilitating the integration of foreign citizens
- Promote better understanding and respect among all residents

THE BENEFICIARIES

- The inhabitants (The big vilas)
- Visitors

THE PROJECT

Multicultural neighbourhoods, where new foods, practices, knowledge and places of worship are mixed, show how migration is a factor in enriching and transforming major European cities. Immigration, a real challenge of the 21st century, is today a transnational phenomenon creating strong links between people from different cultures. For this reason, a tour operator and two NGOs have joined forces in Turin to launch a project for intercultural coaches. The project? Urban walks for the promotion of responsible tourism, at kilometre zero, in which the main actors are citizens from distant countries. These walks are intended for visitors to discover a city differently and for the inhabitants to rediscover their own.

After the implementation and in view of the success of this first project and the interest of other European cities, a European network was created in 2014, with the name «Migrantour». Ceré-

seau aims to increase the impact of the initiative, to ensure the dissemination of good practices of this innovative methodology and, with a view to sustainability, to create additional income for intercultural coaches. Thus, the project - «Migrantour» was created in 8 other European cities, Milan, Genoa, Florence, Rome, Marseilles, Paris, Valencia and Lisbon, each of them supported by a local association and co-financed by the European Union. It is the local associations that contact Migrantour of their own will to create the project in their city. They can be cooperatives, travel agencies or NGOs.

Always under the control of the local association, the towns set up training courses for guides, new itineraries and workshops are created regularly. Finally, all these intercultural urban itineraries aim to establish social links and to discover or rediscover a territory with a fresh look.

15 vile members of the network

20% travellers 80% citizens

10.000 participants

FACTS AND FIGURES

Between **5** and **10** companions per city

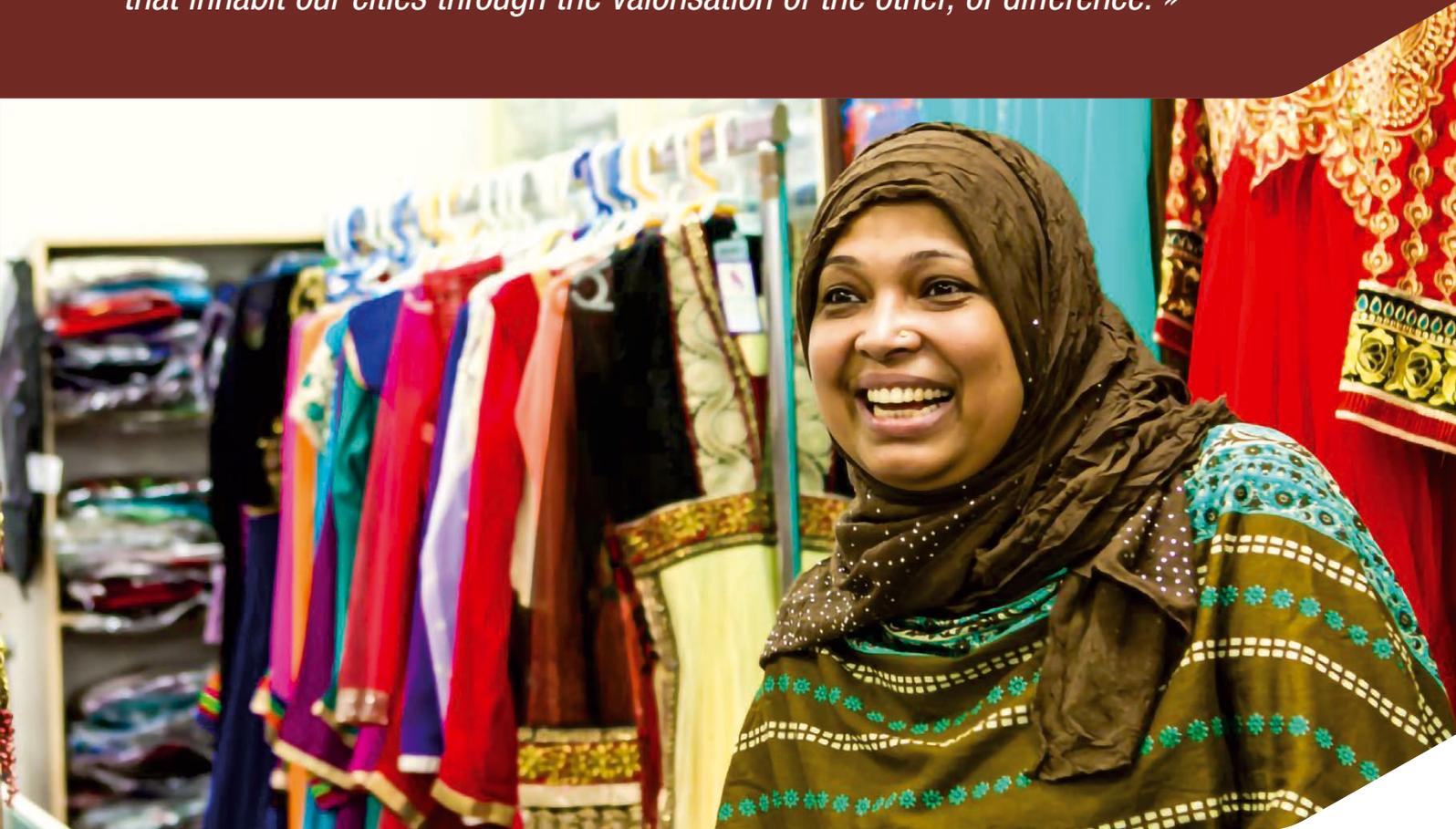
Between **60** and **100** euros paid to each guide for each trip

- In connection with a current phenomenon
- Easily achievable in cities
- A tool to connect people
- Migrantour listening to any new partnership in Europe and in the world

POINTS TO REMEMBER

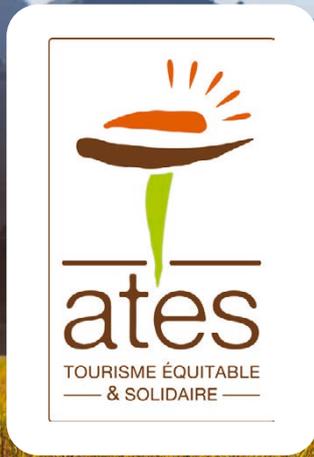
« One day a participant said in Turin “Today I like my city,” leaving £5 to make room for the new imagination of the migratory phenomenon and the cultures that inhabit our cities through the valorisation of the other, of difference. »

A QUOTE



www.mygrantour.org

WEBSITE

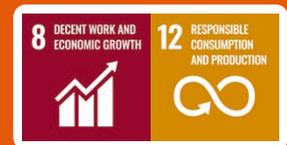


Measuring the impact of fair and solidarity tourism, by the Association for Fair and Solidarity Tourism, in France

Year of launch: 2017

KEY WORDS

TOURISM EXPERTISE STUDY ENHANCEMENT



OVERALL PROJECT OBJECTIVES

- Qualify and measure impacts. In particular the economic, social and environmental impacts of fair and solidarity tourism
- Identify the factors for success and ways of improving the impacts
- Building on its expertise in measuring impact is unprecedented

THE BENEFICIARIES

- Fair and solidarity tourism operators
- The populations of the study areas,
- Partners,
- Researchers, experts and other tourism partners or consultants involved in the study of tourism as a development tool.

THE PROJECT

Created in 2006, the ATES (Association for Sustainable and Solidarity Tourism), is the French network for sustainable and fair tourism which brings together more than 30 committed actors. It is the voice of tourism as a factor of sustainable economic and social development for the territories.

Within the framework of its missions, ATES has developed an evaluation methodology that can be reproduced in all the territories, which makes it possible to identify both the benefits of TES for the local populations and ways of improvement to multiply the positive impact of this activity. The impact measurement is based on exchange times with local tourism partners, the inhabitants of the territories concerned and the local authorities, in order to gather diverse and exhaustive points of view. The methodology created by ATES aims to measure the economic impact and viability of fair

and solidarity tourism projects, their impact on the improvement of environmental practices, the empowerment of communities in the management of their activity, as well as on socio-cultural practices, including the strengthening of the place of women. The aim of this project is to share the conclusions of this impact assessment with tourist operators, their local partners and local authorities in order to encourage the development of tourism that respects people and their environment and benefits the greatest number of people.

Between 2017 and 2019, three missions applying this methodology were therefore carried out by consultants in Northern India, Peru and Madagascar. They resulted in a synthesis presenting the various results, including, for example, the strengthening of the position of women and the limitation of rural depopulation.

9 hypotheses formulated by the methodology to be confirmed or invalidated in the field

3 field missions carried out

56 partners involved in the project (consultants, operators, financiers, partners, visited...)

12 hypotheses formulated by the methodology to be confirmed or invalidated in the field

FACTS AND FIGURES

- A reproducible and adaptable methodology for each territory
- The integration of the 3 pillars of sustainable development: economic, social and a-c environmental aspects are addressed

POINTS TO REMEMBER

« There is undeniable evidence of reduced caste/class divisions and increased community acceptance through the acceptance of outsiders. »
India, Rajasthan.

A QUOTE



www.tourismesolidaire.org

WEBSITE



Cooperatives that are going into tourism, by the Tourism Cooperative Society for the Development and Promotion of Meghalaya Villages, India

Year of launch: 2013

KEY WORDS

TOURISM COOPERATIVE

PUBLIC SUPPORT

COMPLEMENTARY



OVERALL PROJECT OBJECTIVES

- Create new employment opportunities to improve the economic situation of the villages
- Ensuring the proper functioning of rural tourism projects

THE BENEFICIARIES

- The members of the co-operative
- The inhabitants of the villages
- Travellers

THE PROJECT

Meghalaya, - the home of the clouds - is a state in north-eastern India, whose capital is Shillong. The Tourist Cooperative Corporation for the development and promotion of the villages of Meghalaya was established with the support of the State Cooperative Department and the Department of Tourism. Their aim here was to motivate the small village cooperatives to link their economic activities, such as handicrafts, weaving, spinning and beekeeping, to the tourism sector in order to create more jobs and improve the economic situation of the villages. The State of Meghalaya thus wants to ensure the proper functioning and implementation of rural tourism projects so that they are viable in the long term. The cooperatives that make up the society are voluntary organizations, which decide whether or not to set up their tourism project according to their potential.

The activities of the cooperatives then become tourist attractions that give way to the creation of other tourist services in the villages creating new employment opportunities such as shopkeepers, hoteliers, guides, restaurant owners. The company regularly monitors the cooperatives, advises them and helps them to improve the tourist services offered.

Subsequently, an information centre promoting these cooperatives was set up in Shillong to guide travellers in their choices. This centre also helps to diversify the flow of visitors to the Meghalaya territory.

6 cooperatives at the beginning,
20 adjourn' today

10.000 passengers
per year

FACTS AND
FIGURES

- A project launched by the State to help isolated villages on its territory
- Ongoing assistance and regulatory monitoring at the service of cooperatives

POINTS TO
REMEMBER

« Our greatest pride is that remote villages have agreed to use tourism as an economic livelihood. »

A QUOTE



www.villagegetaways.in

WEBSITE



**VALLE
DEI
CAVALIERI**
Cooperativa di Comunità
Succiso, Reggio Emilia

A cooperative as a territorial dynamic, by the Cooperative of the Valle dei Cavalieri, Italy.

Year of
launch: 1991

KEY
WORDS

TERRITORY'S ATTRACTIVENESS
COOPERATION SERVICES PORTAL



OVERALL PROJECT OBJECTIVES

- Limiting the rural exodus
- Creating jobs
- Citing social services for residents

THE BENEFICIARIES

- The local population
- Visitors

THE PROJECT

In the 1990s, the small village of Succiso in Italy saw its population decrease a little more each year. In order to remedy this situation and revitalize the territory, a rural tourism cooperative was created, giving way over time to a real attraction for inhabitants and tourists alike.

In order to survive, the cooperative has developed many activities. Today, its activities revolve around a restaurant, accommodation, a tourist information centre, a shop selling local products, a farm and a wellness centre. Not far from a national park, it also offers various hikes and educational activities to discover the fauna and flora, accompanied by local guides. This diversification of activities shows a constante innovation and was unavoidable for the cooperative to become economically viable. Today, 7 people are employed full time, including young people, people of immigrant

background and people with disabilities, enabling them to integrate into the labour market. The cooperative is financed by its members but also by the agritourism activity with visits to the farm and the sale of local products and the hiking and educational activities organised in the national park. Recently, a wellness centre has been built and is another example of the cooperative's innovative approach.

Valle dei Cavalieri is an integral part of the DNA of the territory and the local population. Activities such as the bar and the shop operate at a loss but continue to persist for the social bond so precious that they create between the inhabitants themselves and between the inhabitants and travellers. As the local population is mainly elderly, this also helps in the fight against isolation.

In 2018,

3.500

overnight stays and

17.000

meals will be served

FACTS AND FIGURES

- The organization of environmental awareness activities in schools in neighbouring regions
- The constant diversification of activities as an innovation
- The use of the territory's resources to develop tourism

POINTS TO REMEMBER

« The “voice” extends far beyond the Italian borders. Over time, the cooperative has become a social and economic response. Above all, it is a reproducible and exportable model. It is no coincidence that they have come to visit it from the United States, Canada, Japan and Korea. »

A QUOTE



www.valledeicavalieri.it

WEBSITE



Creation of an eco-tourism project within a national park, by the World Chimpanzee Foundation (WCF) and Eco-tourism Tai, in Ivory Coast

Year of launch: 2009

KEY WORDS

CHIMPANZEE RESCUE

COST-EFFECTIVE ALTERNATIVE

LANDLOCKED DEVELOPMENT



OVERALL PROJECT OBJECTIVES

- Preserving endangered species
- Offering economic alternatives

THE BENEFICIARIES

- The park communities
- Travellers

THE PROJECT

In 2001, the inhabitants of the commune of Taï, located to the west of the Taï National Park, asked the World Chimpanzee Foundation (WCF) to establish an eco-tourism project to help save the monkeys living in the park. Indeed, the park being located in a landlocked region limiting its development, was subject to numerous poaching incidents that drastically reduced the number of primates. The park was also subject to massive deforestation and unsustainable intensive plantations, both of which degraded the flora and fauna.

Since 2009, the ecotourism project contributes to the conservation of species in the park. Many guides, called eco-guides, have been trained. They monitor groups of monkeys, mangabeys and red colobus, while leading visitors within the park. Scientific stu-

dies have shown that the regular presence of guides and travellers in the park helps to reduce the number of illegal activities in the park. Income from tourism is used to pay the guides' salaries.

The project also offers the inhabitants of the surrounding communes economic alternatives with the construction of hotels and restaurants to accommodate tourists. Indeed, only one camp within the park welcomes travellers.

Des sessions de sensibilisations envers les riverains sont constamment menées quant aux problématiques environnementales et aux pratiques illégales de ventes. Dans cet esprit, un éco-musée a vu le jour dans la commune de Taï : expositions et documentaires y sont organisés.

500 to 600 chimpanzees

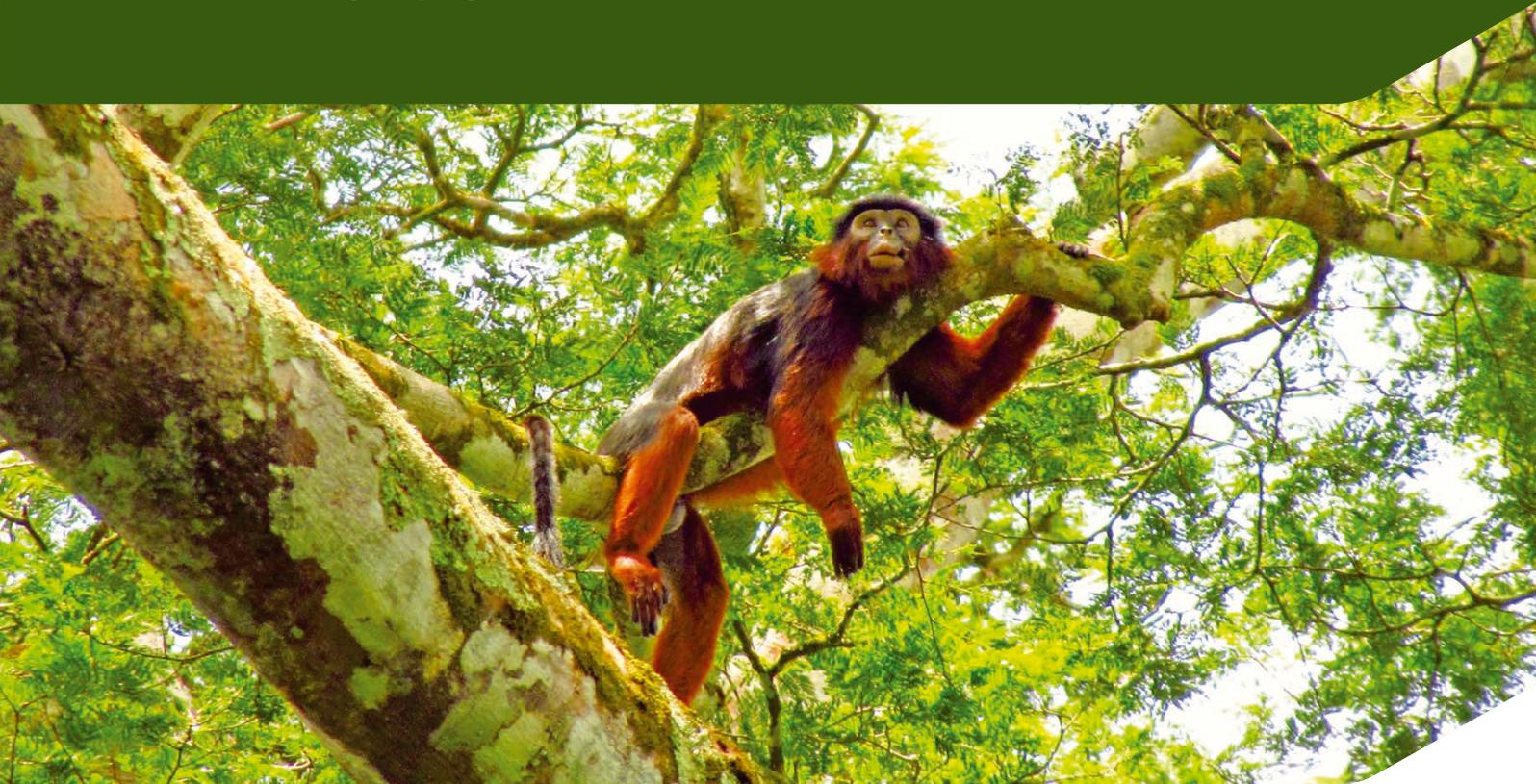
FACTS AND
FIGURES

- Reconciling conservation and development
- More and more women are becoming eco-guides
- Last June, the hotels of the region were invited to exchange views on the World Day of Responsible Tourism
- Regular training sessions organized for eco-guides to improve their knowledge

POINTS TO
REMEMBER

« It was amazing to leave in the evening, at the end of the follow-up day, and to re-open the group the next morning with a new member. During this time, fourteen little mangabeys got to know Tai National Park. »

A QUOTE



www.ecotourismetai.com

WEBSITE



The preservation of an oasis territory through tourism, by El khorbat, in Morocco

Year of launch: 2001

KEY WORDS

CULTURAL AND NATURAL HERITAGE
THREATENED TERRITORY **RECEPTION OF PASSENGERS**



OVERALL PROJECT OBJECTIVES

- Preserving a fragile ecosystem through the benefits of tourism
- Enhancing the culture of the Ksars

THE BENEFICIARIES

- The people of the Todra Valley
- People working in tourism
- Travellers

THE PROJECT

Nowadays, oases are endangered territories. Indeed, these ecosystems live thanks to water, a commodity that is constantly diminishing, mainly due to the overexploitation of water tables and the multiplication of periods of drought. With this in mind, the Elkhorbat guest house was built in the lower Todra valley in southern Morocco, on oasis land.

The objective of this project is to use ecotourism as a means of safeguarding a precious natural heritage. It also helps to preserve another heritage: the ksars, a type of traditional pre-Saharan habitat, through its use as a resource.

Museums, guest rooms, women's craft workshops, excursions, this is what the tourist activity offers. Ancestral heritage, both tangible and intangible, is used as an attraction and is promoted among tra-

vellers. In the same way, the initiative raises awareness among the population of the fragility and importance of this habitat. Ecotourism is used here as a lever for economic development, the benefits of which are transferred to conservation programmes such as «the Tafilat oasis programme» - can be mentioned, which is the development of a new water source. The surface area of green space from which the project was set up is undergoing constant change.

The guesthouse follows a strict environmental policy in order to reduce its carbon footprint as much as possible: monitoring and reduction of energy consumption, use of renewable energy, recycling, organic products for meals etc. And is equipped with the green key label. The territory is also subject to a quota of travellers to be respected in order to reduce the impact on the environment as much as possible.

30 stable jobs

50 during the high season

3.500 passengers per year

FACTS AND FIGURES

- Tourism activity uses energy from solar panels
- Preservation is first and foremost a matter of raising awareness

POINTS TO REMEMBER

« El Khorbat is an ideal place for those seeking peace, tranquility and family atmosphere away from the big tourist concentrations. And also to share and understand the traditional life of the Berbers. »

A QUOTE



www.elkhorbat.com

WEBSITE



Rural tourism in a reserve, by La Sierra Gorda eco-tours, Mexico

Year of launch: 1997

KEY WORDS

TOURISM DEVELOPMENT MODEL

MICRO-COMPANIES NETWORK

COMPETENCE REINFORCEMENT



OVERALL PROJECT OBJECTIVES

- Using tourism as an economic livelihood for isolated communities
- Building skills for tourism micro-enterprises

THE BENEFICIARIES

- On-Reserve Communities
- Travellers

THE PROJECT

The Sierra Gorda, located in the heart of Mexico, has been a Biosphere Reserve since 1997 with an impressive biodiversity. Together with the cultural, religious and artistic traditions of the communities of Querétaro, it is an extraordinary tourist destination.

The Sierra Gorda Association has been carrying out actions in the Reserve for many years to reduce environmental impact: environmental community education, agricultural development, sanitation, recycling, restoration and conservation of forests and jungles, in which more than 34,000 citizens of the State of Querétaro have participated. It also promotes the professionalization of tourism services within community groups. This encouragement has provided an opportunity to create a network of tourism micro-enterprises divided into three categories of professions: accommodation providers through eco-schools, restaurants giving rise to the Flavour Trail and artisans giving rise to the Artisans' Trail.

Then, to attract more visitors, the challenge was to create new proposals. New sites had to be identified, current situations evaluated and meetings and training sessions organized to strengthen everyone's skills. Going from farmers to serving in a restaurant is not an easy task.

Today the network has many micro-enterprises. The Flavour Trail restaurants are linked to ecolodges and artisans, and all have the same graphic elements and are therefore recognizable as a brand. Recently, 17 other tourist sites have been created, accessible only on foot, by bike or on horseback, offering activities related to nature.

The network has given rise to complementary services and therefore new employment opportunities, such as the tour operator Sierra Gorda Ecotours, which is in charge of promoting the offers.

7th
largest
reserve in
Mexico

In
2011: **15** micro-en-
terprises
in 2018:

55 micro-en-
terprises

85% of microenterprises
are located in highly
marginalized com-
munities

FACTS AND
FIGURES

- Participatory management is evidence of a sustainable practice that can alleviate poverty while conserving biodiversity with a nature-based economy
- The project gave birth to the Cypress Seal label, a local development protocol for “quality rural tourism designed for micro-enterprises
- The project gives rise to a model of repeatable development in protected natural areas through the integration of tourist micro-operators

POINTS TO
REMEMBER

« One of the best memories of this project has been the appropriation of skills and activities by the women who have become the pride of the region and who now have the chance to offer a better quality of life to their families « ... » All this, combined with a wild territory of exceptional beauty, protected by its local population, is the most beautiful reward. »

A QUOTE



www.sierragordaecotours.com

WEBSITE



Sasane Sisterhood Tours and Treks in Nepal has two objectives

Year of launch: 2008

KEY WORDS

HUMAN TRAFFICKING AWARENESS
REINSERTION DEVELOPMENT



OVERALL PROJECT OBJECTIVES

- Combating violence against women and more generally human trafficking
- Empowering women
- Developing rural villages

THE BENEFICIARIES

- Women victims of human trafficking
- Inhabitants of rural villages
- Travellers

THE PROJECT

Estimated at \$150 billion in 2018, human trafficking is a large, yet often overlooked market. The reasons for this trafficking are numerous: sexual exploitation, forced labour or organ removal. In Nepal, one of the poorest countries in Asia, this market is present mainly because of the lack of education and access to information. Founded in 2008, the NGO Sasane Sisterhood works for this struggle and helps women suffering from these abominable acts. In 2015, the NGO set up its travel agency with the primary objective of financing the various programmes of the NGO, including the training of legal assistants (working with the police to help identify new victims and prosecute aggressors). This agency has a dual objective and a particularity: it trains women who have survived human trafficking in the profession of tourist guide and mountain guide. The agency also offers courses in local cuisine that travellers are fond of.

As for treks, they are organized in the remote and mountainous regions of Nepal, where travellers discover a less known country, through small rural villages. They stay, meet and absorb the traditional culture and customs and in this way participate in the economic development of these localities. Being remote, poor and with a lack of education, these places are ultimately those most exposed to human trafficking. With additional economic activity, awareness-raising through guides, improved infrastructure to welcome travellers and a meeting between travellers and inhabitants, this ultimately helps to combat trafficking and gender-based violence.

31 trained guides

3.000 passengers per year

20 new trekking routes being designed for the "Visit Nepal 2020" campaign

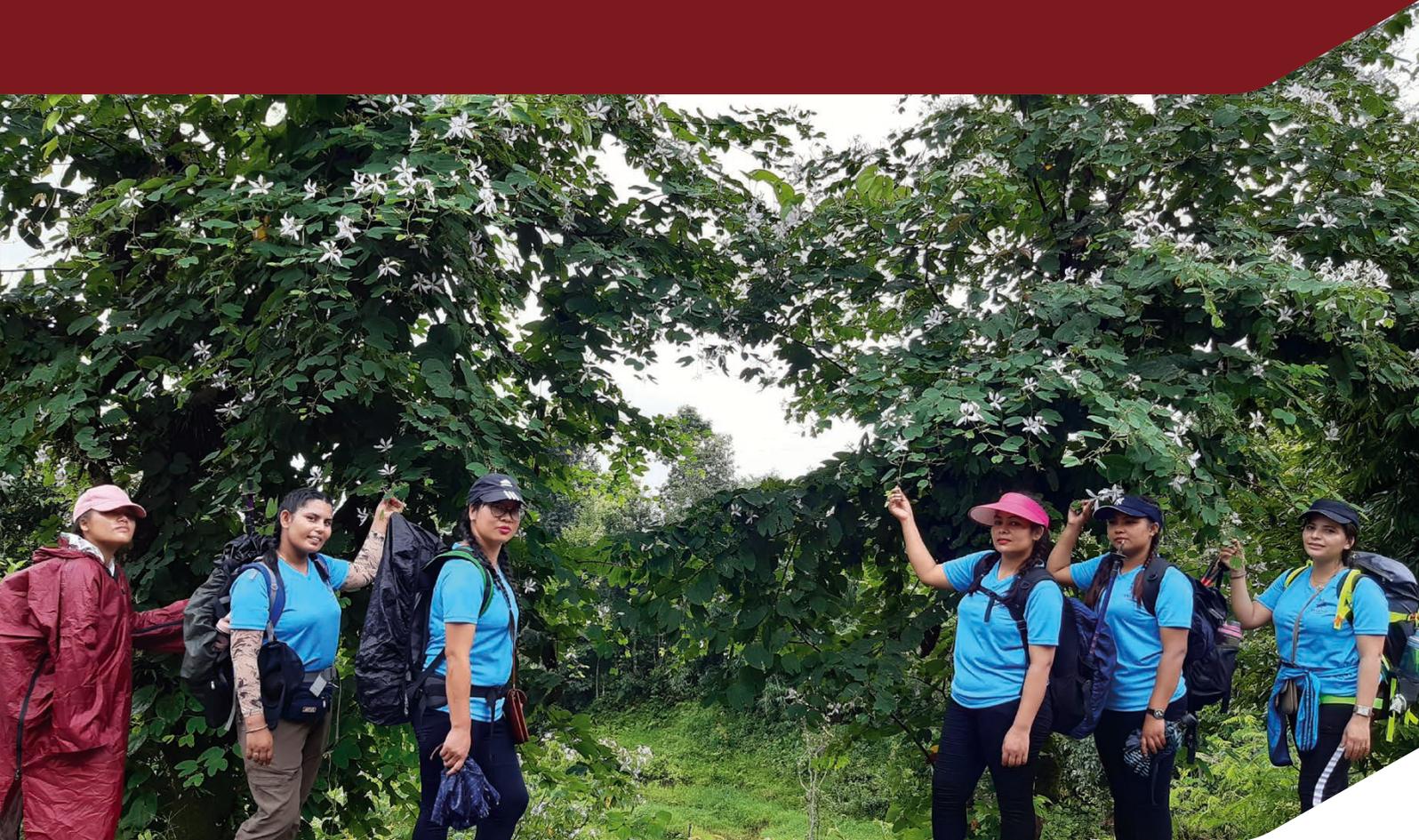
FACTS AND FIGURES

- Tourism as a solution to a social problem
- A hybrid model

POINTS TO REMEMBER

« Learning English and being able to communicate with our travellers was my greatest reward. »

A QUOTE



www.sanesisterhoodtrek.com

WEBSITE



A story behind every product, by Bethlehem Fair Trade Artisans, Palestine

Year of launch: 2015

KEY WORDS

SUSTAINABLE TRADE
ARTS AND CRAFTS INTERNATIONAL



OVERALL PROJECT OBJECTIVES

- Redistributed income from tourism and handicrafts in a more equitable manner
- Raising awareness of fair trade

THE BENEFICIARIES

- Palestinian artisans
- People working hard in tourism
- Travellers

THE PROJECT

Bethlehem Fair Trade Artisans (BFTA) is a sustainable fair trade organization that was created in 2009 to support marginalized producers in their handicraft projects in Palestine. These marginalized artisans, men, women and people with disabilities, really needed moral support, advice and an opening to the world market to build their project. As the first member guaranteed by the World Fair Trade Organization (WFTO) in the Middle East, BFTA succeeded in increasing the sales of its craftsmen through workshops, training and various marketing actions.

In 2015, BFTA wanted to give even more resonance to its mission by joining forces with the Alternative Tourism Group

(ATG), a tourism cooperative in Palestine, in order to promote handicraft production to foreign visitors. In Palestine, income comes mainly from tourism and handicrafts, but it is always the same people who benefit from it. This is why the idea of combining the two activities through a baked circle was launched, with the aim of better redistributing the income from tourism on the one hand, and raising awareness in the country about fair trade on the other hand.

While meeting the artisans and discovering the stories behind each product, travellers taste a rich Palestinian gastronomy and observe the magnificent landscapes, for a 100% fair trade trip.

5.000 members
throughout
Palestine

FACTS AND
FIGURES

- Annual research missions are conducted across the country to enable more artisans to take advantage of the established market
- Craftsmen benefit from the support and join the chain with no start-up costs
- New tourist circuits are being developed

POINTS TO
REMEMBER

« We are established to design a better future for future generations, while ensuring the implementation of fair and ethical practices within the Palestinian workforce. »

A QUOTE



www.bethlehemfairtrade.org

WEBSITE



Creating tourism in remote communities, by Andean Lodges, Peru

Year of launch: 2006

KEY WORDS

PRESERVATION OF NATIVE PEOPLES
ECONOMIC ACTIVITY **CULTURAL LEGACY**



OVERALL PROJECT OBJECTIVES

- Preserving indigenous peoples by using their know-how as a tourism innovation

THE BENEFICIARIES

- Community members
- Travellers

THE PROJECT

Andean Lodges is one of the few private companies in Peru to work directly with the high Andean communities: here those of Chillca and Osefina. These communities live a little secluded from society and are far from the big cities. In the past, they lived mainly from llama and alpaca breeding and textile manufacturing. Due to their remoteness and the changes in society, traditions are slowly being lost, leaving the economic spin-offs insufficient to sustain life.

Community tourism has therefore been used as an alternative to preserve traditions as well as to revive economic activity. Hikes of 2 to 7 days have been set out. Shorelines, made of local materials, have been built in the communities for the travellers to rest. Textile manufacturing activities have been created to pass on this precious know-how and also to increase income by selling products to visitors. Llamas and alpacas are used to carry luggage and thus perpetuate the tradition of livestock farming.

Training in tourism-related activities has been provided to community members to enable them to manage tourism activities on their own. The members are also co-owners of the hostels, which gives them a heavy decision-making power in the council. People working in tourism benefit from long-term contracts, a daily salary and social benefits. Profits from the activity are reinvested in the improvement of educational facilities and environmental protection.

Andean Lodges has recently created a new brand, Andean Excursions, which develops and sells new hikes around the Cusco region, always in a responsible spirit.

100 jobs created

350 passengers per year

2.000 people indirectly affected

Salary **3** times higher

FACTS AND FIGURES

- An integration of peoples into the current economic system while using their know-how as a tourism innovation.
- Strengthening the position of women, who are now more independent and active, in response to an important gender equity issue.
- A parallel project with the weavers of the 2 communities has been launched to improve techniques and find new distribution channels.

POINTS TO REMEMBER

« When we started our work, people were shy, it was very difficult for travellers to talk to them. Now the change is remarkable, they are at the centre of our customers' experience. They share with them their traditions, their music and their dances. »

A QUOTE



www.andeanlodges.com

WEBSITE



Meeting tourism through East N' West on Board, Sri Lanka

Year of launch: 1991

KEY WORDS

TOURISM PROMOTION OF A TERRITORY COMPREHENSION TOOL MEETINGS



OVERALL PROJECT OBJECTIVES

- Make communities with different cultures collaborate
- Connects the east and west of the planet
- Fighting prejudice

THE BENEFICIARIES

- Travellers
- The people of your Batticaloa region

THE PROJECT

Batticaloa, located in the east of Sri Lanka, is a region with many tourist attractions: blue lagoons, heavenly beaches, a rich biodiversity and above all, a great cultural diversity through the presence of many communities. However, after the difficult episodes that the country has experienced, this region has remained unknown to travellers. To counter this, Sandrine, who fell in love with Sri Lanka and came to live there, joined forces with local people to launch the region's first tourism promotion site and accommodation. The non-profit site has become the major information centre for the region. Spurred by the demands of the site and the short duration of travellers' days without sightseeing tours, the team later decided to establish East N' West on Board, an incoming travel agency. This agency now offers a wide range of tourist services in Batticaloa, all with the involvement of the local population.

Here, the communities are numerous: this creates an important cultural richness but can also be a source of distance for its inhabitants who don't always speak the same language and therefore sometimes don't mix with each other. Thanks to the tourist activity and the English courses, the

people of the different communities work and exchange with each other, creating cohesion. Bed and breakfast, accommodation with families, taxis, sale of local handicrafts, bicycle rides, tourist information, excursions off the beaten track, etc. The services offered are numerous but always in a responsible spirit. Here, travellers discover the locality with local people, learn about local cultures and are confronted with a way of life far removed from their own. At the same time, tourism allows the inhabitants to supplement their main activities: fishing, agriculture and livestock breeding. Another point that is essential to highlight is the fight against prejudices towards Islam. Sri Lanka is a country where just under 10% of the population is Muslim. By dint of rubbing shoulders with travelers, the team realized that many Westerners have a bad image of this religion. While traveling in Batticaloa, they can attend a prayer and meet the imam and believers in a mosque, which gives them the opportunity to answer their questions about this religion.

11 familiar to the launch helped to set up chaz l'habitant rooms

About **50** families are now involved in the different activities

100 rupees per traveller donated to a fund for social and environmental projects

FACTS AND FIGURES

- Tourism as a tool for understanding and tolerance of a way of life and a religion.
- Awareness raising around the environment for the inhabitants: a permaculture project will soon be born!
- A long fieldwork had been carried out in order to best identify the needs of the population, the fruit of a successful collaboration.

POINTS TO REMEMBER

« With tourism, 3 encounters are favoured: between communities in the region, between Muslims and non-Muslims and between travellers and inhabitants. »

A QUOTE



www.eastnwestonboard.com

WEBSITE



A 100% ecological, authentic and local itinerary through Endallah, Tanzania.

Year of launch: 2009

KEY WORDS

GENTLE MOBILITY

LOCAL ECONOMY

COMMUNITY EMPOWERMENT



OVERALL PROJECT OBJECTIVES

- Encouraging the local bursar
- Shave the meeting and exchange at the heart of a journey
- Use of soft transport mode

THE BENEFICIARIES

- People involved in tourism
- Travellers and passengers
- Community members

THE PROJECT

Endallah is a small fair and solidarity travel agency that has been organizing trips to Tanzania since 2009, close to the local populations: immersion in partner communities, discovery of daily life and ethical safaris.

The agency has recently integrated in one of its itineraries a 100% authentic, local and ecological train journey. Instead of travelling exclusively by car, the agency proposes to its travellers to discover Tanzania as close as possible to its inhabitants, in the heart of local life and nothing better than public transport to do so. Far away from the famous tourist trains such as the Orient Express or the Transiberian, travellers cross the country from east to west, from Dar es Salaam to Kigoma, accompanied by a local guide who helps them communicate with passengers and staff: driver, cook, dj.

The objective here is to promote the local economy, so that the areas usually neglected by tourists benefit from this activity, leading to a better distribution of the benefits. In another sense, the train is an ecological means of transport and swapping it for the car helps to reduce the carbon impact of its journey.

Travellers can then continue their itinerary by immersing themselves in the partner communities. There, the inhabitants have set up and manage their tourist activity independently: financing, construction of infrastructures, choice of activities, periods and length of stays.

Approximately

1.200 km travelled

2 days and a half, more or less show breakdowns

3% of the stay is donated to a solidarity fund

FACTS AND FIGURES

- By using the territory's resources, this route does not require major investments.
- In addition to the 3%, the communities themselves support the project through funding and/or a time worked.
- The Endallah agency helps its partners to obtain loans but does not directly finance the development of the tourist offer in order to promote empowerment and avoid dependency.

POINTS TO REMEMBER

« We prefer to warn you: on this circuit, you may not come across any other traveller... Authenticity and immersion are the order of the day! »

A QUOTE



www.endallah.org

WEBSITE



CEFA
Il seme della solidarietà



A six-step itinerary to raise awareness of environmental conservation, by the European Committee for Training and Agriculture (CEFA), in Tunisia

Year of
launch: 2018

KEY
WORDS

**ITINERANCE
CUSTOMIZATION**

**CITIZEN COOPERATION
MULTIPLIER EFFECT**



OVERALL PROJECT OBJECTIVES

- Raising awareness of environmental preservation
- Creating jobs
- To make visitors discover the local realities

THE BENEFICIARIES

- The tourism players
- The inhabitants of the region
- Travellers

THE PROJECT

In the mountainous region of Kroumirie-Mogods, Tunisia, young guides, producers, craftsmen and other tourism actors have networked through the elaboration of an itinerary comprising several stages. Born within the framework of a CEFA project (European Committee for Training and Agriculture), the itinerary was designed with the aim of attracting numerous travellers in order to maximize economic benefits while raising awareness of the preservation of the territory's natural wealth. The whole itinerary is nowadays promoted to institutions, local associations and during events such as fairs and exhibitions.

Litinéraire has been adapted for autonomous visitors, with a free paper and digital version for all. Various activities are offered to travellers and they can choose them according to their personal preference and interest. There is also an adapted version, in the form of a circuit, for travel agencies. A collaboration is in place with an Italian agency.

During the preliminary phase of the project, the CEFA went out into the field to meet the various players, explain the project to them and collect the information needed to draw up a panel of existing offers. Litinéraire now makes it possible to create new job opportunities. The families and neighbours of the actors involved often take part in the proposed activities through the preparation of meals, the sale of their products, the reception of visitors etc. This allows the learning of new professions, especially for young people, and consequently an awareness that the natural wealth of the territory can be an economic opportunity.

Each tourist actor of the itinerary has committed to a responsible walking: reduction of plastic, a day of waste collection, awareness of travellers, use of local and seasonal products. The activities offered to visitors make them aware of the diversity of environments, both marine and terrestrial, and sensitize them to respectful practices.

6 steps identified

6 promotional videos

FACTS AND FIGURES

- At each stage of the itinerary, a main actor has been chosen and offers travellers the various tourist activities identified on its territory.
- Journalists, photographers, cameramen and travel bloggers were invited to test the itinerary to promote it internationally.
- The association plans to create a new route in the Mahda region.

POINTS TO REMEMBER

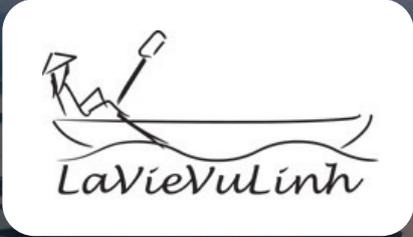
« One of the pillars of this itinerary is to create awareness of the how the region's natural wealth can play a role in local development. »

A QUOTE



www.materre.tn

WEBSITE



A tourism project to respond to a cultural change, by La Vie Vu Linh, in Vietnam

Year of launch: 2006

KEY WORDS

COMMUNITY TOURISM

AGROFORESTRY

EDUCATION

ALTERNATIVE



OVERALL PROJECT OBJECTIVES

- Improve the living conditions of the community
- Contributing to the economic development of the province of Yen Bai
- Responding effectively to rapidly changing agricultural practices in the region
- To increase and control the tourist influx into the village

THE BENEFICIARIES

- Project stakeholders
- Inhabitants of the region
- Travellers
- Agronomists

THE PROJECT

Sixty years ago, Lake Thac Ba, the largest man-made lake in northern Vietnam, was flooded, giving way to many small islands but swallowing up much of the agricultural land. This was a difficult time for the inhabitants who then turned to massive cassava processing and intensive eucalyptus planting. However, these two activities soon became harmful to the environment and the health of the inhabitants, polluting the land and the water tables. Today, these activities are no longer possible and the various plans proposed have not succeeded, leaving families who had invested everything in these two activities in extreme precariousness.

It is in this context that an agroforestry project was born (a system associating trees with agriculture), in the hope of convincing families that another form of agriculture was possible. This is an example of perennial culture, even if on a small scale, because here,

agri-culture and culture are inseparable.

Also to develop economically, a community tourism project was born in 2006, «La vie vu linh». In order to enable all families who wanted to get involved in tourism activity, the initiative was created a little away from the village and all benefited from practical and theoretical training in order to be able to manage the influx of tourists independently, without being crushed by the big outside companies. Today the activity counts 5 autonomous guest houses and many local guides. The latter also allows the work in collaboration with 27 families for supplies, works, nautical activities etc.

Between
1,000 and

1.500

passengers
per year

60

young people
have been drilled
in tourism activity

8

volunteer
agronomists

FACTS AND
FIGURES

- Local and foreign volunteer agronomists regularly monitor the agroforestry project to thunder and advise families.
- A project based on three pillars: community tourism, agroforestry and education for a better profitability by optimizing each of the aspects.
- The meeting of agroforestry stakeholders and associations in Vietnam for continuous learning and improvement.

POINTS TO
REMEMBER

« You will have understood, my greatest pride is us, the Lavie team, we are much more than a team of workers, we have travelled together all over Vietnam, many children have been able to stay with me in Hanoi to study, we are a family of friends. »

A QUOTE



www.lavievulinh.com

WEBSITE



Photo credit: A'Tibo Timon

With the support of

