



CORRIE - Community Of Responsible Recreational Initiatives in Europe

Tourism is one of the world's largest and fastest growing economic sectors. In 2012 the number of international tourist arrivals surpassed 1 billion, and is forecast to reach 1.8 billion in 2030 according to the UNWTO. Within this continuing growth of tourism there is a growing trend & a raising consumer awareness for sustainable and responsible tourism. Responsible tourism is tourism that minimizes negative economic, environmental and social impacts, brings economic benefits to host communities and preserves the cultural and natural resources of the destinations.

At the moment the CORRIE project partners are finishing the development of the new project deliverables:

- A promotional campaign with the purpose of awareness raising for responsible tourism among SMEs in specialized tourism. This campaign will be supported by tools including a powerful promotional video & a Prezi presentation. The aim is to inform SMEs active in specialized tourism about the opportunity of responsible tourism.
- Three hands-on and practical applicable manuals for SMEs in tourism:
 - How to become responsible? – to facilitate SMEs to successfully apply responsible tourism in their organisations;

- How to promote my responsible image? – facilitating SMEs to successfully promote their image of Corporate Social Responsibility;
- How to set up a local network of responsible tourism companies? – to facilitate and stimulate SMEs in tourism to cooperate and join forces to increase the impact of responsible tourism.

These products will serve as a base for the development of an attractive & sustainable training kit which can be used by tourism-related associations, consulting and business supporting organizations to facilitate them to implement a comprehensive training for SMEs on the topic of responsible tourism.

This training kit will be made available for download for free on the project website.

CORRIE Training Kit Manual

The project partners are now finishing the project Training Kit, to assist trainers supporting SME's in responsible tourism, that will consist of three manuals:

- Manual – How to become responsible?
- Manual – How to promote my responsible image?
- Manual – How to set up a local network of responsible tourist companies?

This kit will be made available for download for free on the project

Next Activities

Next project meeting will be held by BAAT, on Bulgaria **on July 2018** and the final project event will occur on Bulgaria on June 2018.

Fifth international meeting of CORRIE Project in Lisburn

The fifth project meeting, organized by Canice Consulting, in Northern Ireland was held on 25th January 2018 at The Boardroom, Lisburn Enterprise Centre. In this meeting partners analyzed the activities carried out until that time and planned the remaining project activities. The partners were welcomed by Canice Hamill from Canice Consulting and Eleonora Yosifova from BAAT then presentations and debates occurred regarding the project activities, manuals and training kit that are being finished and the tests to these materials, disseminations activities and the final event of the project. The next project meeting will be held in July 2018 in Bulgaria.



Dissemination Event by SPI!

The participants in the Workshop organized by SPI on Sever do Vouga on the 9th October 2017 with representatives of hotels recreational activities companies. After the initial presentation of the persons, companies and their relation to tourism and responsible tourism, a presentation of the project was done, providing information about the project goals, methodology, target group, activities and results, focusing on the training materials under development. After this an informal brainstorming session started where the stakeholders shared their thoughts on the information provided, regarding the structure of the manuals. From this we could extract that:

- The theoretical background and explanation of the different concepts regarding responsible/sustainable tourism should be included;
- Information about the certifications available (necessary requirements);
- The manuals should be kept short and easy to read.

Dissemination Event by BDF!

The second Multiplier Event in The Netherlands was held on the 12th of July 2017. It was organised in the afternoon followed by a summer barbecue for partners of the Kanselarij. The Kanselarij is a multi-tenant building for business, education and government in the center of Leeuwarden. BDF's office is also located in this building.

There were around 20 attendees with different professional profiles and backgrounds: SMEs (also from the hospitality & recreation sector), business supporting organisations, VET and HE students and teachers, strategic alliances, governmental institutions, social institutions, etc.

Marie-jetske Lettinga from BDF welcomed the attendants and gave an introduction about the CORRIE project. After that she showed the promotional campaign developed for Intellectual Output 1. Attendants were very enthusiastic about the video. After the video, Marie-jetske presented and explained to the audience how the other Intellectual Outputs will finally look like in terms of content and lay-out. As an example she presented the structure of the CORRIE manual of Intellectual Output 4. The attendants were asked to give some initial feedback. According to them, the information in the manuals should be useful for their own organisations. They consider practical information and a close relation to practice important. In general, the audience was positive about the lay-out and graphic design of the outputs. After the presentation of the CORRIE project, its results and the feedback session, participants went outside for a networking drink and summer barbecue.



Dissemination in Malta!

The E2 event in Malta took place on the 15th May 2017 at the University of Malta.

In the absence of any national or regional events that are focused on responsible tourism or related topics, it was decided to alpha-test the CORRIE project.

Further one-to-one meetings to present and discuss the CORRIE Intellectual Outputs were conducted with members of the tourism industry, and tourism stakeholders.

In total 19 students and lecturers attended the event in Malta. The participants are currently gaining knowledge in sustainability and education which is also related to tourism activities.

Participants were provided with the CORRIE project Leaflet and further information on the different IOs that were tested.

After a brief introduction of the project and the foreseen intellectual outputs, the promotional campaign video, the detailed structure and outline of the IO4 Manual on how to set up a local network, as well as the draft IOs IO2 and IO3 were presented.

The participating stakeholders were very positive about the presented Intellectual Outputs, and indicated to be looking forward to the full documents. Overall, participants were more interested in material that can be used to set-up or manage a responsible tourism establishment. Furthermore, case studies and best practice examples from other countries and particularly regions in the Mediterranean area were regarded as highly relevant. Finally, at the end of the alpha test a discussion was brought up on how to increase sustainable tourism opportunities in Malta.

Dissemination by EOLAS!

The first part of the event took place on July 10th in Guadalupe, Badajoz, Spain, and took advantage of the momentum created with the summer school on responsible tourism and an encounter of international Geoparks. The encounter was chosen due to the importance responsible and sustainable tourism activities are in the activities of Geoparks, with relevant experiences and examples. The presence of those staff members in charge of the tourism related activities, combined with additional tourism stakeholders, was considered to provide high added value for the alpha testing.

In total 12 representatives of the tourism sector attended the event, representing 10 different organisations, from Spain and other EU countries and 2 external to the EU (these as observers). All participants have extensive experience in the field of responsible and sustainable tourism activities. Participants were provided with the Leaflet and an information sheet on the project (in English).

After a brief introduction of the project and the foreseen intellectual outputs, the promotional campaign video, the detailed structure and outline of the IO4 Manual on how to set up a local network, as well as the approach and progress with regards to IO2 and IO3.

The second part of the Alpha testing event will take place in September 2017 to finalise the assessment of the final content structure for IO2 and IO3. The present report will be updated after the finalisation of the second part of the event.

Participants were very positive about the presented IOs, and indicated they were looking forward to the full documents. They indicated interested in hands-on practical tips and hints, more than in theoretical backgrounds. Examples of cases and experiences from others were also seen as relevant to be included in the final versions of the Manuals.

Responsible tourism, especially in the natural environment of Geoparks is a hot topic in the view of the participants.

Consortium

EOLAS

EOLAS S.L. is a Spanish company that provides services and support to all enterprises, organisations and entities with demands in the field of the design and management of projects. The company offers services related to the definition of strategies to obtain funding and grants (international, European, national and regional) and accompanies the whole process, from the conceptual and design phase up to the management and closing of the project.

PIM

Projects in Motion Ltd (PiM) is a Malta-based SME focusing on promoting environmental sustainability, renewable energy sources, and energy efficiency processes and products. The company aims to promote renewable energy, energy efficiency and the intelligent use or reduction of energy requirements in Europe and the Mediterranean region through partnerships, awareness-raising, innovation and strategic action.

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