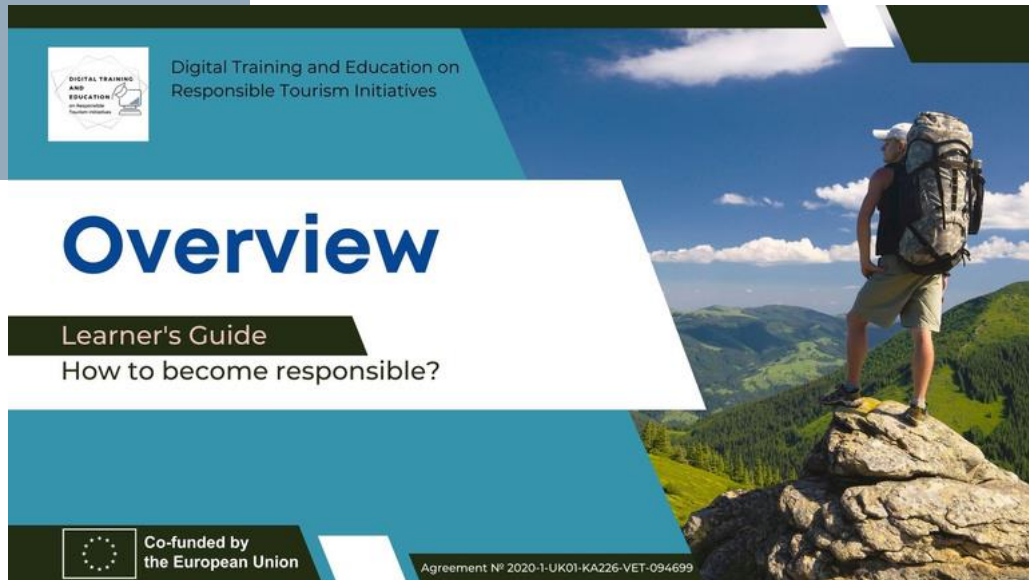# THE NEWS

We are thrilled to present the first intellectual output from our "Digital Training and Education on Responsible Tourism Initiatives" project. "DTeReTi Learner's Guide – How to become responsible?" focuses on SMEs in the tourism industry. This guide is based on the results of collaborative research conducted by all of our partners and presented at our kick-off meeting. The guide is designed to help SMEs understand and successfully implement responsible tourism practices in their organizations.

The guide covers the following topics.

Le notizie

Siamo lieti di presentare il primo prodotto intellettuale del nostro progetto „Formazione ed educazione digitale sulle iniziative di turismo responsabile". La "guida per i partecipanti al progetto DTeReTi - Come diventare responsabili?" si concentra sulle PMI del settore turistico. Questa guida si basa sui risultati di una ricerca collaborativa condotta da tutti i nostri partner e presentata al nostro incontro introduttivo. La guida è stata realizzata per aiutare le PMI a comprendere e ad attuare efficacemente le pratiche di turismo responsabile nelle loro organizzazioni.

La guida tratta i seguenti argomenti.

Новините

С удоволствие представяме първия интелектуален продукт на нашия проект "Дигитално обучение и подготовка в областта на инициативите за отговорен туризъм". "Ръководство за учащи се DTeReTi - Как да стана отговорен?" е разработено с фокус върху МСП в туристическата индустрия. Ръководството е резултат от съвместните изследвания, проведени от всички партньори и представени на първата партньорска среща. Ръководството има за цел да помага на МСП да разбират и успешно да прилагат отговорните туристически практики в своите организации.
Ръководството обхваща следващите основни теми.

DTERETI NEWSLETTER

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Background and understanding of responsible tourism

In this section, you'll learn what responsible tourism is and why it's important. You'll also learn about the benefits of implementing responsible tourism practices and the impact they can have on local communities and the environment.

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Responsible Tourism for SMEs

As a small or medium-sized enterprise (SME) in the tourism industry, you have a unique opportunity to make a positive impact on the communities and environments in which you operate in. By adopting responsible tourism practices, you can ensure that your business is sustainable, ethically minded, and has a lasting positive impact on the people and places you serve.

This guide is created to walk you through the steps you need to take to become a responsible tourism business, from understanding the basics of responsible tourism to developing a strategy and implementing it in your organization.

Background and Understanding of Responsible Tourism

Before you can start applying responsible tourism practices to your business, it's important to have a solid understanding of what responsible tourism is and why it matters.

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Turismo responsabile: comprenderlo e conoscere il background

In questa sezione scoprirete cos'è il turismo responsabile e perché è importante. Verranno inoltre illustrati i vantaggi dell'attuazione di pratiche di turismo responsabile e il loro impatto sulle comunità locali e sull'ambiente.

Предпоставки и разбиране на отговорния туризъм

В този раздел ще научите какво е отговорен туризъм и защо е важен. Ще научите и за ползите от прилагането на практики за отговорен туризъм и за въздействието, което те могат да имат върху местните общности и околната среда.

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Develop a Responsible Tourism Strategy

Identify your goals and priorities
What do you want to achieve with your responsible tourism efforts? Do you want to focus on preserving cultural heritage, supporting economic development, or protecting the environment?

Conduct a stakeholder analysis
Who are the key stakeholders that will be affected by your responsible tourism efforts? This could include your employees, customers, local communities, and environmental organizations.

Assess your current situation
What are you currently doing in terms of responsible tourism? What are your strengths and weaknesses? This will help you to identify areas for improvement.

Identify actions and initiatives
Based on your goals, priorities, and current situation, what actions and initiatives can you take to become a more responsible tourism business? This could include things like reducing your carbon footprint, supporting local communities, or preserving cultural heritage.

Set targets and indicators
To ensure that you are making progress towards your responsible tourism goals, it's important to set targets and indicators that you can use to measure your performance. This could include things like the percentage of local employees, the amount of waste recycled, or the number

Sviluppare una strategia

In questa sezione imparerete a sviluppare una strategia per attuare le pratiche di turismo responsabile nella vostra organizzazione, comprendere il target di riferimento, identificare i punti di forza e di debolezza e definire obiettivi e traguardi.

Developing a strategy

In this section, you'll learn how to develop a strategy for implementing responsible tourism practices in your organization, including understanding your target audience, identifying your strengths and weaknesses, and setting goals and objectives.

Разработване на стратегия

В този раздел ще научите как да разработите стратегия за прилагане на практики за отговорен туризъм във вашата организация, включително да разберете целевата си аудитория, да определите силните и слабите си страни и да формулирате цели и задачи.

Implementation

In this section, you'll learn about the different steps involved in implementing responsible tourism practices in your organization. This includes training employees, engaging with local communities, and measuring progress.

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Implementation

Once you have developed a responsible tourism strategy, it's time to start implementing it in your business. This will likely involve a number of different actions and initiatives, depending on your goals and priorities.

Here are some general steps you can take to implement your responsible tourism strategy:

Communicate the strategy	Train and educate employees	Engage with local communities	Collaborate with other stakeholders	Monitor and evaluate performance
The tourism business should communicate its responsible tourism strategy to all its stakeholders, including the tourists, the employees, the local communities, and the authorities. This communication should include the goals, the targets, the actions, and the benefits of the strategy.	The tourism business should provide training and education for its employees on responsible tourism practices, including the principles, the goals, the actions, and the benefits of the strategy. This can include workshops, seminars, online courses, and on-the-job training.	The tourism business should engage with the local communities and involve them in implementing a responsible tourism strategy. This can include consultation, participation, and collaboration. The tourism business should also involve the local communities in decision-making and sharing benefits from tourism.	The tourism business should collaborate with other stakeholders, including other businesses, NGOs, government agencies, and academic institutions, to achieve its responsible tourism goals and targets. This can include sharing best practices, creating partnerships, and participating in sustainable tourism networks and initiatives.	The tourism business should regularly monitor and evaluate performance to ensure meeting the responsible tourism targets and making progress towards goals. This could involve tracking indicators such as carbon emissions, waste reduction, and community engagement.

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Implementazione

In questa sezione, scoprirete le varie fasi per attuare le pratiche di turismo responsabile nella vostra organizzazione, tra cui la formazione dei dipendenti, il coinvolgimento delle comunità locali e la valutazione dei progressi.

Изпълнение

В този раздел ще се запознаете с различните стъпки, свързани с прилагането на практики за отговорен туризъм във вашата организация. Това включва обучение на служителите, взаимодействие с местните общности и измерване на напредъка.

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Requirements

To ensure that you are meeting the standards of responsible tourism, there are a few key requirements that you should follow. By meeting these requirements, you can ensure that your business is operating in a responsible and sustainable way, and that it is having a positive impact on the people and places you serve.

Environmental sustainability
This involves taking steps to minimize your environmental impact, such as reducing energy and water use, conserving natural resources, and mitigating the impact of tourism on wildlife and natural habitats.

Social responsibility
This involves supporting and benefiting local communities, such as by employing local people, sourcing supplies locally, and supporting local development projects.

Cultural sensitivity
This involves respecting and valuing local cultures and avoiding actions that could have a negative impact on cultural heritage or traditional ways of life.

Economic viability
This involves ensuring that your business is financially sustainable while also contributing to the economic development of the local community.

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Requirements

In this section, you'll learn about the different requirements for implementing responsible tourism practices in your organization. This includes legal and ethical considerations, industry standards and certifications.

Requisiti

In questa sezione si illustrano i diversi requisiti per attuare le pratiche di turismo responsabile nella vostra organizzazione. Ciò include, considerazioni legali ed etiche, standard di settore e certificazioni.

Изпълнение

Този раздел представя различните изисквания за прилагане на практиките за отговорен туризъм в организацията. Това включва правни и етични съображения, индустриални стандарти и сертификати.

Responsible tourism is a concept that aims to minimize the negative impacts of tourism on the environment, local communities, and economies while maximizing its positive impacts. It seeks to promote sustainability by balancing tourism's economic, social, and environmental goals. This means considering the needs and interests of all stakeholders, including tourists, local communities, and the environment. By adopting responsible tourism practices, businesses can positively impact their destination and enhance the overall tourist experience.

Il turismo responsabile è un concetto che mira a minimizzare gli impatti negativi del turismo sull'ambiente, sulle comunità locali e sulle economie, massimizzando al contempo gli impatti positivi. Cerca di promuovere la sostenibilità bilanciando gli obiettivi economici, sociali e ambientali del turismo. Ciò comporta considerare le esigenze e gli interessi di tutte le parti interessate, compresi i turisti, le comunità locali e l'ambiente. Adottando pratiche di turismo responsabile, le imprese possono avere un impatto positivo sulla destinazione e migliorare l'esperienza turistica complessiva.

Отговорният туризъм е концепция, която има за цел да сведе до минимум отрицателните въздействия на туризма върху околната среда, местните общности и икономиките, като същевременно увеличи до максимум положителните му въздействия. Тя се стреми да насърчава устойчивостта чрез балансиране на икономическите, социалните и екологичните цели на туризма. Това означава да се вземат предвид нуждите и интересите на всички заинтересовани страни, включително туристите, местните общности и околната среда. Като възприемат практики за отговорен туризъм, компаниите могат да окажат положително въздействие върху своята дестинация и да подобрят цялостното туристическо преживяване.

Partners / Partner / Партньори

The consortium comprises three organisations from 3 European countries: the United Kingdom, Italy and Bulgaria.

Il consorzio comprende tre organizzazioni provenienti da tre Paesi Europei: Regno Unito, Italia e Bulgaria.

Консорциумът се състои от три организации от три европейски държави: Обединеното кралство, Италия и България.

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