



Handbook on community-based practices on circular tourism



Single Market Programme (SMP/SME Pillar)

Covid-19 Recovery through Sustainable Tourism Growth
and SME Support (SMP - COSME - 2021 - TOURSME)



Co-funded by
the European Union



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ABOUT ECOTOURS

The ECOTOURS “Empowering local communities turning them into laboratories for co-development of circular and sustainable tourism ecosystems” (<https://ecotours-project.eu/>) is a project co-funded by the European Commission under the Single Market Programme (SMP SMP/SME Pillar) under agreement No 101085853.

The project foresees the provision of direct services and financial support to MSMEs provided by the consortium partners for promoting the adoption of sustainable development practices and turning marginal areas that experience socio-economic challenges due to the impact of COVID-19 pandemic, into circular, green, and sustainable tourist destinations. The project targets MSMEs and local communities in Italy, Greece, France, Hungary, Spain and Cyprus, focusing on natural & cultural heritage of international significance, that are currently facing new common socio-economic challenges due to the impact of the COVID-19 pandemic.

ECOTOURS enhances the capacity of tourism’s MSMEs and community tourism’s ecosystems to promote circular tourism and to uptake environmental principles, practices and standards in their businesses. Overall, the project contributes to turn marginal coastal and rural areas that are experiencing an economic slowdown, into circular, green and sustainable tourist destinations that offer significant travel experiences based on people to people exchange, holistic discovery of territory, its natural environment and biodiversity, its cultural and traditional heritage, while at the same time promoting sustainability principles and practices, fostering environmental protection, the reduction of wastes and natural resources consumption (energy, water, soil, biodiversity), the use of clean energy and green transport means, the recycling and reuse of materials/products, the promotion of locally based food and craft productions.

Ecotours main objectives are :

- 1 To increase sustainability, competitiveness, and economic regeneration of rural destinations in Europe through circular tourism.
- 2 To increase the capacity of tourism’s MSMEs and community ecosystems in the EU to incorporate and promote sustainable strategies and practices on circular tourism.
- 3 To boost the transition process of tourism MSMEs by increasing their capacity to uptake and incorporate sustainable and circular principles and standards.

The project consortium is made up of :

FROM 7 partners
6 EU countries



PRISM Impresa Sociale s.r.l
(Italy)
<https://www.prismonline.eu/>



Enoros Consulting Ltd
(Cyprus)
www.enoros.com.cy



Petra Patrimonia Corsica
(France)

www.petrapatrimonia-corse.com



CSKIK Chamber of Commerce
and Industry of Csongrád-
Csanád
(Hungary)

www.cskik.hu



ANKO Western Macedonia
S.A Organization for Local
Development
(Greece)

www.anko.gr



CFTA Community Foundation
of Agrigento and Trapani
(Italy)

www.fcagrigentotrapani.it

Universidade de Vigo

UVIGO University of Vigo
(Spain)

www.uvigo.gal

1 INTRODUCTION

This handbook, built upon the collective experiences gathered during transnational study visits, provides a comprehensive guide to community-based good practices (CB-GP) for circular tourism. *Focusing on key insights from SMEs in six countries involved in the ECOTOURS project, this handbook highlights best practices that address common societal, economic, and environmental challenges.*

The handbook is structured to offer practical solutions across five key categories that are crucial for developing sustainable tourism models: digitalization, circular economy, biodiversity, sustainability, and clean energy transition. By documenting and scaling up these successful practices, the goal is to empower local communities across Europe to embrace circular tourism principles that promote environmental stewardship and economic resilience. This resource is designed to be adaptable, encouraging other regions to replicate the best practices shared by participating SMEs, ensuring a positive impact on both local and global levels.

1.1 From Study visits to handbook

A total of six study visits were conducted across partner European countries (Italy, France, Cyprus, Hungary, Spain), focusing on specific themes related to circular and sustainable tourism. These visits brought together **MSMEs, experts, and local stakeholders to exchange best practices, develop innovative tourism models, and build the tourism itineraries in ECOTOURS.** The insights gained from these experiences directly contributed to the preparation of this Handbook. The first three study visits (Agrigento, Nicosia, Vigo) emphasised preliminary knowledge and practical tools for MSMEs, while the last three visits (Bastia, Szeged, Kozani) focused on digitalisation, stakeholder engagement, and partnership development.

The first study visit in **Agrigento, Italy**, focused on circular tourism and community innovation, promoting experiential tourism, stakeholder collaboration, and sustainability certification. During this visit, MSMEs developed the initial drafts of their tourism itineraries based on local resources and cultural heritage. In **Nicosia, Cyprus**, the focus was on reducing plastic use and natural resource consumption, such as water and energy, with visits to sustainable local businesses and the refinement of eco-tourism itineraries. In **Vigo, Spain**, the central theme was the use of clean energy and eco-friendly transports in circular tourism, with hands-on workshops on green mobility solutions. Subsequent visits focused on more operational and innovative aspects. In **Bastia, France**, the emphasis was on the «Farm to Fork» strategy and the promotion of local food production and agro-tourism. In **Szeged, Hungary**, digitalization was explored with the development of interactive itineraries based on gamification principles and crowdsourcing platforms. Finally, in **Kozani, Greece**, the focus was on sustainable destination management and eco-friendly marketing, aiming to create long-term strategies for circular tourism.

The collaborative nature of the study visits ensured that MSMEs played an active role in shaping the handbook, making it tailored to real-world challenges in sustainable tourism. Through peer-learning, hands-on workshops, and direct collaboration with local stakeholders, MSMEs acquired critical tools and knowledge to integrate circular tourism principles into their operations. These experiences directly influenced the structure and content of the Handbook, which now serves as a comprehensive resource for businesses looking to embark on a sustainability journey in the tourism sector.

2 TOPICS OF GOOD PRACTICES AND WHAT THEY INCLUDE



BIODIVERSITY (BIO)

- **Preserving & improving biodiversity:** contributing to biodiversity conservation by creating protected natural areas, restoring native habitats, and promoting the use of indigenous plants to support local ecosystems.
- **Environmental Education:** offering workshops, guided tours, and interactive experiences aimed at educating tourists and the local community about the importance of biodiversity and sustainable practices in preserving it.



CIRCULAR ECONOMY

- **Water management & reduction:** innovative practices such as rainwater harvesting systems and low-flow water fixtures, significantly reducing water consumption **while promoting sustainable water use.**
- **Waste & resource management:** actively reduce waste by adopting comprehensive recycling programs, composting organic waste, and reusing materials to support a circular approach to resource utilisation.
- **Sustainable production & consumption:** producing eco-friendly products, using renewable raw materials, and promoting responsible consumption by educating customers about the environmental impact of their choices.
- **Locally supplied goods & services:** prioritising partnerships with local suppliers to reduce transportation emissions, support regional economies, and offer authentic local experiences to their customers.



CLEAN TRANSITION ENERGY (CET)

- **Preserving & improving biodiversity:** contributing to biodiversity conservation by creating protected natural areas, restoring native habitats, and promoting the use of indigenous plants to support local ecosystems.
- **Environmental Education:** offering workshops, guided tours, and interactive experiences aimed at educating tourists and the local community about the importance of biodiversity and sustainable practices in preserving it.

2 TOPICS OF GOOD PRACTICES AND WHAT THEY INCLUDE



SUSTAINABILITY (SUS)

- **Sustainable Marketing Practices:** Promoting eco-friendly and socially responsible initiatives to consumers and stakeholders.
- **Climate Adaptation Measures:** Implementing strategies to mitigate the effects of climate change, such as renewable energy adoption and carbon footprint reduction.
- **Eco-friendly Packaging Solutions:** Reducing single-use plastics and implementing biodegradable or recyclable packaging options



DIGITALIZATION (DIGI)

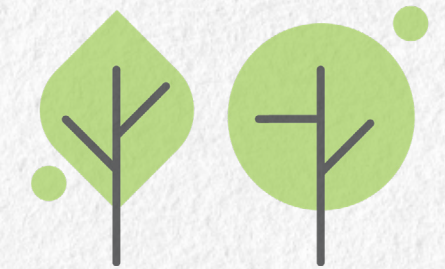
- **Communication & marketing:** SMEs are leveraging digital tools such as social media platforms, websites, and email campaigns to effectively communicate their sustainability initiatives and engage with a wider audience.
- **Interactive services:** Many SMEs are integrating interactive technologies like virtual tours, online booking systems, and customer feedback apps to enhance user experience and streamline their services.



OTHERS (OT)

- **Inclusiveness & equal opportunities:** fostering inclusive environments by employing diverse staff, ensuring accessibility for individuals with disabilities, and offering services tailored to meet the needs of all customer groups.
- **Social and community-based initiatives:** Many SMEs engage in social and community-focused activities to strengthen ties with local residents and promote social well-being. These initiatives may include organising community events, collaborating with local schools, NGOs, or supporting social enterprises.
- **Business incubation:** supporting local entrepreneurship by mentoring start-ups, providing shared resources, and creating collaborative spaces to help new businesses grow sustainably within the tourism sector.

3 RECOMMENDATIONS ON EACH TOPIC



BIODIVERSITY (BIO)

In the EU's ecotourism sector, fostering biodiversity goes beyond preserving natural habitats; it includes actively restoring degraded ecosystems and reintroducing native plant and animal species to promote ecological resilience. Businesses in ecotourism are encouraged to create partnerships with local conservation organisations to support biodiversity initiatives such as wildlife corridors or tree planting programs. Guided eco-tours, a popular feature in many protected areas, not only educate visitors on the significance of biodiversity but also generate funds to support conservation efforts. By integrating biodiversity-friendly practices into their operations, SMEs can create a unique selling point while contributing positively to the environment.

RECOMMENDATIONS



CIRCULAR ECONOMY

The implementation of circular economy principles in ecotourism provides a practical framework to minimise waste and maximise resource efficiency. For instance, many European SMEs have introduced waste separation systems in tourist facilities, ensuring proper recycling and composting of organic waste. Some hotels and restaurants have taken further steps by sourcing furniture and décor made from recycled or upcycled materials, showcasing the benefits of a circular supply chain. Educational campaigns aimed at visitors encourage sustainable behaviours, such as reducing single-use plastics and supporting businesses that prioritise locally sourced and eco-friendly goods. By embedding circular practices, SMEs can significantly reduce their environmental footprint while engaging tourists in sustainable practices.

RECOMMENDATIONS

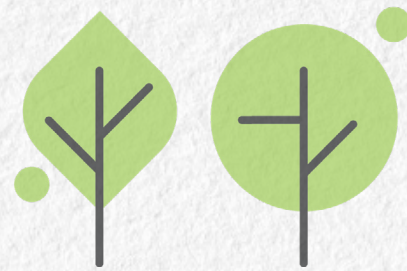


CLEAN TRANSITION ENERGY (CET)

Transitioning to clean energy is a critical step for SMEs in the ecotourism sector to reduce their carbon footprint. Many accommodations and tourist facilities across Europe are integrating renewable energy sources such as solar, wind, and geothermal power to meet their energy needs sustainably. Additionally, energy-efficient technologies like smart thermostats and LED lighting are being adopted to optimise energy usage. Some destinations have also invested in electric vehicle charging stations and encourage sustainable transportation options, aligning with clean energy goals. These measures not only help SMEs reduce greenhouse gas emissions but also position them as environmentally responsible businesses, attracting eco-conscious travellers.

RECOMMENDATIONS

3 RECOMMENDATIONS ON EACH TOPIC



RECOMMENDATIONS



SUSTAINABILITY (SUS)

Sustainability in ecotourism encompasses a holistic approach that balances environmental protection, social responsibility, and economic viability. For example, eco-lodges and restaurants sourcing ingredients from local farmers not only reduce transportation emissions but also strengthen regional economies. Encouraging the use of eco-certifications, such as the EU Ecolabel, provides tourists with clear indicators of environmentally friendly practices and helps SMEs enhance their credibility. Many businesses also integrate community engagement programs, such as hosting workshops on sustainable practices, to build stronger ties with local populations. By fostering sustainability, SMEs contribute to the long-term viability of their operations and the regions they operate in.



DIGITALIZATION (DIGI)

Digitalization is transforming the way ecotourism businesses operate and engage with customers. SMEs are leveraging digital platforms to enhance visitor experiences through features such as virtual tours, which allow potential tourists to explore destinations remotely before visiting, reducing environmental stress during peak seasons. Real-time booking systems integrated with customer feedback platforms provide seamless service while gathering valuable data to improve offerings. Additionally, social media and targeted marketing campaigns enable businesses to promote their sustainability initiatives effectively, reaching a global audience. By embracing digital tools, SMEs not only streamline operations but also establish a stronger connection with tech-savvy and eco-conscious travellers.

RECOMMENDATIONS



BIODIVERSITY (BIO)



SUSTAINABILITY (SUS)



CIRCULAR ECONOMY (CE)



DIGITALIZATION (DIGI)



CLEAN TRANSITION ENERGY (CET)



OTHERS (OT)

good practices in Europe

4.1

GOOD PRACTICES PER COUNTRY - ECOTOURS

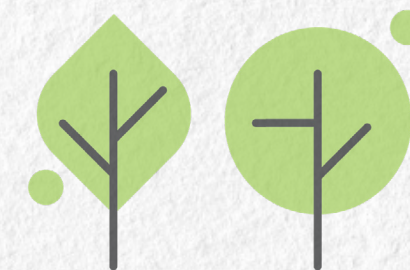
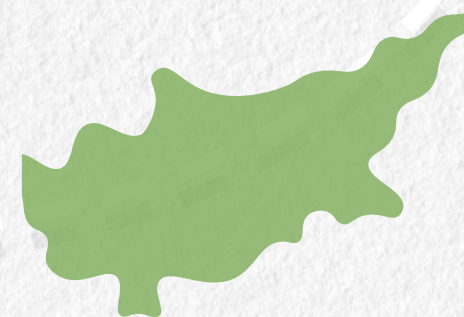
CYPRUS

CYPRUS

good practices



ecotours project



CYPRUS BEST PRACTICES

4.1.1 - OROS MACHERA - <https://orosmaxaira.com/>

Creation of honey route villages,
and Honey Festivals with the corporation of other villages honey route.

4.1.2 - NAPA MERMAID HOTEL & SUITES - <https://napamermaidhotel.com/>

Reduction of single-use plastic in our operation
and Official partner of the «Keep Our Sand and Sea Plastic Free» project

4.1.3 - VANGELIS HOTEL & SUITES - <https://www.vangelishotel.com/>

Animal Welfare, Water Refilling Stations, Herbal Garden, Annual Cleaning
Of The Sea Bed Event, Support Local Suppliers, Local Items, Recycling.

4.1.4 - THE GOLDEN BAY BEACH HOTEL & LORDOS BEACH HOTEL

- <https://goldenbay.com.cy/>

Reduction of single-use plastic in our operation and Official partner
of the «Keep Our Sand and Sea Plastic Free» project

4.1.5 - CROWNE PLAZA LIMASSOL -

https://www.ihg.com/crowneplaza/hotels/gb/en/limassol/lmscy/hoteldetail?cm_mmc=GoogleMaps_-CP_-CY_-LMSCY

Giving for good september

4.1.6 - GAIA OLEA - <https://www.gaiaolea.com/>

Nature connecting workshops,
collaborative partnership with local suppliers and retailers.

4.1.7 - STS MOTOFUN LTD - <https://stsmotofun.com/>

Sustainable Tourism Collaboration : Discounts for Cleaning Akamas

4.1.8 - SUNPRIME PROTARAS BEACH - <https://www.ving.se/>

Smart & Sustainable Hospitality
Transforming Guest Experience Through Digital Solutions

4.1.1 Creation of honey route villages, and Honey Festivals with the corporation of other villages honey route



The first good practice was that all villages gathered together under a program supported by the Ministry of Tourism corporate to create an identity for our villages, officially as the honey routes, leading to the second practice.

The second practice is that 3 out of 9 villages organize different theme festivals related to honey throughout the year, targeting various audiences (children festivals, producers festivals, education festivals).

These two practices helped our villages to be known as the honey villages, people to get to know the producers and taste 1st quality honey and people in the area started to develop businesses to host the tourists arriving in our villages. It is important to note that our villages were not touristic, but they started to attract people because of the small changes and the promotion of each other's businesses.

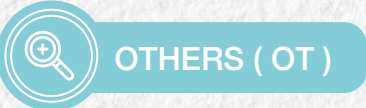
4.1.2 Reduction of single-use plastic in our operations and Official partner of the «Keep Our Sand and Sea Plastic Free »



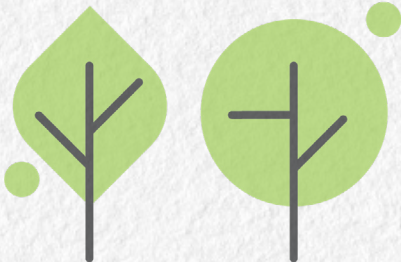
Since 2018 we have started our efforts to **reduce single use plastic** in our hotel and we have managed a 40% reduction.

Furthermore, we joined the **“Keep Our Sand and Sea Plastic Free project”** network because we are determined to make Cyprus plastic-free and protect our beautiful coastlines. Every year we chose to clean an area around our hotel (beach, park, forest) with the participation of our staff and guests.

4.1.3 Animal Welfare, Water Refilling Stations, Herbal Garden, Annual Cleaning Of The Sea Bed Event, Support Local Suppliers, Local Items, Recycling.



Vangelis Hotel & Suites Animal Welfare Foundation - Implementing strict policies that prohibit the use of animal products sourced through unethical means, supporting conservation efforts, such as donations to wildlife protection programs, greater awareness among guests about responsible tourism and the importance of **animal welfare**.



READ MORE

Water Refilling Stations - Installed water refilling stations at various points across the hotel to provide guests with easy access to clean, filtered water. Significant reduction in single-use plastic water bottles used on the property.

Herbal Garden - Promote organic farming practices while producing fresh, natural ingredients for our kitchen. Fresh, organic ingredients used in our cuisine, leading to better food quality and guest satisfaction. Reduces carbon footprint by sourcing herbs and vegetables directly from our garden rather than importing them.

Recycling Program - Minimize waste by implementing an efficient recycling system across the hotel.

Annual Cleaning of the Sea Bed Event - Preserve the marine ecosystem by removing debris and pollutants from the seabed and raising awareness of marine conservation. Organize an annual sea-bed cleaning event with the participation of hotel staff, guests, local divers, and volunteers. Cleaner local waters support healthier marine ecosystems, benefiting both biodiversity and the local fishing industry. Promotes eco-tourism, attracting environmentally-conscious guests who value conservation efforts.

Support Local Suppliers - Strengthen the local economy by sourcing food, materials, and services from local suppliers. Greater authenticity and freshness in the products we use and serve to our guests. Helps stimulate the local economy and provide stable income for small businesses. Reduces the carbon footprint associated with transporting goods from distant locations.

4.1.4 Local Food Movements, collaborative partnerships with local suppliers



Website : <https://goldenbay.com.cy/>



As a group, we continue to contribute to local communities and organized groups, fully recognizing our social responsibility. We have **provided material assistance and services** to various local organizations and have hosted several events free of charge, demonstrating the social commitment of our Group.

Our group has set the following goals:

Operate within the framework of the law and fulfill all obligations to local authorities, communities, and other organized bodies in the area. **Develop two-way communication** with stakeholders such as tourism agencies, communities, and non-governmental organizations. **Respect and consult the local community** on issues likely to impact safety, health, and well-being. **Support and promote Cypriot culture, history, cuisine,** and customs by organizing Cypriot festivals that highlight traditional arts (e.g., basket weaving) and showcase the production of halloumi cheese, soutzoukos, and other local products. **Protect members of the local community,** especially children, from any form of discrimination by promoting policies at the hotel and holding informational meetings to raise employee awareness. **Support and promote Cypriot products and services** and, whenever possible, purchase local products. **Provide equal opportunities for all employees** in professional development, training, and advancement. **Encourage employee participation in environmental and social activities** (beach clean-up, tree planting, blood donation, marathon events). This approach reflects the group's commitment to both community engagement and sustainable development.

4.1.5 Giving For Good September



At **Crowne Plaza Limassol** we are committed to doing business responsibly. Every September we join IHG hotels around the world in GIVING FOR GOOD initiatives to help our local communities.

For our annual beach clean this year, we partnered with the TUI Care Foundation and the Cyprus Sustainable Tourism Initiative (CSTI), on the “Keep Our Sand and Sea Plastic Free” project.

Together **we collected 105kg of waste caught in the breakwaters.** Every September we also organize a blood drive with the Limassol General Hospital. In 2024, **11.5 liters of blood was collected.** The Crowne Plaza Limassol team also involved in social community based practices whereas has **raised and donated €790** to ‘The Cyprus Association of Cancer Patients and Friends’ (PASYKAF) and **€400** to ‘Hope for children’.

4.1.6 Nature connecting workshops, Collaborative partnerships with local suppliers and retailers



Bigger focus is been put into sourcing our raw materials and packaging locally as well as offering more workshops and activities that aim at educating the public on sustainability and environmental issues.

This is achieved by working with local farmers to grow herbs for our business and also started growing some of the herbs ourselves on our land. Also, we have **swapped some of our jars and packaging materials with locally sourced ones**. We work with our retailers to encourage customers to return their jars in exchange

of a small discount, and thus we clean and reuse some of our products' jars. Our workshops now include more land based activities, such as foraging with emphasis given on ethical wildcrafting practices. We are also offering **workshops to help people create their own herb gardens**, even on their balconies and on how to utilise the plants afterwards. We work with other business owners in our village and the surrounding area to create collaborative events and activities that will benefit the community and the environment.

4.1.7 Sustainable Tourism Collaboration : Discounts for Cleaning Akamas



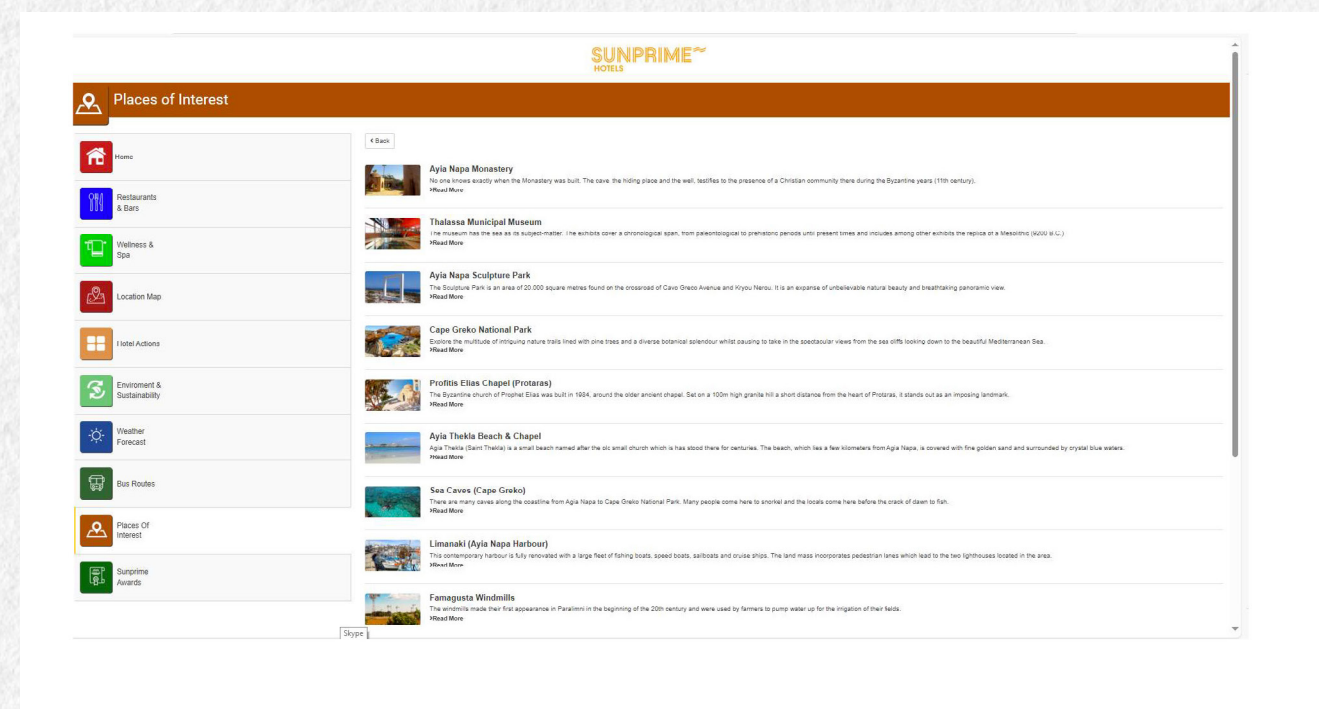
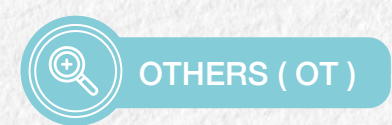
Our company launched a collaborative initiative aimed at **promoting environmental responsibility and rewarding sustainable actions among our customers**. As part of this initiative, customers who participated in a clean-up effort at the Akamas National Park were encouraged to bring back a bag of collected rubbish for recycling. In return for their efforts, they received a 20% discount to be used for services offered by the partnering company.

This initiative not only incentivized visitors to engage in environmentally friendly practices but also fostered a sense of community and cooperation between the two companies.

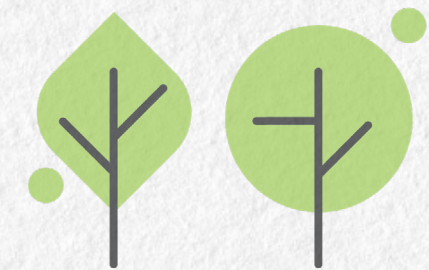
By linking conservation efforts with tangible rewards, we aimed to raise awareness about the importance of preserving natural spaces while enhancing the overall customer experience. **The program successfully combined eco-conscious tourism with local business promotion, supporting the principles of circular economy and sustainable tourism in the region.**

Through this collaboration, we encouraged our customers to actively contribute to the protection of Akamas National Park's unique ecosystem, reinforcing the idea that small, collective actions can lead to significant environmental benefits.

4.1. 8 Smart & Sustainable Hospitality - Transforming Guest Experience Through Digital Solutions



Sunprime Protaras Beach Hotel, located on the picturesque Protaras coastline, exemplifies innovation in hospitality, catering to adult Scandinavian travellers aged 30 to 70. The hotel combines tranquillity with minimal design and leverages smart digital solutions to enhance guest experiences while supporting Cyprus’s sustainability goals.



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Over the past two years, the hotel has integrated six smart hospitality applications that improve communication, flexibility, and service efficiency:

- 1. MySunprime Application :** Acting as a personal concierge, this app provides essential information on hotel services, activities, and sustainability efforts. With over 95% of guests using it, engagement has increased by 20%, and online check-in simplifies the guest experience.
- 2. Oneview Application :** This real-time communication tool connects guests, front desk staff, and tour operators, streamlining interactions and addressing issues quickly. It has reduced response times by 35% and improved guest satisfaction by 5%.

3. Frontify : A management platform that offers visual guides and instructions to ensure consistent operations, enhancing staff competence and efficiency.

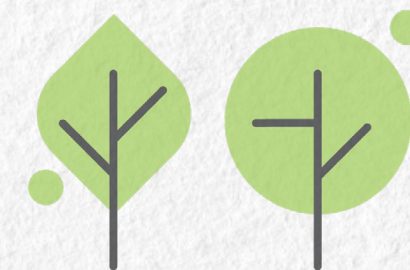
These innovations have made operations more efficient and eco-friendly, aligning with national goals to promote Cyprus as a modern, responsible, and high-value tourism destination. The combination of technology and sustainability positions Sunprime Protaras Beach Hotel as a leader in smart hospitality, setting new benchmarks for excellence and guest satisfaction.

4.2

GOOD PRACTICES
PER COUNTRY - ECOTOURS

CORSICA - FRANCE

FRANCE



good practices



ecotours project

CORSICA, FRANCE BEST PRACTICES

4.2.1 - **SAS ARTEMISIA** - <https://www.hotel-artemisia.com/>
Local sourcing and sustainable Food Management

4.2.2 - **CAMPING SANTA LUCIA** - <https://campingsantalucia.com>
The A Suarticcia collaborative space at Camping Santa Lucia

4.2.3 - **LA BERGERIE DE PETRAJA**
Self-Sustaining Septic System for Eco-Friendly Irrigation

4.2.2 The A Suarticcia collaborative space at Camping Santa Lucia



SUSTAINABILITY (SUS)



DIGITALIZATION (DIGI)

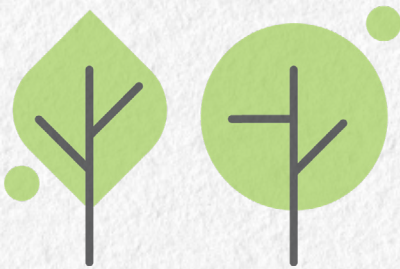


CIRCULAR ECONOMY (CE)



At Camping Santa Lucia, we are developing the A Suarticcia collaborative space, a project aimed at integrating tourism into the local community while renewing traditions and knowledge. This space supports sustainability and community innovation by offering local

actors a free venue to develop commercial or social activities. Although the space is established, the offering of activities is still being built, and we are actively engaging with the local community to realize this vision.



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Objectives : Create a space for circular sociocultural exchange, where locals and visitors collaborate to share and renew traditions in a sustainable way. Offer local actors a free platform to develop commercial or social activities, boosting the local economy. Encourage tourism that integrates responsibly with the local culture and community.

Activities underway: Workshops: We are organizing workshops on Corsican traditions, language, local flora and fauna, and more, led by local artisans and experts.

Circular economy opportunities: A Suarticcia provides a free space for locals to create sustainable ventures. We are working to ensure that a consistent offering of activities will follow.

Visitor involvement: Vacationers are invited to actively participate in these workshops, fostering meaningful cultural exchange.

Well-being spaces: Planned workshops will include well-being activities like yoga, connecting personal well-being with nature.

Expected outcomes: Active engagement of the community and visitors in the workshops and activities as they are fully implemented.

Stronger community-tourism connections, enabling local actors to engage directly with visitors. Creation of a co-development space to share knowledge on sustainability and culture.

Economic and social benefits: The space allows artisans and experts to develop economic or social projects, contributing to a circular economy. Community and environmental benefits:

Empowering local actors: A Suarticcia gives the local community a platform to develop initiatives, shaping a circular economy that benefits the region. Knowledge sharing and renewal: The space preserves and renews local traditions, passing them on to both visitors and locals.

Sustainability awareness: Planned workshops will raise awareness about environmental protection and promote sustainable practices. Heritage preservation: By sharing traditions, locals play a key role in preserving the environment and culture.

Food waste reduction: In addition to A Suarticcia, we have started reducing food waste, composting it to nourish trees and feeding it to chickens, closing the sustainability loop.

4.2.1 Local Sourcing & Sustainable Food Management



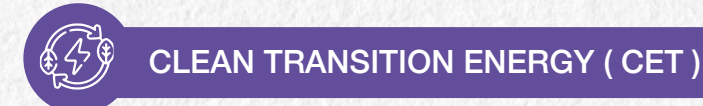
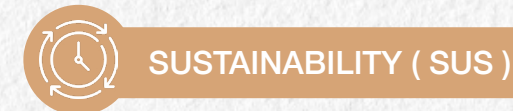
One of our core values is **supporting local Corsican producers and minimizing our environmental impact** by sourcing all our ingredients from the island itself. From the vegetables we grow in our own garden to the artisanal products we carefully select, every item served in our restaurant comes from local, seasonal, and organic sources. Our philosophy is simple: **we believe that quality and sustainability go hand in hand.**

By choosing fresh, in-season ingredients from Corsican producers, we ensure that our dishes are not only delicious but also deeply connected to the island's rich heritage. Every day, I create a unique menu that celebrates the best of Corsican gastronomy, incorporating local cheeses, meats, herbs, and vegetables into each dish. Our dishes are homemade, inspired by traditional recipes, but with a modern twist to keep our culinary offering fresh and innovative. Whether it's a hearty dish with lamb raised on the island or a

light salad featuring greens from our garden, we are proud to showcase Corsica's natural bounty. Moreover, we take pride in offering only Corsican beverages. You won't find multinational brands like Coca-Cola or Lipton here. Instead, we partner with local vineyards, breweries, and soft drink producers to offer beverages that reflect the authentic flavors of Corsica.

By doing so, we not only support local businesses but also contribute to **reducing our carbon footprint by eliminating long-distance transportation of goods.** Our commitment to sustainability goes beyond the ingredients we use. We are dedicated to reducing food waste by working with small producers who supply only what's necessary, and we use everything in our kitchen, from the roots to the leaves. This not only honors the natural products but also ensures that our impact on the environment is minimal.

4.2.3 Self-Sustainable Spetic System for Eco-Friendly Irrigation - Bergerie de Petraja



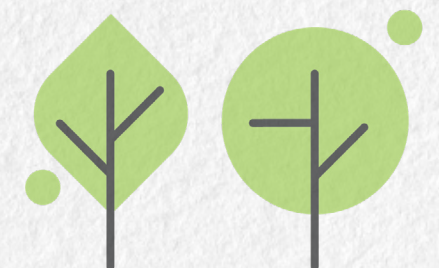
One of the most effective initiatives I have implemented is the installation of an **autonomous septic system dedicated to watering the plants.** This system, which reuses treated wastewater, fits perfectly into an eco-responsible approach while allowing for substantial water savings. The operating principle of the autonomous septic system is simple and ingenious.

The wastewater from our house, after being treated by a natural filtration system, is redirected to a reservoir. This «septic system» does not store the water for disposal but makes it reusable for irrigating our garden and green spaces. A network of pipes, buried underground, distributes this treated water directly to the roots of the plants through a drip irrigation system.

One of the major advantages of this setup is its autonomy. Thanks to a timer, I can adjust the watering cycles to match the actual needs of the plants, depending on the season and weather conditions. Additionally, gravity often does the work for me, distributing the water without the need for an energy-consuming pump. This system allows me to **drastically reduce the use of potable water for irrigation.** Instead of drawing from natural resources, we reuse the wastewater we generate daily. In terms of savings, the benefits are considerable. Water is a precious and costly resource, especially during drought

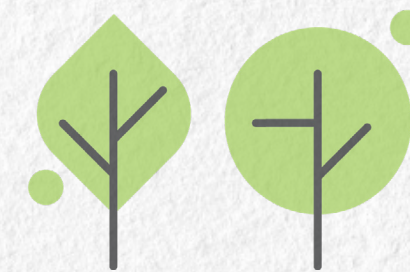
periods. With this solution, I have been able to **reduce my potable water consumption by up to 50%**, which directly reflects on our bills. It also allows me to keep our gardens lush, even in the height of summer, without worrying about waste or contributing to water shortages. Beyond the financial savings, this is a deeply environmentally respectful approach.

By reusing wastewater, **we limit our impact on groundwater and reduce pollution related to water treatment.** Additionally, the system is designed so that the water distributed is perfectly safe for plants, as it passes through several levels of filtration and decontamination. This process allows me to **avoid using chemical fertilizers**, as the treated wastewater still contains nutrients beneficial to the soil.

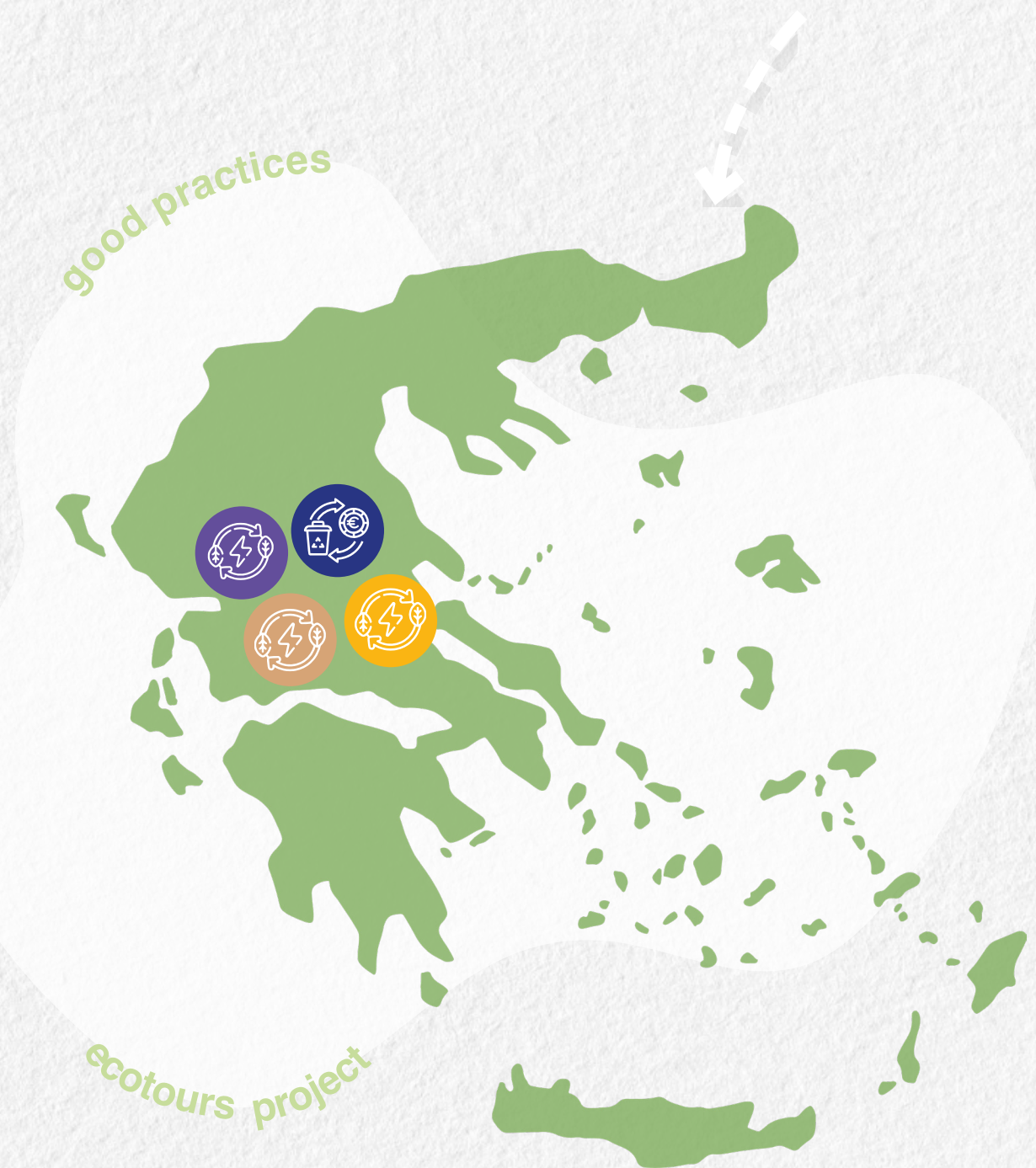


4.3

GOOD PRACTICES PER COUNTRY - ECOTOURS GREECE



GREECE



GREECE BEST PRACTICES

4.3.1 - ETHELO - <https://www.etheleo.gr/>

Energy efficiency, community tours,
collaborative partnerships with local suppliers

4.3.2 - KASTORIA OUTDOORS - <https://www.kastoriaoutdoors.com/>

Community Tours and Outdoor Sustainable Recreational Activities
in Kastoria to strengthen the local community

4.3.3 - ATLHEA LAKEVIEW FARM

<https://www.facebook.com/p/Althea-Lakeview-Farm-61553681606124/>
Plantation day at Althea Lakeview Farm

4.3.4 - NIVES - <https://nymfaio.com/>

Energy efficiency, collaborative partnerships with locals.

4.3.5 - LEVANTHOS FARM - <https://levanthos.gr/>

Protection of Biodiversity - Support of local economy

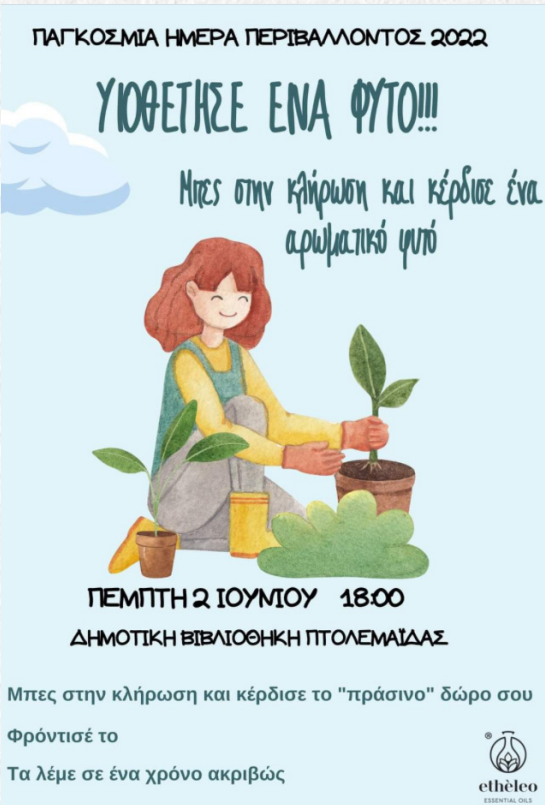
4.3.1 Energy efficiency, community tours, collaborative partnerships with local suppliers



SUSTAINABILITY (SUS)



CIRCULAR ECONOMY (CE)



Activities Undertaken : Sustainable Sourcing of Ingredients We prioritize ethically sourced, natural, and organic ingredients, avoiding synthetic chemicals that harm ecosystems. This involves working with suppliers who adhere to fair trade practices, ensuring that local farmers and communities benefit economically without compromising biodiversity. For instance, our raw materials, like shea butter and argan oil, are sourced from sustainable cooperatives that employ regenerative agricultural practices.

BEST PRACTICES

By promoting agroforestry and permaculture techniques, we help reduce soil erosion, conserve water, and protect wildlife habitats. Eco-friendly Manufacturing Our manufacturing facilities follow strict environmental protocols to reduce energy consumption and waste generation. We employ renewable energy sources such as solar power to run our operations and use water-efficient systems. Additionally, we treat all wastewater produced during manufacturing to ensure that no harmful chemicals or pollutants are released into the environment.

Sustainable Packaging : We have transitioned to biodegradable, recyclable, and reusable packaging options. By using post-consumer recycled plastic and paper, we reduce the demand for virgin materials and minimize plastic waste. Our refillable product systems allow customers to purchase refills, reducing packaging waste over time. We are also exploring innovative materials such as biodegradable plant-based plastics and zero-waste packaging to further reduce environmental impact.

Carbon Neutral Shipping and Logistics : In our commitment to carbon neutrality, we offset our shipping emissions by investing in reforestation projects and renewable energy initiatives. We also optimize our shipping routes and methods to reduce fuel consumption and minimize the carbon footprint. By implementing eco-conscious logistics strategies, we ensure that our products are delivered efficiently and sustainably.

Waste Reduction and Recycling Programs : We actively encourage customers to participate in our recycling programs, offering incentives for returning used packaging. Our recycling partners ensure that returned items are appropriately processed, reducing landfill contributions and encouraging circular use of materials. Additionally, our production process strives for zero waste, with any by-products either recycled or repurposed for other uses. Outcomes

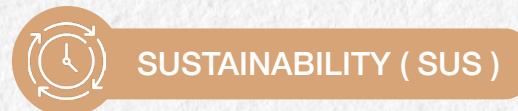
Achieved Reduced Environmental Footprint : Through sustainable sourcing, eco-friendly manufacturing, and carbon-neutral logistics, we have significantly reduced our carbon footprint. Our renewable energy use has cut our greenhouse gas emissions by 40%, while our sustainable packaging efforts have reduced plastic waste by 60%.

Support for Biodiversity : Our ingredient sourcing from fair trade and sustainable cooperatives has directly benefited over 2,000 farmers and their families. This has led to the protection of 10,000 hectares of forested land and the restoration of critical ecosystems.

Increased Consumer Awareness : Through our recycling programs and eco-conscious marketing, we've empowered over 100,000 customers to make more sustainable choices, contributing to reduced waste. Benefits to the Community and Environment Our sustainable practices not only protect the environment but also foster community well-being.

By supporting fair trade suppliers, we uplift local economies, ensuring fair wages and better working conditions. Environmentally, our efforts reduce pollution, conserve natural resources, and protect ecosystems. Through our carbon neutrality initiatives, we contribute to global efforts to combat climate change, helping ensure a healthier planet for future generations. At ethèleo, sustainability is not just a goal—it's a core value guiding every decision, from the sourcing of raw materials to the final product in your hands.

4.3.2 Community Tours and Outdoor Sustainable Recreational Activities in Kastoria to sustainable the local community

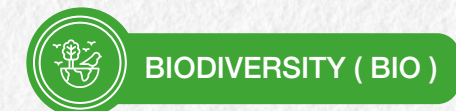


One of the best practices of Kastoria Outdoors that aligns with sustainability and community principles is the promotion of outdoor activities in the natural environment of Kastoria. The company encourages both locals and visitors to participate in activities such as hiking, canoeing in Lake Orestiada, cycling, and archery.

Goals of the Practice : The primary goal is to connect people with nature, offering sustainable and alternative forms of tourism that protect the environment and support the local economy. Through these activities, the company promotes a healthy lifestyle, outdoor recreation, and education on the importance of environmental conservation. Activities Kastoria Outdoors offers a variety of activities, including: **Canoeing** on Lake Orestiada, where participants engage with the region's water resources in an environmentally friendly manner. **Hiking** on natural trails, which allows for exploration of the wildlife and landscapes of Kastoria. **Cycling**, both on water and land, providing a unique combination of exercise and city exploration.

Results and Benefits : These activities bring economic benefits to the local community by increasing tourism and creating job opportunities, while also fostering ecological awareness. The company maintains a responsible approach to nature, using eco-friendly equipment and respecting the natural environment. Participants enjoy unique experiences while learning about the importance of conserving natural resources. By promoting sustainable tourism, the company supports the development of the local community while enhancing ecological balance.

4.3.3 Plantation day at Althea Lakeview Farm



Another #PermacultureDesign implemented! In Sparto Kozani, region of West Macedonia in Greece, Sofia and George have a dream... In an abandoned land of 1 hectare, they decided to help Regenerative Agrotourism and Regenerative Agriculture to flourish. In a magnificent place overlooking the Polifitos we planned :

1) Agroforestry system with a focus on #krokos_kozanis (saffron) and olive trees, but in combination with other Nuts (Walnut, Hazelnut, Almond, etc.) and fruit trees and forestry for timber.

2) A multifunctional space that will combine regenerative agro-tourism with soft technologies, water management, Syntropic-like food forests and more, taking into account the specificities of the area.

Part of the planting of the «wild zone» was done with 60 children from a local school! Part of the plants were provided by the @Life Terra European project.

So a new venture begins, we welcome Althea Lakeview Farm! #Permaculture #RegenerativeFarming #agrotourism

4.3.4 Energy efficiency,
collaborative partnerships with locals



Energy shielding of the traditional buildings of the Guesthouse with : ecological thermal insulation, double glazed windows, high energy efficiency heating systems, reduction of CO2 emissions with new devices & central control of hot water for bathrooms also replacing lighting bulbs with new LEDs, exploitation of the building’s traditional bioclimatic design,informingcustomersabouttheGuestHouse’senvironmentalpolicyandencouragingthem to use electrical appliances judiciously during their absence from the accommodation.

Also: reduced flow WC cisterns to save water, separation of waste for recycling , creation of compost from the organic residues, for the plantings in order to eliminate the use of inorganic fertilizers and prevent the contamination of the water table, use of plants with ecological requirements adapted to the climatic conditions of the place in order to reduce the consumption of irrigation water and to eliminate the use of chemical protective products.

Reduction of plastic up to 60% : replacement of disposable bathroom products with refillable dispenser bottles, natural juice or breakfast in glass bottles, raw materials from the guest house’s ecological orchard instead of sourcing materials from areas with a long kilometer distance

NiVES Hostel cooperates with : local restaurants of the area where dishes with traditional recipes are served, with a local eco-activities company and of course with the local NGO Arktouros. The residents are also informed by the NiVES Guesthouse team, which suggests visits to landmarks in the area, areas of the local NATURA 2000 network, local paths (path of Peace, part of the E4, routes of Arcturus, etc.)

4.3.5 Protection of Biodiversity
Support of local economy



Entrepreneurship—regardless of how one defines it—and, more broadly, the drive for creation knows no boundaries in terms of gender, age, or, even more so, location. It can thrive just as well in a basement in the heart of Athens as in the remote village of Kalirachi, a mountainous settlement in the Regional Unit of Grevena, Western Macedonia. There, at an altitude of 880 meters and across an area of 110 acres, Ms. Vasso Vouza has established a unique farm dedicated exclusively to lavender cultivation and manufacturing of lavender-based products.

The farm, named **Levanthos**, is where «the finest lavender essential oil is produced, allowing us to create exceptional food and care products for you». Today Levanthos is an open-to-visit farm and has resulted in the launch of ten products on the market. Organic Cultivation: The farm uses organic farming methods, avoiding synthetic pesticides, herbicides, and fertilizers. This approach not only protects the soil and water quality but also ensures the lavender products are free from harmful chemicals. The farm adheres to strict organic certification standards, ensuring that all practices align with sustainable agriculture principles.

Protection and promotion of local biodiversity : The farm is committed to enhancing local biodiversity by creating a habitat that supports pollinators such as bees, butterflies, and other beneficial insects.

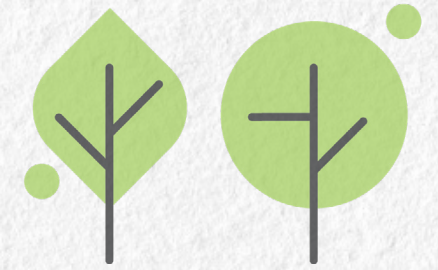
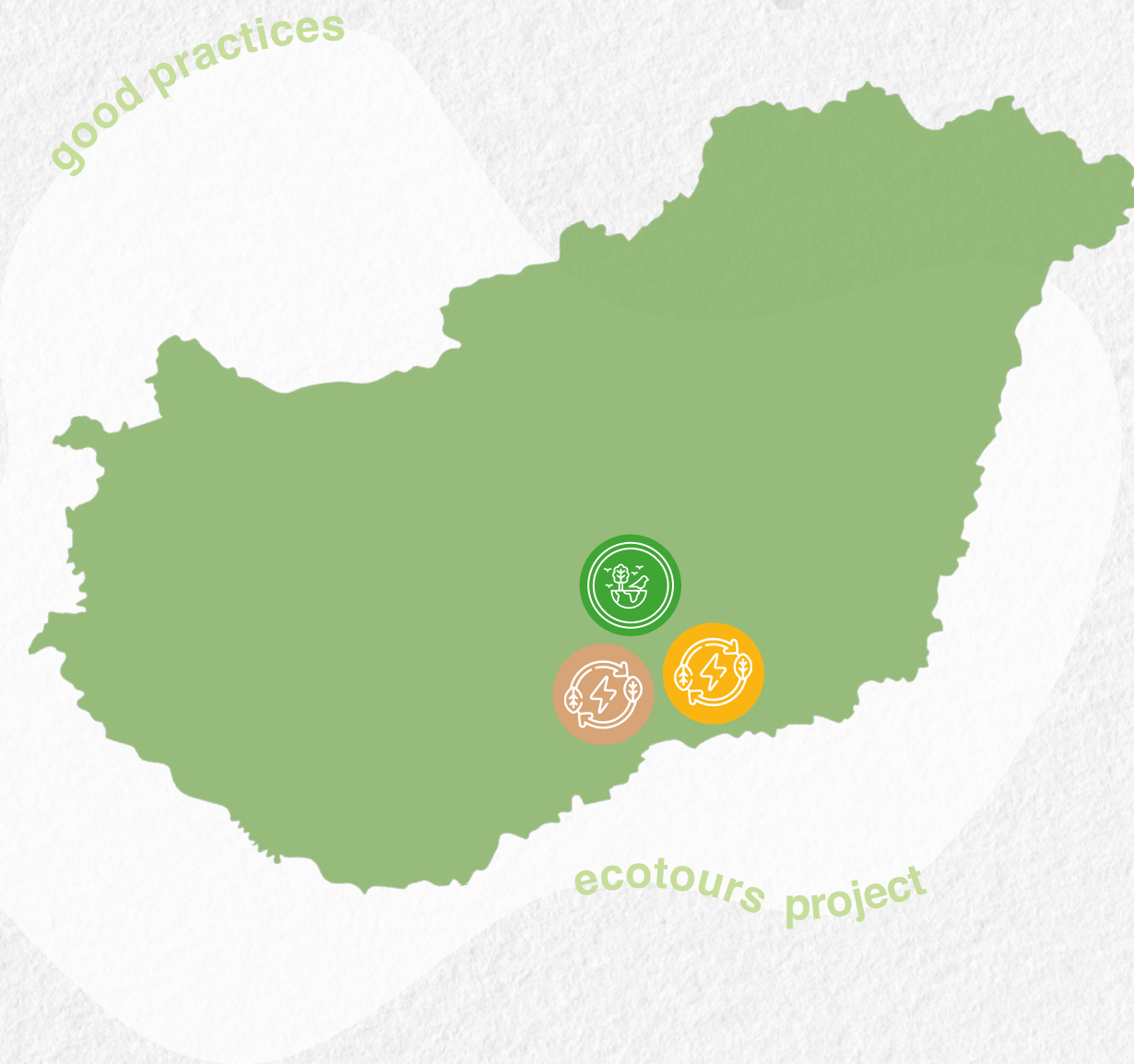
Natural Pest Management: To control pests, the Farm uses natural and biological pest management techniques, such as planting companion crops that repel pests and attract beneficial insects. These methods reduce the need for chemical interventions, thus protecting the soil and nearby water underground aquifer.

Sustainable entrepreneurship: In a green economy, growth in employment and income are driven by public and private investment into such economic activities, infrastructure and assets that allow reduced carbon emissions and pollution, enhanced energy and resource efficiency, and prevention of the loss of biodiversity and ecosystem services. Levanthos Farm has preserved and showcased all the qualities of a model green enterprise, significantly enhancing the area’s visitor appeal while producing exceptional products. These products are available in tourist destinations across Greece and will soon expand into other European markets.

4.4

GOOD PRACTICES PER COUNTRY - ECOTOURS HUNGARY

HUNGARY



HUNGARY BEST PRACTICES

- 4.4.1 - **ALKIMISTA CULINARY WORKSHOP** - <https://www.alkimistaszeged.hu/en-us/>
Collaborative partnerships with local suppliers,
use and cultivation of chemical-free crops and energy efficiency
- 4.4.2 - **WONDERWALKS - ÉLMÉNYSÉTA** - <https://elmenyseta.hu/en/>
Sightseeing tours collaborated with local suppliers
- 4.4.3 - **PAPRIKAMOLNÁR MILL AND MUSEUM** - <https://www.paprikamolnar.hu/>
Preserving Tradition and Sustainability at PaprikaMolnár Mill and Museum
- 4.4.4 - **KAPCA X RÉZHÁRS BISTRO
RÉZHÁRS RENDEZVÉNYSZERVEZŐ KFT.**
https://www.facebook.com/kapcaxrezhars/?locale=hu_HU
Sustainable Gastronomy and Community Engagement at Kapca x Rézhárs Bistro
- 4.4.5 - **TRAIL OF STARS -CSILLAGÖSVÉNY**
Gamified Educational Experience at Csillagösvény
- 4.4.6 - **BLUE ELEPHANT CAFÉ - KÉK ELEFÁNT KÁVÉZÓ KFT.**
<https://www.kekelefantkavezo.hu/>
Sustainable Culture on Wheels : Tricycle Festival
- 4.4.7 - **WONDERWALKS - ÉLMÉNYSÉTA** - <https://elmenyseta.hu/en/>
Let's Walk 2024: A Journey of Culture, Health, and Sustainability with WonderWalks
- 4.4.8 - **MÓRA-TOURIST NONPROFIT KFT.**
Exploring Nature and History with Móra-Tourist Kft.:
A Commitment to Sustainable Eco-Tourism

4.4.1 Collaborative partnerships with local suppliers, use and cultivation of chemical-free crops and energy efficiency

ALKIMISTA

KULINÁRIS MŰHELY



BIODIVERSITY (BIO)



SUSTAINABILITY (SUS)



According to the dinning guide, **Alkimista Culinary Workshop is the fifth most sustainable restaurant in Hungary !** Our restaurant has a huge prestige that we use to show other sustainability techniques, programs and companies to use more biodegradable materials and set an example ! Our concept also contributes to reducing food waste, which we can manage with our dinner reservation system. We mainly **buy from local producers and small businesses** to avoid high fuel consumption and to avoid processing the goods we work with while providing us with fresher and seasonal goods in a more environmentally conscious way !

4.4.2 Sightseeing tours collaborated with local suppliers



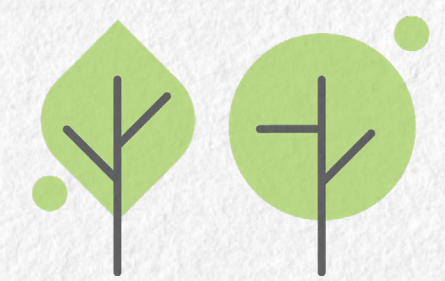
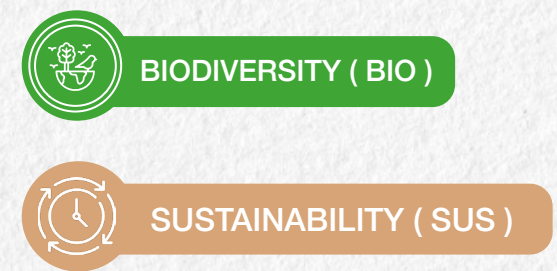
SUSTAINABILITY (SUS)



Our family business provides interactive tours for locals and tourist. All tours are based on a sightseeing on foot which is the most sustainable form of transportation. **During the walks we show and protect the local heritage of Szeged and Hungary.** We cooperate with local entrepreneurs whose businesses represent additional local value such as gastronomic tasting, boat tours on River Tisza, backstage programs, painting in local gallery etc. We ensure rechargeable audio guide system, that reduces the noise pollution during our tours. Our partners are locals for 100% and most of them have local suppliers. Two of our strategic partners have own garden and the grown their own ingredients for local meals.

We have more than **2 partners who use solar system to reduce the non-renewable energy consumption.** Every year we have a ‘big spring walking challenge’ when we try to motivate people for healthy and sustainable lifestyle by the habit of frequent walking. We usually arrange charity walks for those people who are in need, last time we donated for children suffering from heart problems. We do not disturb our environment but **we educate our guests to be more conscious and pay attention to sustainability,** for instance we write blog posts about green tips and try to give more and more information how to avoid overconsumption and pollution. We are only 2 in the business, a couple.

4.4.3 Preserving Tradition and Sustainability at PaprikaMolnar Mill and Museum



PaprikaMolnár stands as a **model for combining cultural preservation with sustainability and community involvement**. Located in Röszke, Hungary, PaprikaMolnár operates a paprika mill and museum dedicated to promoting the rich history and tradition of Szeged's famous spice: paprika.

The mill not only supports local agriculture by sourcing its paprika from regional farmers but also hosts events and educational programs that foster a deeper connection between the community and its agricultural heritage. One of the most notable community-based initiatives is the annual Rose Paprika Day,

an event that brings together locals and tourists to engage in traditional paprika string-making workshops. This hands-on experience helps keep centuries-old traditions alive while **showcasing the importance of paprika to the region's economy and culture**.

Participants not only learn about the cultivation and processing of paprika but also gain an understanding of the hard work and craftsmanship involved in creating this unique product. This event strengthens community ties and supports local farmers, artisans, and businesses that rely on the paprika industry.

OUTCOMES

Cultural Preservation: PaprikaMolnár plays a vital role in preserving the history of Szeged paprika, keeping traditional processing methods alive and educating both locals and tourists about the spice's cultural and economic significance.

Sustainability: Through the Ecotours project and local sourcing, PaprikaMolnár supports environmentally friendly practices that minimize waste and promote sustainable farming.

Community Involvement: By organizing events such as Rose Paprika Day and providing educational programs, PaprikaMolnár fosters a strong connection between the community and the heritage of paprika cultivation, while supporting local farmers and businesses.

Economic Support: The mill's reliance on local paprika producers boosts the regional economy and provides financial support to small-scale farmers who have been growing paprika for generations.

In addition to cultural events, PaprikaMolnár also offers immersive educational experiences at their paprika museum, where visitors can tour the facilities, learn about the spice's history, and see traditional tools used in the production process. The museum features guided tours, exhibits, and interactive elements that bring the story of Szeged paprika to life.

Overall, PaprikaMolnár is a prime example of how a small business can successfully integrate sustainability, cultural preservation, and community involvement into its operations.

Through their dedication to the environment and local traditions, PaprikaMolnár serves as a valuable model for SMEs in the tourism and agricultural sectors, demonstrating that business success and environmental responsibility can go hand in hand.

4.4.4 Sustainable Gastronomy and Community Engagement at Kapca x Rézhárs Bistro



BIODIVERSITY (BIO)

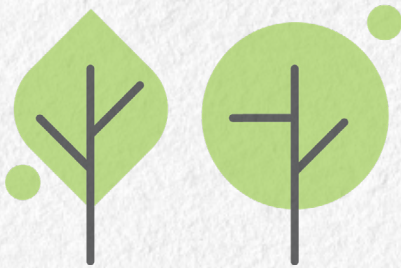


SUSTAINABILITY (SUS)



Kapca x Rézhárs Bistro, established by the Balla brothers, stands out for its commitment to sustainable gastronomy and community-focused initiatives. Initially known for their popular burgers, the **bistro evolved towards a slower, more sustainable food model**. The brothers introduced their own vegetable garden, using compost from their kitchen to support its growth, and now feature homegrown produce in dishes such as their well-loved lecsó (Hungarian vegetable stew). This shift towards self-sufficiency allows the bistro to reduce its environmental impact and prioritize fresh, locally sourced ingredients in its offerings. Beyond the kitchen, Kapca x Rézhárs Bistro extends its commitment to sustainability through educational and

community-based events. For example, they **collaborate with sustainability expert Mengyán Eszter to organize workshops focused on sustainable fashion, self-awareness, and ethical consumption**. These events, like the «Discover Yourself in Your Wardrobe» session, encourage participants to explore their personal style through conscious wardrobe choices while learning about eco-friendly fashion principles such as ethical production and mindful shopping. Another key initiative is their mental health awareness program, «Mental Health Middyay,» which hosts educational sessions aimed at helping participants preserve their mental well-being.



OUTCOMES

Supported by local professionals, these events offer valuable resources on mental health education and create a safe space for community members to engage with specialists on various psychological topics.

The proceeds from these events benefit local children's charities, further reinforcing Kapca x Rézhárs Bistro's commitment to the community.

In addition to these cultural events, Kapca x Rézhárs Bistro organizes an annual seedling and herb market, which has become a community favorite. This event promotes sustainable gardening by offering a variety of plants, including vegetables and herbs, sourced from local producers.

The event also encourages community members to participate in urban gardening, teaching them sustainable practices they can apply at home.

The proceeds from the market support local growers, reinforcing the bistro's mission to foster a close relationship between local agriculture and dining.

These initiatives have produced several important outcomes:

Environmental Impact: The bistro's focus on growing its own vegetables and recycling organic waste through composting has helped reduce its carbon footprint. By minimizing food waste and using fresh, local ingredients, they prioritize sustainability in their daily operations.

Community Involvement : The workshops and events organized by Kapca x Rézhárs Bistro foster stronger community ties. By providing educational resources on mental health, sustainable fashion, and local agriculture, they empower their community to adopt more sustainable and mindful living practices.

Cultural Preservation: Through slow food initiatives and cultural events, the bistro not only promotes sustainability but also preserves local culinary traditions, creating a unique experience for diners. Kapca x Rézhárs Bistro's approach to sustainability and community engagement has positioned them as a leader in responsible tourism and hospitality. Their combination of eco-conscious dining, educational programs, and support for local farmers creates a replicable model for businesses aiming to integrate sustainability into their operations while making a positive impact on their local community.

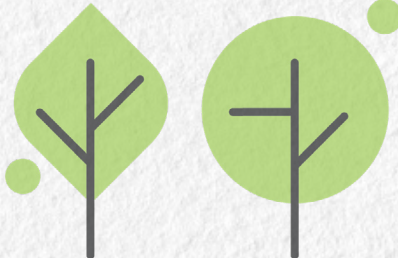
4.4.5 Gamified Educational Experience at Csillagösvény



DIGITALIZATION (DIGI)



SUSTAINABILITY (SUS)



PLAN

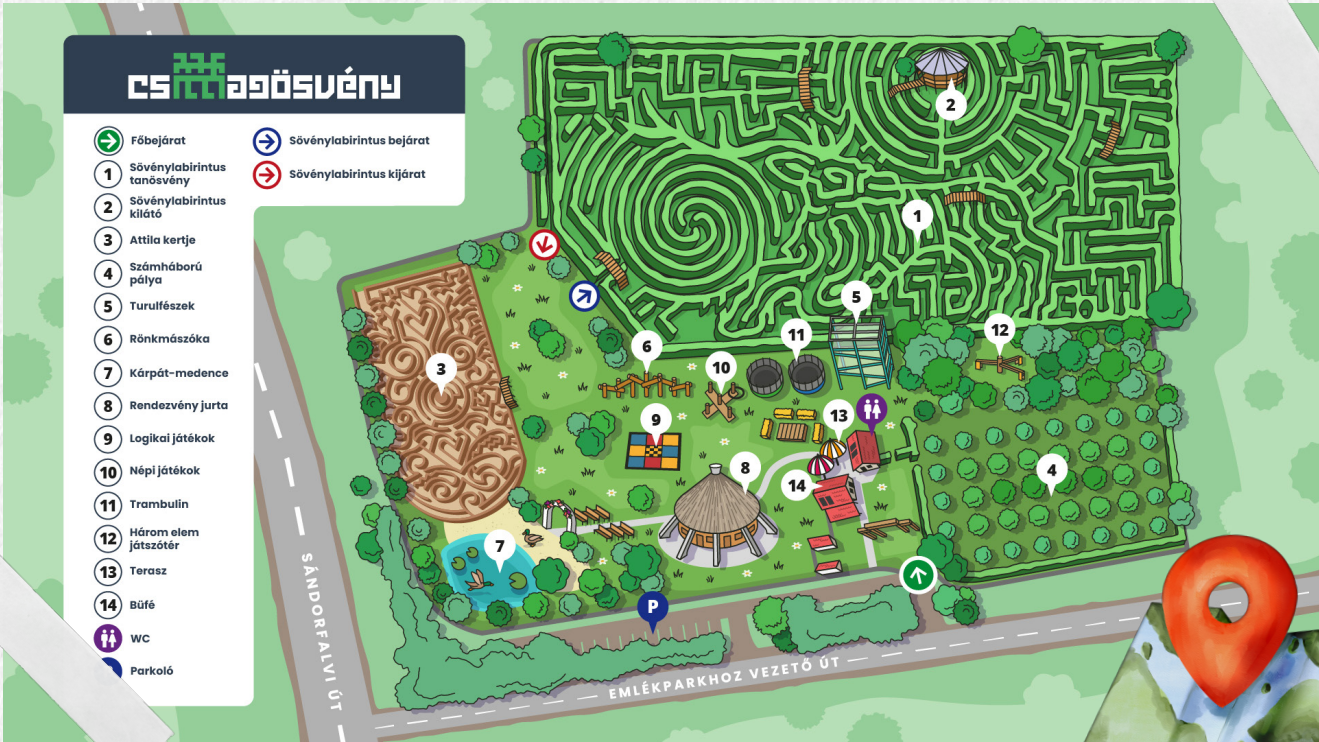
Csillagösvény, Europe’s largest hedge maze, offers an innovative, community-focused experience through a digital solution that enhances visitor engagement. The maze now features the Walk&Quiz interactive game, designed to entertain and educate participants as they navigate the paths. Visitors scan QR codes placed at key locations, which reveal quiz questions that guide them through the maze. The game is tailored to various difficulty levels, making it accessible for all age groups. This gamified experience allows participants to explore topics such as local culture, nature, and history. By encouraging visitors to engage with the environment in an interactive way, the app promotes learning through fun, hands-on exploration. Key to this practice is its focus on sustainability and local involvement. The game promotes outdoor exploration in a natural setting, fostering an appreciation for the environment.

Outcomes of the initiative include:

Educational Value : The quiz promotes learning in an engaging way, encouraging participants to explore and retain information about local culture and environmental topics.

Community Impact : The gamified experience enhances the appeal of the region, drawing more tourists.

Sustainability: By incorporating outdoor activities and encouraging environmental awareness, the initiative promotes sustainable tourism practices. This community-based practice showcases how digital innovation can transform a traditional tourist attraction into a dynamic, interactive educational experience that benefits both visitors and the local community. The versatility of the app, with adjustable difficulty levels and customizable content, ensures an enjoyable experience for all ages.



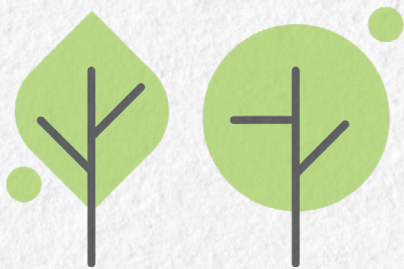
4.4.6 Sustainable Culture on Wheels : Tricycle Festival - Blue Elephant Cafe



SUSTAINABILITY (SUS)



Kék Elefánt Kávézó Kft. in Szeged is a specialty coffeshop. With a focus on eco-friendly practices and locally sourced ingredients, they support several local initiatives related to sustainability. The coffeshop actively participates in the orgonation of Tricycle Festival, a multi-city literary and cycling event that connects Szeged with Magyarkanizsa (Serbia) and Sepsiszentgyörgy (Romania). The festival promotes reading and sustainable transportation through activities like literary bike tours, book signings, and street parades.



OUTCOMES

Key outcomes of Kék Elefánt's involvement in the Tricikli Festival include:

Promotion of Sustainability: By encouraging cycling as a sustainable form of transportation, the festival foster eco-conscious habits among participants. This not only reduces carbon emissions but also promotes a healthier lifestyle within the community.

Strengthened Community Bonds: The festival brings together various community spaces in Szeged, creating a sense of connection between participants through shared cultural and environmental goals. The interactive nature of the event, including flash mobs and literary bike rides, helps to integrate diverse groups and generations.

Cultural Enrichment: By hosting events such as the literary bike tour, the festival nurtures a love for literature and local culture.

Support for Local Artists and Authors:

The festival offers a platform for local creatives, allowing them to share their work and engage directly with the community. This promotes local talent while encouraging mindful cultural consumption. In conclusion, Kék Elefánt Kávézó Kft.'s involvement in the Tricikli Festival demonstrates their commitment to sustainability and community engagement. By blending cultural promotion with eco-friendly practices, the café contributes to a more connected and environmentally conscious society. Their ongoing participation not only enriches the local cultural scene but also encourages participants to embrace sustainable living through cycling and community-based initiatives.

4.4.7 Let's Walk 2024: A Journey of Culture, Health, and Sustainability with WonderWalks



DIGITALIZATION (DIGI)

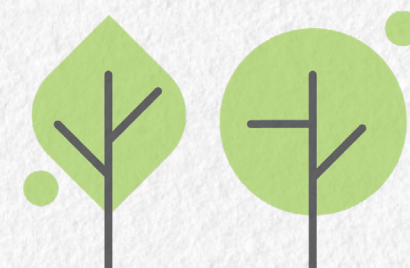


SUSTAINABILITY (SUS)



WonderWalks is a dynamic guided tour company in Szeged, Hungary, offering immersive and interactive walking experiences that merge fitness and cultural exploration. Their new initiative, «Let's Walk 2024!», encourages participants to shake off the winter blues by walking or running at least 5,000 steps daily.

The program allows participants to track their progress using smart devices, with weekly prizes and a chance to win bigger rewards like team-building experiences or city exploration programs. It also includes a supportive Facebook group to keep participants motivated.



OUTCOMES

Outcomes of the initiative include:

Improved Health and Fitness: Encourages participants to reach their daily or weekly step goals, promoting an active and healthy lifestyle.

Community Building: By offering workplace team and school class categories, the initiative fosters teamwork and camaraderie, enhancing social connections within the community.

Increased Engagement: The Facebook group, regular reminders, and tips help keep participants motivated, making it easier to achieve long-term fitness goals.

Cultural Exploration: By participating in the step challenge, people can also discover Szeged's historical and cultural landmarks through walking tours, merging physical activity with cultural education.

This initiative highlights WonderWalks' commitment to community well-being, combining fitness, education, and teamwork in an engaging way that promotes both health and cultural appreciation.

4.4.8 Exploring Nature and History with Móra-Tourist Kft. A Commitment to Sustainable Eco-Tourism

MÓRA TOURIST



BIODIVERSITY (BIO)



SUSTAINABILITY (SUS)

Móra-Tourist Kft. is tourism destination management company in Mórahalom, Hungary offering eco-friendly and educational outdoor activities. **The company emphasizes sustainability and aims to connect visitors with nature and local history through guided tours, hikes, and bike trips.** Their family-friendly programs encourage environmental awareness, making Móra-Tourist Kft. a key player in promoting eco-conscious travel.

One of their signature events is the Mushroom Discovery Tour, where participants explore the Ásotthalom forest with a mushroom expert, learning to identify edible and inedible mushrooms. **This tour not only educates people about biodiversity but also helps build a connection with the natural environment.** The tour fosters a sense of environmental stewardship and curiosity about local ecosystems, encouraging sustainable foraging practices. The Bunker Cycling Tour offers a mix of adventure and historical education. During this unique bike tour, participants visit WWII-era bunkers around Mórahalom. A guide explains the

historical significance of these structures, offering insight into the region's past while promoting sustainable transportation through cycling. This blend of history and outdoor activity provides a meaningful way for families to **engage with local heritage while staying active.** In the Sunset Buffalo Tour, participants are guided around the Nagyszéksós-tó Buffalo Reserve to observe local wildlife, particularly the buffalo population and bird species. The tour promotes conservation efforts, focusing on protecting native species and maintaining local biodiversity. It allows participants to experience the tranquility of nature while learning about the vital role of wildlife preservation.

The Forest Adventure Tour encourages families, especially fathers and children, to **reconnect with nature** through a day-long hike. It promotes family bonding by tackling outdoor challenges and **learning about the forest's ecosystem.** The tour focuses on building teamwork and creating lifelong memories in a natural setting, while also emphasizing the importance of environmental stewardship.



OUTCOMES

Outcomes of these initiatives include:

Cultural Preservation: Through tours like the Bunker Cycling Tour, Móra-Tourist Kft. educates participants about local history and heritage, preserving the stories of the past for future generations.

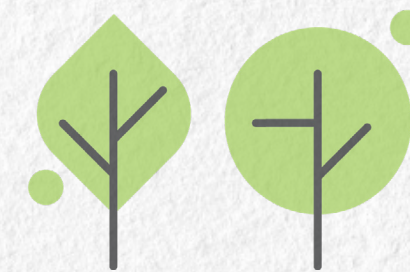
Sustainability: By promoting cycling, hiking, and nature exploration, Móra-Tourist Kft. reduces the environmental impact of tourism and encourages sustainable travel practices.

Community Engagement: Family-oriented events such as the Forest Adventure Tour strengthen bonds among participants and encourage families to spend quality time outdoors.

Environmental Awareness: Tours like the Mushroom Discovery and Buffalo Tours promote understanding and respect for the natural environment, teaching participants about local ecosystems and the importance of conservation. Through these initiatives, Móra-Tourist Kft. not only promotes sustainable tourism but also fosters a deep connection between visitors and the natural and historical heritage of Mórahalom. Their efforts help ensure that tourism in the region remains eco-conscious, educational, and community-driven.

4.5

GOOD PRACTICES PER COUNTRY - ECOTOURS ITALY



ITALY BEST PRACTICES

4.5.1 - ADDIOPIZZO TRAVEL COOP. SOCIALE A.R.L

<https://www.addiopizzotravel.it/default.asp?hl=en&sort=0>

Ethical consumerism against «pizzo»

4.5.2 - WONDERWOOD - <https://wonderwood.it/>

Eco-Friendly practices, local partnerships,
and collaborative tourism for sustainable community engagement

4.5.3 - FATTORIA DELLE API

INSETTImana initiative - Insect Week, Curious Bees and Ants

4.5.4 - DOMUS ALERIA DELUXE - <https://www.domusaleria.it/it>

Promoting ethical and environmental sustainability through eco-detergents

4.5.5 - MUMA HOSTEL - GEA AMBIENTE E TURISMO

<https://mumahostel.it/>

The hostel within the museum, and the museum within the hostel

ITALY

good practices

ecotours project



4.5.1 Ethical consumerism against the «pizzo»



Addiopizzo Travel includes a network of tourism businesses that conduct their economic activity freely, by **fighting economic crime in Sicily, the so-called «pizzo»**.

These tourism businesses include hotels, B&Bs, restaurants, farms, transport services and many others. Travelers who choose Addiopizzo tourism packages can stay in Addiopizzo - certified accommodations, ensuring a completely “pizzo-free” experience.

The more general Addiopizzo is an important Italian movement that supports a network of businesses and consumers united under the motto «I pay those who don't pay», **empowering individuals to support any services and economic activity that actively prevent economic crime**.

4.5.2 Eco-Friendly practices, local partnerships, & collaborative tourism for sustainable community engagement



At Wonderwood, sustainability and local economic development are central to their operations. They **minimise their environmental impact by using aluminum cans and glass bottles instead of plastic, and they source all their energy from renewable resources**. To support the local economy, they partner with small businesses, such as the nearby Grappa Viggiona distillery and Banda Biscotti, a local prison-run workshop producing Bisgrottini cookies.

These collaborations reflect their commitment to environmental and social responsibility. Wonderwood also promotes the surrounding region through initiatives like the Gruffalò Trail, offering guests free maps and certificates to encourage exploration. Through these efforts, Wonderwood **enhances the guest experience while fostering sustainable tourism and community support**.

4.5.3 INSETTImana initiative
- Insect Week, Curious Bees and Ants



The «INSETTImana» initiative, with the support of Fattoria delle Api, aims at fostering ecological thinking in children. It's a journey that encourages them to learn how to listen, observe, connect with others, and engage with the natural environment around them.

Parents who choose this path for their children are supporting a **small local initiative** and, in turn, become **more engaged in these issues themselves, deepening their connection to the environment and sustainability.**

As part of this initiative, Fattoria delle Api introduces bees and ants-social insects whose lives, abilities, and «superpowers» provide an ideal starting point for discussing scientific topics in a playful and creative way. The lives of these insects offer opportunities to **explore a range of scientific subjects, including geometry, art, chemistry, botany, and history, all through fun, hands-on exploration.**

4.5.4 Promoting ethical
& environmental sustainability through detergents



DELUXE ROOMS



Domus Aleria Deluxe Rooms **promotes sustainability and community support by using eco-detergents** such as artisanal soap made with natural ingredients, presented in unique ceramic dispensers crafted by Sciacca's master potters. This initiative, part of a larger project with the 5 Senses Open-air Museum of Sciacca, replaces disposable soap with ceramic dispensers, helping to reduce plastic and soap waste.

By **collaborating with local soap makers and potters, they promote local craftsmanship and preserve cultural traditions.** Guests appreciate the environmentally friendly approach promoted by Domus Aleria, connecting with Sicily's heritage and supporting sustainable practices among tourists, enhancing their experience and contributing to both environmental and cultural sustainability of the territory.

4.5.5 The hostel within the museum, and the museum within the hostel



The eco-friendly MuMa Hostel, located inside a maritime museum in Sardinia, is an innovative model of hospitality that blends tourism (the hostel) and culture (the museum) to **promote sustainability and local heritage among tourists**. This facility supports educational and environmental conservation projects too. Visitors learn about traditional crafts, such as the master shipwright's trade, and the daily lives of fishermen through exhibits and displays that inspire their curiosity about the territory. **The hostel, devoid of televisions to encourage direct exploration of the surrounding environment, provides eco-detergent dispensers and informational panels with eco-friendly practices, thus encouraging tourists to minimise waste and adopt responsible behaviors during their stay**. Furthermore, outdoor activities like birdwatching, exploring the natural lagoon by canoe, and sampling locally sourced food enhance the immersive experience and raise awareness of the lagoon's ecosystem and the territory.



4.6

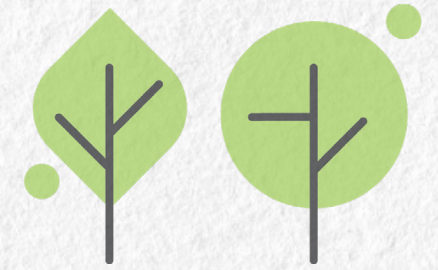
GOOD PRACTICES PER COUNTRY - ECOTOURS SPAIN

SPAIN

good practices



ecotours project



SPAIN BEST PRACTICES

4.6.1 - SAILWAY, S.L - <https://sailway.es/>

Training classroom plan for teaching programming at sea onboard crossing boats

4.6.2 - GALIWONDERS - <https://galiwonders.com/>

Collaborative partnership with local supplier in the fish elaboration - Samoira

4.6.3 - PIRAGÜILLA SC - <https://www.piraguilla.com>

Exploring Cortegada : a community-based sustainable tourism experience

4.6.4 - CAMPING ISLA DE ONS - <https://campingisladeons.com/>

Sustainability and Efficiency on camping facilities

4.6.5 - ARENARIA COORDINACIÓN, S.L.U. - <https://arenariacoordinacion.com/>

Nature without limits

4.6.6 - SALMOIRA - <https://salmoira.es/>

Zero Waste Gastronomic Experience

4.6.7 - DESTINATION EXPERIENCES, S.L - <https://destination-experiences.com/>

Dramatised visit «Lifelong characters»

4.6.8 - BLUSCUS TURISMO MARINERO - <https://bluscuc.es/>

Workshop on a boat

4.6.9 - NORTHWIND - SAILING FOR SCIENCE - <https://northwind.gal/>

Marien Science tourism experience

4.6.10 - ALBARARI, S.L - <https://albarari.es>

Astronomy observation in a Glamping Resort

4.6.1 Training classroom plan for teaching programming at sea onboard crossing boats



SUSTAINABILITY (SUS)



Exploring the sea and using it as a training space is what Sailway proposes with this plan, designed to be implemented in teaching programs. We provide the means to materialize it : professional sailboats and skippers with extensive experience and knowledge of the Vigo Estuary.

We guide how to adapt educational subjects to the area in which we operate (what can we learn from the sea?) and that each center and its departments see the wide possibilities and advantages of adding this system to their teaching practice. In addition to creativity, curiosity and critical thinking, skills that science teaches us, one of the mottos of exploring the sea is the amount of knowledge that can be extracted from it.

Learning, enjoying it and caring for it are the maxims of this plan.

Empirical observation: educational environments must be similar to life and not be disconnected and strange. They must be connected to the daily experiences of the student outside of school and thus lay the foundations for research and foster significant learning.

Scientific methodology : nurturing curiosity and critical thinking through nature and, specifically, the sea.

Transversal values: ecological awareness and promotion of conservation, teamwork, sea culture (socioeconomic influence on the Vigo Estuary), physical education and navigation.

4.6.2 Collaborative partnership with local supplier in the fish elaboration Salmoira



SUSTAINABILITY (SUS)



CIRCULAR ECONOMY (CE)



Salmoira recovers for tourism the gastronomic history of the Galician coast. It identifies and articulates the resources that the salting industry left in Galicia since ancient times. They are enjoyed through **Food Tours, Immersive Experiences, Historical Tastings and of course through the Salting of Seafood and Fish from the Galician estuaries.**

Through our collaboration with this local food company **Galiwonders** wants to show the typical flavours of Galicia and to endorse this unique project and its team. The high quality of the product, requires that the raw materials are bought daily at the fish market thus supporting the work of fishermen and those who work directly in the fishing industry without going through big middlemen and

thus supporting the local economy that normally sees no real benefits. Among the goals of this collaboration are to **make local traditions known** to pilgrims who undertake the Camino de Santiago, to **allow recognition for the hard work of fishermen**, which is often undervalued, to make local people feel proud of their traditions and the products of their land, and to support more equitable and sustainable tourism. This collaboration involves offering culinary experiences to Galiwonders pilgrims who make the Portuguese Way and stop in Pontevedra, where Salmoira is based. The tasting include a 8 dishes tasting with detailed description of the entire process of elaboration of each dish, from the sea to the table.

4.6.3 Exploring Cotega : A Community-Based Sustainable Tourism Experience



BIODIVERSITY (BIO)



SUSTAINABILITY (SUS)



Cortegada Island, part of the Atlantic Islands of Galicia National Park, is a unique destination that blends nature, history, and a deep commitment to sustainability. Piragüilla Ocio y Aventura offers a guided kayak tour that not only allows visitors to discover this «floating forest» and its rich vegetation but also to connect with the community and its traditional practices within the framework of responsible tourism. The primary objective of this community-based practice is to promote sustainable tourism

that fosters environmental conservation, cultural preservation, and community empowerment. The initiative aims to create a meaningful connection between visitors and the local environment while ensuring that tourism activities contribute positively to the community and the preservation of Cortegada's unique ecosystem. The guided tour involves a kayak journey to Cortegada Island, where participants explore the island's natural beauty and historical significance.



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Led by knowledgeable local guides, the tour includes:

Kayak Exploration : Participants navigate the waters surrounding Cortegada, experiencing the island's rich biodiversity and learning about the importance of marine conservation.

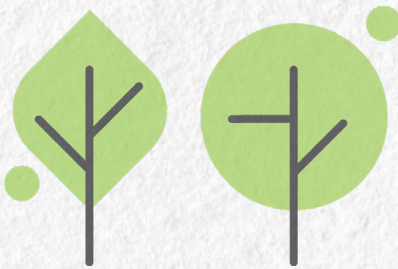
Guided Walks : Once on the island, visitors embark on a guided walk through the «floating forest,» where they learn about the diverse plant species, including the ancient laurel trees, and the island's history, including the remnants of an old village and chapel.

Educational Sessions : The guides provide detailed information on the island's ecology, the challenges of preserving its delicate environment, and the role of the local community in conservation efforts.

OUTCOMES

Environmental Awareness : Visitors leave with a deeper understanding of the importance of protecting natural environments like Cortegada. The educational aspect of the tour has fostered a greater appreciation for conservation efforts among participants.

Cultural Preservation : By highlighting the island's history and the role of the local community in maintaining it, the tour helps preserve the cultural heritage of the region.



The involvement of local guides ensures that traditional knowledge and stories are passed on to visitors.

Sustainable Tourism Development : The practice has successfully integrated tourism with environmental stewardship, offering a model for sustainable tourism that benefits both the environment and the community. Benefits to the Community and Environment The community benefits significantly from this practice. The involvement of local guides not only provides employment but also empowers them to share their knowledge and passion for the region with others. The initiative fosters a sense of pride and ownership within the community, ensuring long-term commitment to conservation efforts.

For the environment, the practice promotes low-impact tourism. By using kayaks, a non-invasive form of transportation, the tour minimizes the ecological footprint on the island.

The emphasis on education and awareness encourages visitors to act as ambassadors for conservation, spreading the message of environmental protection beyond their visit.

In conclusion, the guided tour of Cortegada with Piragüilla Ocio y Aventura is more than just an adventure. It is a carefully crafted experience that aligns with the principles of community-based sustainable tourism. The practice not only enhances the visitor experience but also contributes to the preservation of an invaluable natural and cultural resource, ensuring that future generations can enjoy the beauty and history of Cortegada Island.

4.6.4 Sustainability and Efficiency on camping facilities



SUSTAINABILITY (SUS)

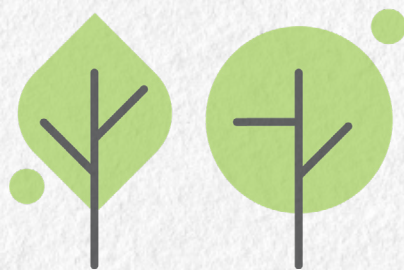


CLEAN TRANSITION ENERGY (CET)



The campsite's **electrical energy** is produced by an **isolated photovoltaic solar plant installatio** made up of a series of photovoltaic solar panel batteries which, together with a long-lasting storage battery pack, allow us to store the surplus of the day so that it can be used at night. The project consisted of the installation of **96 photovoltaic modules, with a power of 51.84 kWp, which will allow an annual energy production of 63,003.60 kWh.**

In addition, the use of these solar panels will allow the suppression of the emission into the atmosphere of 8.85 tons of CO2 per year. As for the batteries, a modular energy storage system with Lithium-LFP technology has been installed, made up of seven eBick 280 pro modules, with a total capacity of 94 kWh.



READ MORE

This is a pioneering initiative by **Camping Isla de Ons**, as an example of how the tourism sector can lead the transition towards a more sustainable future. It is about betting on solar energy and storage batteries as a way of reducing its environmental impact and improving energy efficiency.

On the other hand, since the campsite is located in the Maritime-Terrestrial National Park of the Atlantic Islands of Galicia (Pontevedra), an area declared as a Starlight Destination (a tourist destination of interest for observing the sky as it is protected from light pollution), light pollution must be minimized.

To this end, LED lighting is used with presence detection and brightness control that allows the adaptation of the operation of the equipment to the occupation of the spaces. The **water supply system** is provided by two wells built for this purpose. Since the extraction flow is limited, a storage tank has been provided through which service will be provided to the campsite.

SPECIAL FEATURES : The taps and showers are timed and low flow, which can reduce the real demand for water by up to 40% without affecting the service, the toilets and urinals are supplied by the grey water recovery system from showers and sinks, and there is a rainwater recovery system that is used to irrigate the plot. Hot water is produced by the solar thermal energy system.

The system is made up of a field of vacuum tube solar panels that ensures hot water throughout the day. For the equipment, priority was given to using wood in the different applications. During the project phase, advice was requested from the Centro de Innovación e Servizos Tecnolóxicos da Madeira de Galicia and the project was carried out following these proposals.

The recommended wood species that was used was radiata pine previously treated. The common characteristics of these treatments are, on the one hand, the increase in the natural durability of the wood without incorporating any biocide or chemical product during the manufacturing process, and on the other hand, the increase in its stability.

4.6.5 Nature Without Limits

arenaria



BIODIVERSITY (BIO)



SUSTAINABILITY (SUS)



This experience offers an immersion in nature specifically designed for people with functional diversity. On a tour through ecologically valuable protected areas (National Park, Natura 2000 Network), participants will be able to **enjoy an inclusive, respectful, and fully adapted environment. This activity promotes well-being and accessibility for all, ensuring that each participant can enjoy nature without barriers, while fostering sustainable tourism and environmental education.**

The experience will be guided by specialized experts, allowing participants not only to explore the space but also to understand its ecological significance. Our guides have extensive experience in both environmental education and working with people with special needs, ensuring that activities are adapted in terms of the content covered, materials used, and language employed. Throughout the day, **guidelines will be shared on conservation practices and sustainable tourism standards, preparing attendees for a responsible tour.**

READ MORE

The routes will always follow accessible paths, specially adapted for people with reduced mobility, with surfaces that facilitate the movement of wheelchairs. During the tour, the guides will provide detailed interpretations of the flora and fauna, highlighting the biodiversity that characterizes the protected area. We enhance the experience with specific tools such as magnifying glasses, handheld microscopes, or insect jars, allowing participants to enjoy

and learn even more about the biodiversity of the area. We also provide educational materials tailored to the participants. For people with visual impairments, we offer tactile and olfactory experiences, allowing direct contact with natural samples such as leaves, bark, or stones, enriching the experience. Similarly, for people with hearing impairments, we strive to provide accessible informational materials or support from sign language interpreters.

This experience includes various sustainable tourism best practices :

Universal Accessibility : Adaptation of the route for people with reduced mobility, clear signage, and materials adapted to their needs.

Specialized Guides : Trained to work with people with special needs and experts in sustainable tourism and environmental education, promoting an approach of respect and nature preservation.

Minimizing Environmental Impact: We encourage participants to complete the tour on foot and design the routes to avoid sensitive areas, prioritizing access to already established areas. Small groups are maintained to prevent disruption to sensitive ecosystems.

Inclusive Environmental Education: All participants will receive information on the importance of conserving ecosystems and biodiversity in an inclusive manner, promoting respect for the natural environment and the need to protect natural spaces.

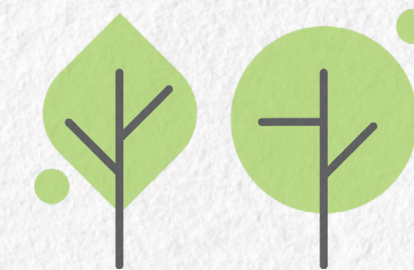
BEST PRACTICES

Zero Waste: We promote recycling and the reuse of materials, advocating the "leave only footprints" policy, ensuring no waste is generated that could impact the ecosystem.

Support for the Local Economy: Whenever possible, the materials used in the activity and the products consumed will be sourced from local suppliers, thereby supporting the local economy.

Among the **recommendations** we make for participants are:

- Use reusable water bottles.
- Follow the guides instructions to respect the natural environment.
- Keep all waste generated throughout the day and recycle it at home or in the local community.



4.6.6 Zero Waste Gastronomic Experience

safmoira[®]



BIODIVERSITY (BIO)



SUSTAINABILITY (SUS)



CIRCULAR ECONOMY (CE)

Gastronomic initiative that uses in its proposal some products of **low economic value** (such as octopus head or fisheries discards), linked to a practice of recovering the maritime culture and traditional processes.

Some of the activities included are:

- **Gastronomic valorization of waste** from the fish industry and fish discarded in coastal fishing; study of organoleptic values of these fish;
- **Study of visually pleasing presentations** or presentation of dining experience designed to show value.

4.6.7 Dramatised visit « lifelong characters »

DESTINATION
EXPERIENCES



SUSTAINABILITY (SUS)



All cities have their **'Characters of a Lifetime', those people who managed to become famous or popular** : some for their achievements, their successes or their professional or media recognition and others, simply, for their extravagance or what today would be called 'geekiness' or geek culture.

At Experiencias del Destino (Destination Experiences SL), when we set out to design this dramatized visit, it was immediately clear to us that from history, characters have always helped us to understand life better and to reflect on the moment we have lived through. Writers, painters, politicians, citizens... biblical, historical, literary, comic book or even film characters; all of them have contributed

to creating imaginary worlds in our childhood which, over time, have allowed us to see that sometimes reality far exceeds fiction. Many of them were great advocates of environmental values and the protection of our cultural heritage.

This practice can be carried out in any city, just as we do, at the request of our clients. The results we have obtained in those carried out so far have been totally satisfactory because **it introduces the visitor to the identity of each territory in a fun and entertaining way, raising awareness** not only among tourists, but also among the **school and high school students with whom we have carried it out.**

4.6.8 Workshop on a boat



BIODIVERSITY (BIO)



CIRCULAR ECONOMY (CE)



SUSTAINABILITY (SUS)



We show to our different clients, the process of many types of fish and shellfish in the rias of Galicia. **We put in contact the professionals of the sea with the visitors to put in value their jobs, the origin of the products and the territory.** When the visitors know the reality they appreciate more many other factors of the price.

4.6.9 Marien Science tourism Experience



NORTH WIND
Sailing for Science



BIODIVERSITY (BIO)



SUSTAINABILITY (SUS)



With this experience, in addition to enjoy sailing along Galicia's beautiful coast and visiting the Atlantic Islands marine national park, participants will know the uniqueness of this Atlantic region, characterized by being one of the most productive marine ecosystems in the world. They will also **be part of a global citizen science project and will discover the underwater secrets practicing snorkeling, or for those don't want to swim, through a virtual reality experience.**

4.6.10 Astronomy observation in a Glamping Resort

ALBARARI

VINEYARDS & RESORTS



SUSTAINABILITY (SUS)



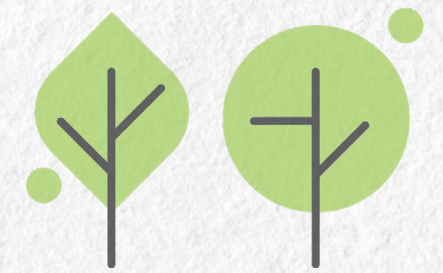
Sometimes the routine of our lives and the daily grind take up all our attention, preventing us from seeing beyond the everyday problems.

But sometimes, unexpectedly, something special happens— a thought... a reflection... sometimes casual... and other times more deliberate— that eventually captures our attention, **inviting us to think about the more profound aspects of our lives.**

This is why the main motivation of **ALBARARI** is to **bring our visitors closer to the fascinating world of Astronomy and the observation and interpretation of the sky.**

For this reason, our facilities are designed as true centers for the interpretation and environmental education focused on Astronomy.

The activities carried out in our facilities are very varied, with the most unique and exclusive being the possibility of spending a night in one of our **Astronomical Bubbles**, specially designed for this purpose.



CONCLUSION

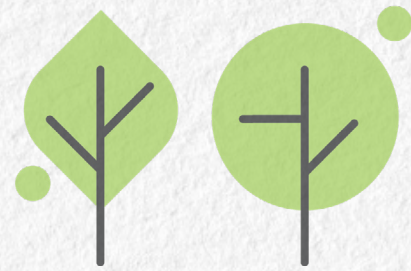
Based on the experiences and best practices collected in the **ECOTOURS Handbook**, several key recommendations can be issued for other tourism MSMEs looking to replicate these sustainable and circular tourism practices in and out of the **ECOTOURS** project.

A **key recommendation** is the **integration of biodiversity conservation into tourism activities.** To this regard, educational programs, guided eco-tours and interactive experiences can be planned to boost visitor engagement and enhance their eco-consciousness.

Adopting circular economy principles is another essential recommendation in line with the sustainability principles. Tourism enterprises can significantly reduce waste by implementing recycling programs, composting organic materials, and using upcycled or sustainable materials in their infrastructure. Also, encouraging visitors to **engage in sustainable behaviours** such as avoiding single-use plastics and supporting local producers will support a more responsible tourism model. In addition, transitioning to clean energy is a vital step toward sustainable tourism. Many successful businesses in the **ECOTOURS** project have integrated renewable energy sources such as solar, wind, and geothermal power. Sustainability in tourism should also encompass **social and economic aspects**. Collaborating with local food producers and artisans strengthens regional economies while providing visitors with an authentic cultural experience.

Also, the role of **digitalisation in tourism is increasingly important.** Many MSMEs in the **ECOTOURS** network leveraged technology to enhance the visitor experience while promoting sustainability. Digital platforms can be used to facilitate virtual tours, online booking systems, and real-time customer engagement. Furthermore, social media and targeted marketing campaigns allow tourism businesses to effectively communicate their sustainability efforts to a global audience, attracting responsible travellers for eco-friendly experiences.

To conclude, all MSMEs in ECOTOURS are strongly engaged in community-driven tourism experiences and best practices that can be easily reproduced and transferred to other MSMEs in other contexts and regions



CREDITS & INFORMATIONS

Name: ECOTOURS - Empowering local communities turning them into laboratories for co-development of circular and sustainable tourism ecosystems

Acronym: ECOTOURS

Proposal Number: 101085853

Project Duration and start date: 30 months / 1st January 2023

Lead partner/coordinator: PRISM IMPRESA SOCIALE S.R.L. – PRISM (IT)

Partners:

UNIVERSIDAD DE VIGO – UVIGO (ES)
COOPERATIVE D'ACTIVITE ET D'EMPLOI - Petra Patrimonia Corsica (FR)
ENOROS CONSULTING LIMITED - ENOROS CONSULTING (CY)
FONDAZIONE COMUNITARIA DI AGRIGENTO E TRAPANI (IT)
ANKO DYTIKIS MAKEDONIAS A.E. - ANAPTYXIAKOS ORGANISMOS TOPIKIS AFTODIIKISIS
ANKO WESTERN MACEDONIA S.A. - ORGANIZATION FOR LOCAL DEVELOPMENT (GR)
CSKIK Chamber of Commerce and Industry of Csongrád-Csanád (HU)

Website: <https://ecotours-project.eu/>

Task Number: T3.12

Title of Task: Handbook on community-based practices on circular tourism

Objective of Task: Based on the experiences built during the project, resulting from transnational study visits, a handbook on community-based practices & recommendations on circular tourism will be developed, published and disseminated at EU level. It will include community best practices & recommendations on circular tourism that could be scaled-up in other regions and local communities across Europe in response to common societal, economic and environmental challenges.





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