

Training on certification PP8 SVEM

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WP3

Project Acronym: TAKE IT SLOW
Project ID Number: 10255547
Project Title: Smart and Slow Tourism Supporting Adriatic Heritage for Tomorrow
Priority Axis: 3 Environment and cultural heritage
Specific objective: 3.1 Make natural and cultural heritage a leverage for sustainable and more balanced territorial development
Work Package Number: 3
Work Package Title: Promotion and implementation of green certification/ecolabel for SMEs, products and services
Activity Number: 3.4.
Activity Title: Training on certification
Partner in Charge: ABRUZZO REGION / PP9
Partners involved: All
Status: Final
Distribution: Confidential
Date: 16/03/2023

Agenda

09:30 - 09:45 Welcome coffee & Registration

09:30 - 10:30 Opening session

SVEM Sviluppo Europa Marche, development agency of Marche Region

Silvio Cardinali, Faculty of Economics Giorgio Fuà UNIVPM

Daniele Crognaletti, a.d. ESITUR Viaggi Tour Operator

Marco Cocciarini, Globe Inside

10:30 - 12:30 Working session

12:30 - 13:00 Final inputs and feedback and closing remarks

Light lunch

Short description

PP8/SVEM organised the in-person workshop on the 15th March 2023 at Mole Vanvitelliana in Ancona (Italy).

The objective was to exchange with local stakeholders and experts in the tourism sector the issue of enhancing the cultural and natural resources of our territory and a training focused on quality certifications in the field of tourism.

After Svem's introduction of the project "TAKE IT SLOW" and the pilot action realised in the Marche region, Professor Cardinali introduced to participants the subject of "A 'code' for sustainability and accessibility", focusing on the concepts of circular economy and sustainable development.

Mr Crognaletti presented the best practices to redefine the role of transport in sustainable tourism.

Discussions then focused with Mr Cocciarini on the sustainability of tourist enterprises and destinations as both are important in promoting sustainable and responsible tourism and are interconnected: sustainable tourism enterprises can contribute to a sustainable tourism destination, while a sustainable tourism destination can create a favourable environment for the sustainable development of tourism enterprises.

The debate then centred on a training on sustainability certifications seen as an important tool for tourism enterprises to demonstrate their commitment to sustainability and communicate this pledge to customers, employees and other interested parties.

Sustainability certifications enable the assessment and promotion of good sustainable practices of tourism enterprises and destinations: they ensure that tourism enterprises and destinations meet high standards in terms of environmental, social and economic management and promote responsible tourism that contributes to the well-being of local communities and the conservation of natural and cultural resources.

The certification of sustainability in tourism is, therefore, an important tool to promote sustainable tourism on a global level and ensure a more sustainable future for the tourism sector.

The second part of the morning was organised into working sessions, with two roundtables where participants - equally distributed into two groups representing all different stakeholders that are active on the territory - discussed how to transform values into actions.

At the end of the working sessions, a comprehensive code with 10 theses was outlined:

1. NOT inhabitant, but ABITATOR. The inhabitant interacts with the territory and plays an active role: this presupposes that the local community commits itself by exploiting the potential of 'networking'.
2. DESTAGIONALISING in order to inhabit ALWAYS.
3. PLURALITY of POSSIBILITIES creates VALUE, BUT PLURALITY without NETWORKING creates ABSENCE of experiences.
4. DIGITALISATION is a response to change and accessibility.
5. Fostering ROOTS TOURISM is to recover and reconstruct memory
6. ACCESSIBILITY is to allow the FRUITABILITY (also cognitive) OF "GOODS" and not only their accessibility
7. VALORISING UNIQUENESS is mediated by experiential enjoyment.
8. INCREASING CULTURAL AWARENESS helps to demonstrate authenticity to the outside world.
9. INNOVATION is knowing how to LISTEN to the present and the past
10. GROWTH is TRAINING and SUPPORTING operators.

Pictures





