



HERITAGE FOR YOUTH  
EUROPEAN HERITAGE FOR YOUTH INVOLVEMENT AND  
ENTREPRENEURSHIP  
(2020-1-IT03-KA205-018135)

**ANALYSIS OF SITUATION, IDENTIFICATION AND COLLECTION  
OF GOOD PRACTICES IN THE FIELD OF ECOLOGICAL AND  
SUSTAINABLE TOURISM AND SOCIAL ENTREPRENEURSHIP**



This Booklet was created in May 2021 in the frame of the project  
“European heritage for youth involvement and entrepreneurship”  
(2020-1-IT03-KA205-018135),  
co-funded by Erasmus+ Programme of the European Union and  
coordinated by Travelogue Associazione di promozione sociale  
(Marsciano, Italy).

Visit the website: <https://heritage4youth.eu/>



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## INTRODUCTION

This Booklet has been created in the frame of the project “European heritage for youth involvement and entrepreneurship” (2020-1-IT03-KA205-018135), co-funded by Erasmus+ Programme of the European Union, as an output of the Local activities carried out during the first year of project implementation.

In the first chapter we gathered the results of the survey carried out in each country of the partnership (Italy, Croatia, Greece, Lithuania, Portugal, Romania and Spain), which aimed to detect the knowledge and interest degree in sustainable tourism and social entrepreneurship among young people aged between 18 and 30.

In the second chapter we collected the information obtained through the organisation of meetings with associated partners and local stakeholders. During the meetings we described the Erasmus+ programme, our project, its duration, objectives, beneficiaries, planned activities and expected results. We collected good practices and we discussed weaknesses and needs of our territories, to be taken in consideration during the project implementation. In the third chapter we collected and described activities that we want to share as good practices in the field of sustainable and ecological tourism and in the field of social entrepreneurship, which have been collected through the survey or the meetings with the project stakeholders. You will find activities and projects implemented by the partner organisations of Erasmus+ “European heritage for youth involvement and entrepreneurship” project and activities promoted or supported by other entities and stakeholders in each country of the partnership (Italy, Croatia, Greece, Lithuania, Portugal, Romania and Spain). We described the projects and activities, the beneficiaries, the impact they had on the beneficiaries, on organisations involved and in the territory. We believe that these good practices can be inspirational for the development of our project, beneficiaries (young people and youth workers) and associated partners.

In the fourth chapter we collected weaknesses and issues to overcome, and opportunities offered by the territory referring to each country of the consortium. We mentioned heritage resources to be exploited and activities to be promoted and or enhanced in each country. We listed specific competences to be developed and learning needs of the staff of partner organisations (youth workers) in relation to the topics of the short-term joint staff training events of the project and arising from the territories.

# 1. ANALYSIS OF THE PROJECT'S TARGET GROUP:

## 1.1 Introduction:

At the beginning of the project implementation the partnership carried out a survey which aimed to detect the degree of knowledge and interest in sustainable tourism and social entrepreneurship of young people, which implies a new mentality and greater awareness of sustainability issues and interest in promoting social inclusion and active citizenship.

A common questionnaire was created and shared in all project countries, translated in each national language and shared online through Google forms. The questionnaire was addressed to young people aged between 18 and 30.

## 1.2 Italy:

The questionnaire was created and shared through Google form in Italian. It was shared on Travelogue's website and Facebook page but also through Whatsapp directly to young people. It was also shared with some students of the Marsciano Lyceum. We collected 38 questionnaires from 29 women and 9 men.

The average age of the respondents is 21 years, 21 of the respondents were 18 years old. Most of the respondents are resident in the Municipality of Marsciano (17), 8 of them in the Municipality of San Venanzo, 3 of them in Serravalle di Chienti (MC), the rest (10) in other towns in the Umbria Region. Most of the respondents are currently studying (76,3%) and they are students in Secondary school.

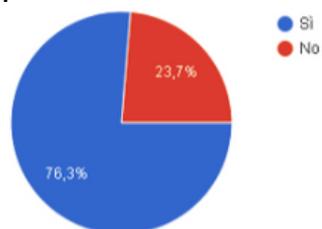
### Quale livello di studi hai conseguito?

38 risposte



### Stai studiando al momento?

38 risposte



Only 7 of the respondents are currently working, 2 of them are self-employed.

## Travel interests and experience:

The favourite type of holiday is going to the seaside for 10 of the respondents; in the mountains, in nature or trekking for 11 respondents. Other respondents mentioned they like visiting art cities, museums, small villages and places outside the usual tourism routes.

The main interests and the favourite activities during holidays, are:

- going to the seaside/lake 86,8%;
- relaxing 76,8%;
- visiting museums 65,8%;
- trekking and guided visits 55,3%.

Most of the respondents like to visit places and do tourism activities in their region (Umbria and Marche); 10 of them don't like it. Among the first group, some respondents indicated that they like to visit historical towns and villages, natural parks and going for walks and trekking in nature. The places mentioned are: Assisi, Monte Subasio, Trasimeno Lake, Marmore Waterfalls, Spello, Spoleto, Gubbio and Castelluccio di Norcia in Umbria Region; Lama Tiorina, Fiastra Lake, Caccamo Lake, Sirolo and Infernaccio gorges in Marche Region. Concerning websites and apps used to prepare the holidays, 20 respondents indicated they don't use any website or app. Among the other answers, the website/apps mentioned are: Booking (10), Trivago (4), Expedia (2), Air bnb (2), Tripadvisor (2), Ryanair (2), Wikipedia, Google Maps, Facebook, Weekendsk, Groupon, Parkingo, Hertz, Wizzair, Pegasus.

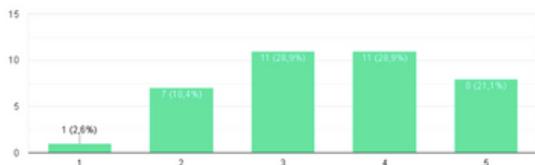
Most of the websites used are for the reservation of flights or accommodation.

Concerning websites and apps used during the holiday, 9 respondents indicated they don't use any website or app. Among the other answers, the website/apps mentioned are: Google Maps (13), Tripadvisor (2), Just Eat (2), The Fork (2), Instagram (5), Whatsapp (3), Moovit, Outdoor Active, Trainline, Waze, Uber, Ontaxi, Yandextaxi, TripAdvisor, Netflix, Spotify, Prime Video, Youtube.

So, the most used websites or app are related to maps/directions, means of transport but also for entertainment and for communication or sharing contents (Instagram, Whatsapp).

## Quanto ritieni attrattivo dal punto di vista turistico il luogo in cui vivi?

38 risposte



Most of the respondents indicated that they consider the place where they live attractive or very attractive from the touristic point of view, evaluating it with a score of 3, 4 or 5; only the 21% think it is not very attractive.

About the cultural / natural resources in our Region / Municipality that they believe should be enhanced, the respondents mentioned: Park of Sette Frati, Monte Peglia natural area, villages of the Municipality of San Venanzo, Volcanological Park and Museum of San Venanzo, Traccio di San Venanzo, Mole di Narni, Marmore Waterfalls, Trasimeno lake, the village of Rasiglia, Castelluccio di Norcia, ceramics of Deruta, Etruscan archaeological sites, historical villages and abandoned churches near the village of Papiano in Umbria Region; Frasassi Caves, Palazzo Ducale in Urbino, Arco di Augusto in Fano, the sites related to military architecture in the territory of Serravalle di Chienti, in Marche Region.

Concerning the meaning of "sustainable tourism", 7 of the respondents don't know what it means; most of the respondents (19) indicated that it is a tourism that does not damage the nature and environment; the other answers took in consideration also the impact on local population and local economy. Here below a list of some answers:

- *Practices and choices that do not damage the environment and promote sustainable economic development, not damaging local social processes, but contributing to the improvement of the residents' quality of life;*
- *Tourism that has a positive social, economic and environmental impact;*
- *Practicing tourism paying attention to the impact these activities have on the territory (pollution, exploitation of resources, etc.);*
- *Tourism that is good both for the environment and for the inhabitants who live in that territory;*
- *Tourism attentive to the needs of the population and available resources;*
- *Sustainable tourism is a type of tourism that is attentive to the environment,*

- *which supports local businesses and products and invites those who come to visit our villages to appreciate them for everything around them and do not limit themselves to the strict meaning of "vacation";*
- *A type of tourism that respects the environment you visit, the local population and everything related to the socio-cultural context of the place;*
- *A form of tourism that take in consideration the impact both on the environment, on the heritage and on the population living in the places of tourist interest. A tourism that avoids an exploitation of resources that is devoid of planning and indifferent to the consequences of the choices made.*

Concerning the meaning of "social enterprise", 15 respondents don't know what it means and among the descriptions provided it results that the concept is not properly known. Here below a list of some answers:

- *Company that satisfies the needs of the community, also involving employees with special needs;*
- *A non-profit enterprise;*
- *A company that carries out an activity also characterized by general interest for social utility;*
- *I suppose it is a group of volunteers who produce products*

*and services useful to the local community, especially to the poorest classes;*

- *It is a business activity of general interest, not for profit and for civic, solidarity and social utility purposes;*
- *Social enterprise is something that involves several people in the accomplishment of a certain goal;*
- *It provides for all those actions and activities aimed at guaranteeing the well-being of a society within a geographical area;*
- *The social enterprise is a type of non-profit enterprise, with a certain number of disadvantaged workers and whose main activity is carried out in sectors of social utility (an example is associations or committees);*
- *It is an association that carries out an economic activity of social utility;*
- *A company that also draws on state, regional, municipal funds, whose purpose is not just profit;*
- *Objective useful to the society;*
- *Business carried out by a community of people with common interests;*
- *It is a type of business that carries out activities of general interest for civic purposes, not for profit;*
- *It is a company that acts on*

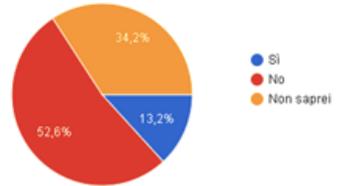
social issues;

- *I don't know, but I think it refers to a private body that takes care of the well-being of the whole society and particularly for its weaker groups;*
- *It is a private entity that deals with a non-profit business activity of general interest. It carries out educational activities, or health services, protection of cultural heritage, trade and even research;*
- *A company that involves minorities;*
- *Private body that carries out a business activity of general interest, non-profit and for civic, solidarity and social utility purposes.*

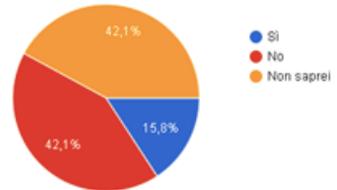
## Interests in the field of sustainable tourism and social entrepreneurship:

Regarding the job opportunities, most of the respondents think that the territory of their region/municipality doesn't offer long-term job opportunities for young people in the tourism sector or for social entrepreneurship (52,6% and 42,1%) and many more don't know it.

**Pensi che il territorio della tua regione/comune offra opportunità di lavoro a lungo termine per i giovani nel settore del turismo?**  
38 risposte

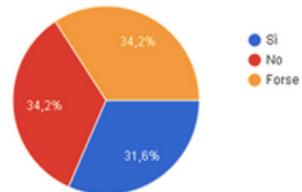


**Pensi che il territorio della tua regione/comune offra opportunità di lavoro a lungo termine per i giovani nel campo dell'imprenditoria sociale?**  
38 risposte



31,6% of the respondents would like to work in these fields, 34,2% answered "maybe" and 34,2% don't want to.

**Ti piacerebbe lavorare in questi campi?**  
38 risposte



The competences to be developed for working in these fields that have been indicated by the respondents are:

- Knowledge and competences on entrepreneurship legislation, basics of economics and business management;
- Knowledge on non-profit and third sector and on the new reform on associations;

- Fund raising;
- Ability to work in a team and organizational skills;
- Knowledge of the resources of the territory;
- Historical, cultural and geographical notions of the territory where you want to work;
- Ability to relate with the public, attention to customers;
- Communication skills, in social and interpersonal relationships;
- Ability to quickly resolve problems or errors;
- Soft skills such as the ability to work with the public, charisma, sense of responsibility and solidarity;
- Knowledge of foreign languages;
- Digital, marketing and territorial marketing skills;
- Social marketing, knowledge and competences for the creation of EU projects.

Referring to organisations who carry out activities in the field of sustainable development, the respondents mentioned Travelogue APS, G.M.P. GAIA A.P.S, Proloco San Venanzo, Legambiente, WWF and Interstizi-spazi di quotidianità. Referring to organisations who carry out activities in the field of

social entrepreneurship, Group Sos have been mentioned. These suggestions can be useful for the dissemination of project activities and results.

In the last question we asked to indicate which activities would be interesting to develop or promote in their territory. Here is a list of the answers collected:

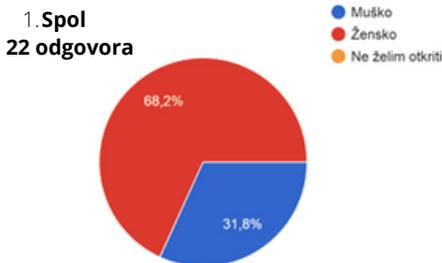
- Trekkings and guided visits;
- Tours of villas and museums, art exhibitions;
- Activities for students in the museums;
- Walks in the countryside and in the woods;
- Canoeing;
- Horse riding;
- Activities in small villages and promotion of the repopulation of abandoned areas;
- Gastronomy;
- Movie projections and debates;
- Mountain bike trails;
- Meetings to promote and enhance the territory;
- Didactic-political activity, activities related to the knowledge and discovery of the territory;
- Sport events that actively involve the population, even related to traditional sports;
- Didactic farms;
- A stable network of

associations, organizations, accommodation facilities to promote the resources of the territory in an integrated way.

### 1.3 Croatia

The project survey is one of the key tools to assure the project's quality and success. By gathering open and anonymous opinions of project beneficiaries (the personal data is optional) we aim to develop the project goals in the best way possible. The surveys are very important for the results to give the Project Management Team an early indication of problems and risks and of what could be done to address them. Potential beneficiaries took part in the first project survey in December 2020 – January 2021. The results are shown below.

#### 1. Profile of the beneficiaries:



2/3 of the examinees were female, and 1/3 was male. They all belong to the age group 18-30 from the Šibenik-Knin region in North

Dalmatia, Croatia. Some of them are already working, but mostly still studying hence unemployed. Some students are still in high school.

- Travelling/vacation habits.

Here we found a lot of interesting answers, like adventurous trips, active vacation, nature trip, group vacation. Considering the places, almost everybody wanted to spend their vacation by the seaside, spending their time at the beach, in the bars, sport activities, local attractions and museums.

- *Local attractions.*

Besides visiting summer cultural activities, they tend to spend their free time in nature walking, cycling, hiking, and trekking. Usually in local forests or National parks. Sometimes they like to visit castles or fortresses.

- *Internet pages or applications?*

When it comes to internet pages or applications to book their vacation or find something about their next destination, our examinees like to use Booking.com, Airbnb, Google Maps, Skyscanner, Tripadvisor, and Instagram.

- *Local attractivity from the tourist perspective*

Most of the examinees think their hometown is quite attractive for tourists (almost 70%). Nobody said it is not attractive at all. Their suggestion is to invest in

improvement of existing nature parks, more cycling and walking paths, and thematic beaches with good access to it.

- What is sustainable tourism?

Here are some of the answers:

- Sustainable and long-term activities that bring social and economic benefits to everyone in the area.

It is tourism that combines economic, social and environmental factors into one whole that will take place in the present and the future

- Tourism that takes care of the needs of visitors, environment and destination

- Sustainable tourism is the 'smart' disposal of tourism resources, from cultural values to natural resources. - Type of tourism sustainable throughout the year (activities and events throughout the year, adapted to local life).

- Tourism that involves more actors from the local community so that the guest has a greater choice of offer and experience, and all involved in the offer to be able to earn something.

- Tourism that takes into consideration current and future economic, social and environmental impacts

- Tourism that does not affect the survival of the community and the

ecosystem for generations to come. The form of tourism that allows local resources to be spent and used in a way that does not leave consequences in the long run and that there is not too much pressure on the local environment. In rural tourism, this means striving for elite tourism because mass tourism would only bring negative consequences that are visible immediately.

- What is social entrepreneurship?

Lot of them said this is the first time they encountered this term, but some answers were pretty good.

- I'm not sure, but by the name I would say that it is the fulfillment of some social goals.

- entrepreneurship that creates a positive social environment and positive activities in the community

- Social entrepreneurship is part of a broader economic system that includes entities primarily focused on meeting social goals and is characterized by a system of direct participation and management.

- Development, creation and advancement of new resources

- Entrepreneurship in which a community is involved, or certain groups of one community.

- Responsible resource

management respecting marginalized groups and providing employment opportunities and a sense of contribution to people who are on the margins of society.

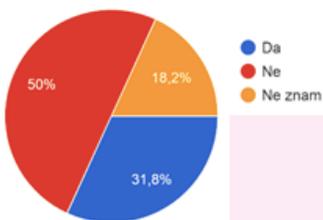
- Investing in the well-being of the community

- Social entrepreneurship is a form of entrepreneurship in which profits remain and are invested in the local community. According to some formations, only 25% of the income remains with the entrepreneur, while he is obliged to invest 75% of the income in the local community and its development. In short, this form of entrepreneurship supports the thesis that an individual cannot progress if his environment stagnates and does not follow his development.

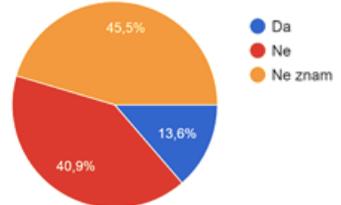
- Entrepreneurship whose goal is to contribute to solving social problems and not exclusively profit

- 50% think that they have the possibilities to work in the tourism sector.

**Smatraš li da tvoja županija/grad/općina nudi dugoročne mogućnosti zaposlenja mladih u turističkom sektoru**  
22 odgovora

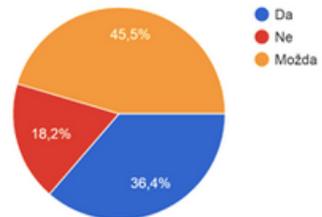


**Smatraš li da tvoja županija/grad/općina nudi dugoročne mogućnosti zaposlenja mladih u sektoru društvenog poduzetništva?**  
22 odgovora



- They are a bit sceptical about working in this sector. Majority said MAYBE.

**Bi li volio/la raditi u ovim sektorima?**  
22 odgovora



- Only 13,9 % said that the local government offers jobs in social entrepreneurship and 45,5 don't know anything about these possibilities.

- About the competencies for working in social entrepreneurship.

- Communicativeness, working with customers, listening to the needs of consumers ... skills of innovation, advanced

technologies, modern approach to the presentation of tourist and entrepreneurial offer, unity of local producers and entrepreneurs, holding international projects for young people

- Knowledge of foreign languages, way of working with people
- Better communication, marketing
- Communicativeness, openness, foreign languages, good management and publicity
- Patience and imagination
- Knowledge of a foreign language.
- Knowledge of more languages, one needs to be more proficient in marketing
- Communication, digital competence ...
- Organization, friendliness, language skills, connecting with others
- In addition to classical knowledge (languages, communicativeness ...) the most important is creativity, networking, knowledge of the mentality of the local community and opportunities that could be recognized as a tourist attraction so that the area can develop in a safe way that meets community needs. It is important to be a visionary who understands the processes of each other, but also to accept the peculiarities of the place that will not lead to mass tourism.

Self-initiative, soft skills (essential for networking and establishing cooperation), some basic knowledge about the functioning of the sector

- Activity to be improved in your local area.
- Involve as many young people as possible in their ideas and visions and listen to their needs, providing more opportunities for tourists. Because in the end, the whole Croatia is a tourist destination
- Sports tourism, agritourism
- hiking and camping
- More events for young people
- Adrenaline tourism
- Organized visits to historical sites. - Cruisers
- fishing and related activities, water and underwater sports, maintenance of traditions and old customs
- More organized tours, for example to Krka, Kornati, Vrana Lake, as well as tour guides
- Rowing, sailing, fishing
- Sailing, and so those things tied to the sea
- Underwater cleaning
- Utilization of European funds for the purpose of valorization of natural resources (construction of interpretation centers, educational and hiking trails, informing the public, fairs, etc ...); applicable to absolutely everything

- Wooden boat ride, birdwatching, course of rural life, investment in the processing sector (cheese / fruit / vegetables), glamping (hunting and fishing tourism), school in nature (arrival of children unfamiliar with the peculiarities of continental Croatia, flora, fauna and ichthyofauna) , activation of smaller associations in the implementation of several Erasmus projects (YE / TC, EVS in particular) in order to achieve a certain circulation of people and promotion.

- Sustainable tourism in terms of caring for the environment.

### 1.4 Greece

The questionnaire was in digital form (Google form) and it was shared through our network, pool of volunteers, students of specific tourism studies social media pages.

33 people responded to our questionnaire with the following demographics:

81,8% women (27)

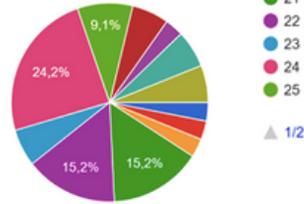
15,2% men (5)

3% other (1)

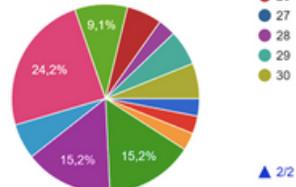
We had people from all ages between 18-30 y.o (except of 27 y.o)

AGE	18	19	20	21	22	23	24	25	26	28	29	30
#	1	1	1	5	5	2	8	3	2	1	2	2

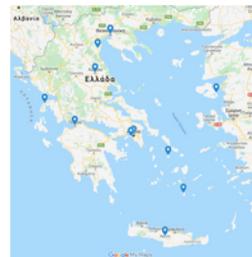
### 2. Ηλικία 33 απαντήσεις



### 2. Ηλικία 33 απαντήσεις



9 people come from Athens. 7 from Patras. 3 from Thessaloniki, 2 from Lefkada, 1 from Santorini, 1 from Siros, 1 from Piraeus, 1 from Katerini, 1 from Larisa, 1 from Mitilini, 1 from Crete, 3 responded general from Greece, 1 Greek from Germany and 1 Greek from Estonia.



Level of Studies:

- 63,6% (21) - higher education (BA)

- 21,2% (7) - higher education (Master)
- 3% (1) - primary education
- 6,1% (2) - secondary education
- 6,1% (2) - Technical / Vocational training
- With 63,6% (21) being current students and 36,4% (12) have finished their studies
- 54,5% (18) are currently unemployed.
- 27,3% (9) with full time employment
- 12,1 (4) with Part time job
- 3% (1) is freelancer.
- 3% (1) suspension of work due to COVID-19 measures

## **Travel interests and experience:**

Favourite type of holiday and tourism activities, interest in local tourist attractions, website/apps used, local resources to be valued, knowledge of the concept of sustainable tourism and social enterprise. Below one can read the 33 responses regarding their travel interests and experience

- Holidays where I can meet the people of an area, to "enter" their house, to see through their own eyes their place
- Leisure and visit to relatives
- It depends. I like camping a lot but when I go abroad I like to explore the city staying in a

hostel. Generally when I visit another city I feel like approaching it as if I were a local avoiding anything that is created exclusively for tourists.

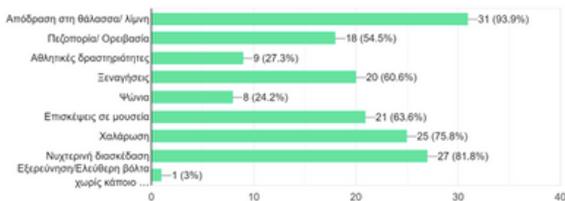
- Relaxation
- In small towns / villages with architecture, people and culture that are different from what I am used to. If there is natural beauty, even better!
- 10 days at least in the summer near the sea!
- Vacations that can offer you rest, action and experiences!
- Relaxing and getting out of reality by really discovering a place, its nature, its activities, its local products, its people
- Island
- Agritourism
- With friends, summer, abroad
- Relaxing holidays in seaside destinations with night entertainment.
- CLOSE TO NATURE AND CULTURE
- Camping on an island
- I prefer summer vacations. Somewhere that has sea and a lot of adventure.
- To combine nature and culture, relaxation and running to enjoy all the sights
- Somewhere with a warm climate and many attractions
- With my friends on an island

- Road trips
- Spring
- Holidays with friends abroad in order to meet new places and cultures combining tourism and entertainment.
- To visit the whole country I have been to, to see big cities and villages, to talk to locals and to acquire local customs.
- Visit to cities outside the capital
- Summer on an island.
- Discover unconventional tourist spots, good food, activities that involve me with the life and history of the place I visit
- Activities in nature and contact with the local culture and customs of each place.
- IN A PEACEFUL PLACE, GREEN, WITH RUNNING WATER AND GOOD COMPANY
- Winter
- Depending on the season, that related to nature and the exploration of either cultures or landscapes, etc.
- Somewhere far away, for a long time, going from place to place
- Meaningful holidays. Either relax in an interactive camping or with any form of volunteering anywhere!
- Exploring a new destination, nice scenery, good company
- A vacation where I know a new

place or have an activity to do.

- “What are your usual holiday activities?”
- Escape to the sea / lake: 31 (93,9%)
- Hiking / Mountaineering: 18 (54,5%)
- Athletic activities: 9 (27,3%)
- Guided tours: 20 (60,6%)
- Shopping: 8 (24,2%)
- Visits to museums: 21 (63,6%)
- Relaxation: 25 (75,8%)
- Night life 27 (81,8%)
- Without specific priority: 1 (3%)
- Exploration / Free walk

## 2. Ποιες είναι οι συνηθισμένες δραστηριότητες των διακοπών σου; 33 απαντήσεις



33 answers to the question **“Do you like to visit places or do tourist activities near your area? If so, what are these activities and where?”**

2 people responded with “NO”. The rest 31 replied as following:

- Hiking and camping
- Yes, sports getaways and relaxation.
- As a student I live in Karditsa. There are no special tourist

activities around. I like to explore whenever I have been to surrounding areas such as Agrafa, Lake Plastira, Meteora, etc., but it is difficult without a car so I am mainly content to "bring" tourism to me, through couchsurfing.

- I like to go to Eresos and be on the beach all day!
  - I like to go to the mountains for a walk and have coffee with friends.
  - Visits to museums and attractions, nature walks, participation in events, music, and theatrical performances
  - Yes, for rest and relaxation even one day at short distances around Athens.
  - Yes, especially in the Peloponnese region where I come from
  - Yes. Area monuments (eg castles), natural landscape exploration (eg beaches, woods, etc.)
  - Tourist activities near my area (Kyllini) that mainly concern relaxation on the beach and night entertainment in the wider area.
  - YES For example MUSEUMS IN THE CITY, VISIT TO ARCHAEOLOGICAL SITES OR PLACES FOR RELAXATION NEAR NATURE eg HIKING IN
- PARNITHA
  - Yes, hiking and camping in Evia and nearby mountains.
  - I always like to discover new places even in or near my city. I have visited the Museum in my city and other nearby attractions.
  - Yes, usually hiking in nearby Natura areas.
  - Hiking on Olympus, attractions in nearby cities
  - Yes, I usually prefer to visit painting exhibitions, a museum, concerts.
  - I like both..activities like hiking, mountaineering, trekking etc
  - Yes, participation in a tour.
  - Yes, I like it. I prefer getaways to neighboring destinations with a strong natural environment for relaxation or hiking.
  - Yes, I do several small local excursions over time, I see routes and learn local stories, visit monuments / museums and try local delicacies / drinks.
  - I really like to visit Parnitha and participate in hiking groups.
  - I like to do day trips to nature in nearby areas.
  - Yes, mountaineering.
  - Yes, mainly visits to the sea and the mountains.
  - I LIKE TO SHOP IN THE CENTER OF ATHENS, IT MAKES ME FEEL REAL COMFORT OR THE

## DIFFERENCE OF THE TEMPERATURE WITH THE AIR CONDITIONING

- Visit folklore museums and try the local cuisines of each place.
- Usually, excursions to beaches and mountains
- Escapes in nature
- Not particularly. But I like to participate as an assistant organizer of activities for visitors.
- Yes, mainly hiking and / or picnics in Parnitha mountain
- Hiking in nature, excursion to the sea

For the question: **“Do you use websites / apps to prepare for your vacation? If so, which ones?”**, 4 people responded with a simple “NO”. The rest 29 responded as following:

- Tripadvisor, Skyscanner
- Yes, aegean, Scyscanner, Blue Star, air bnb, taxi beat, maps.
- Hostelworld.com, momondo.com
- Yes. Tripadvisor
- Couchsurfing, Tripadvisor, booking.com, hostelworld, google reviews, facebook travel groups.
- Usually not. But when booking is needed.
- Booking, google
- Yes, through the search engines depending on the

available websites that appear whose content I evaluate if it is useful in terms of what I am looking for.

- Yes, skyscanner, petas.gr, google maps
- Skyscanner, Airbnb, Booking
- Yes. Google, trip advisor.
- Yes, I use TripAdvisor and Trivago for destinations as well as Booking and AirBnB for accommodation.
- YES, BOOKING.COM, SKYWALKER, TRIPADVISOR, INSTAGRAM, AIRBNB, WEBSITES TAX. DESTINATIONS, TRAVEL BLOGS
- I definitely use applications. When I am going to book air travel, I use the skyscanner. And booking or airbnb when it comes to accommodation. I also go to various random websites for suggestions on which attractions or restaurants to visit where I am going.
- Tripadvisor
- Google maps, YouTube, rome2rio
- I use booking, airbnb and skyscanner
- YouTube, Instagram, trip advisor, booking, travel blogs.
- Not to a large extent. Mainly the "Airbnb" application for booking accommodation.
- Booking mainly. I do not trust

- travel agencies.
- Skyscanner, tripadvisor,
- airbnb, booking.com
- Booking.com, TripAdvisor
- SPOTIFY, INSTAGRAM, FACEBOOK
- TripAdvisor, Booking.com
- TripAdvisor
- Google ..
- Rarely the airbnb. I like to go in bulk with friends!
- Discover Greece, Airbnb, Instagram
- Trip advisor, booking.com

To the question ***“How attractive do you think your place of residence is from a tourist point of view?”***

3 people responded with a simple “I do not know”. The rest 30 responded as following:

- Ano Poli and Kastro, Roman conservatory, Church of Agios Andreas, Rio Antirrio bridge, Neromana Krini, area (nature) of Ano Kastritsi
- Nice - museum for the block of Kokkinia, gallery of Nice, forest of Agios Filippos
- Vouraikos Gorge, Tsivlou Lake, Kalavrita
- Cape Museum
- Tourkovounia
- The observatory and the self-managed shelter Elatakos on Lake Plastira.
- Olive oil and Sheikh Sou

- Olympus, old Panteleimon, Litochoro, Platamonas, Elatochori
- ZAPPIO I THINK HAS BEEN DEPRESSED IN RELATION TO OLDER TIMES
- THE CENTER AND REGION OF OF ATTICA BC MOUNTAINS HILLS ISLANDS BEACHES MUSEUMS ARCHAEOLOGICAL SITES HISTORICAL POINTS ETC.
- The palace of Knossos, The fortress of Koule etc.
- In the Municipality of Holargos there is not much to use, it is quite a family area.
- Only Tritsi Park I can think of..
- Cape Sappho, International Folklore Festival, countless beautiful beaches.
- Olympus, Agiokampos beach, center of Larissa
- Seven Towers, Upper City, Sheikh Sou
- Jasmund park, Eldena Monastery
- Piraeus
- The fossil forest in Sigri, the alleys of Molyvos, the authentic traditional villages, the thermal springs and the wonderful beaches!
- Castle, Dasyllio, ancient conservatory
- The Holy Temple of Agios Andreas, the Ancient Roman Conservatory, the Castle of

Patras, the Achaia Claus.

- Acropolis, Syntagma, Filopappou hill
- Acropolis
- Peristeri Grove, Poikilo Oros
- Olympus, Kissavos, Calypso Gorge
- Emoupoli, Ano Syros, Museums and beautiful beaches
- The mountainous side of the island
- In the Municipality of Andravida-Kyllini, important destinations of cultural interest are the Castle Chlemoutsi, the Fortress of Glarentza, The Lighthouse of Kafkalida are some destinations.
- The lagoon and the forest of Strofilia
- The Dasyllio of Patras

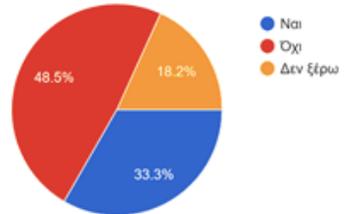
### Interests in the field of sustainable tourism and social entrepreneurship:

Job availability and interest to work in the field of sustainable tourism and social enterprise, competences and learning needs highlighted.

For the question: ***“Do you think that the area / municipality where you live offers long-term employment opportunities for young people in the tourism***

sector?”, 16 people (48,5%) responded “NO” , 11 people (33,3%) responded YES and 6 people (18,2%) responded “I don’t know”.

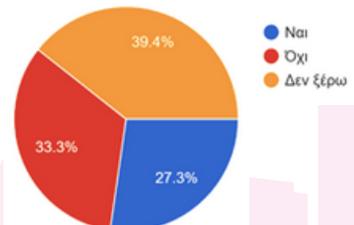
**1. Πιστεύεις ότι η περιοχή / ο δήμος όπου ζεις, προσφέρει μακροπρόθεσμες ευκαιρίες απασχόλησης για νέους-ες, στον τουριστικό τομέα; 33 απαντήσεις**



**Other:**

For the question ***“Do you think that your area / municipality where you live offers long-term employment opportunities for young people in the field of social entrepreneurship?”*** 13 people (39,4%) responded “YES” , 11 people (33,3%) responded NO and 9 people (27,3%) responded “I don’t know”.

**2. Πιστεύεις ότι η περιοχή / ο δήμος σας όπου ζείτε, προσφέρει μακροπρόθεσμες ευκαιρίες απασχόλησης για νέους-ες, στον τομέα της κοινωνικής επιχειρηματικότητας; 33 απαντήσεις**



For the question **“Would you like to work in the above sectors (sustainable tourism - social entrepreneurship)?”** 17 people (51,5%) responded **“YES”** , 10 people (30,3%) responded **MAYBE** and 6 people (18,2%) responded **“NO”**.

It was also quite interesting the collection of answers to the **“What skills / abilities do you think you need to develop to work in the tourism or social entrepreneurship sector?”**

- Solidarity, respect, good knowledge of the area but also of the target audience (knowledge of their needs and desires), ingenuity and creativity, communication skills, business skills, ability to easily adapt to changes in the environment, ability to solve problems, etc.
  - Experience, sociability
  - Social responsibility
  - Knowledge of business management, product marketing and strategy
  - Knowledge of foreign languages, communication,
  - Communication, creativity, computer knowledge
  - Sociability, empathy, sensitivity, ingenuity, adaptability
  - More foreign languages
- To know methods that will attract travelers to my area and to know their effects on the environment.
  - THE POWER OF CONFIDENCE FOR MYSELF AND SINCE DEGREES ARE NECESSARY EVERYWHERE, DEGREE.
  - COMMUNICATION, COOPERATION, FOREIGN LANGUAGES, KNOWLEDGE OF OBJECT ETC
  - I do not know.
  - Leadership, planning, organization, Communication
  - To work in more practical parts, e.g. work in nature and not only have theoretical knowledge about tourism.
  - As many foreign languages as possible in terms of communication, sociability, organization and beyond that skill in the respective object of interest.
  - Knowledge of foreign languages, knowledge of environmental issues and the local area, knowledge, comfort in general communication with tourists, genuine interest in the work area and its development
  - Helpfulness, business thinking
  - Sociability, flexibility, creativity
  - Sociability, team spirit, observation, responsibility

- Definitely communication first. Also good mood and fluency, courtesy and solidarity.
- Be communicative, have an appetite for work, stubbornness and patience!
- Economic and tourism knowledge, flexibility and ingenuity skills, ethical and ethical awareness
- In both areas there is a need for awareness of society as a whole and the environment.
- Social consciousness, communication
- Foreign Languages
- Communication, foreign languages
- The offer must come from within you. To offer essentially
- Foreign languages, knowledge of tourism marketing and business administration
- Knowledge regarding the promotion of my business Empathy.
- Good use of English, to be someone-open minded and to accept the development, teamwork
- Important skills that need to be developed are communication, leadership, decision making and digital skills.
- Apart from some relevant studies in the specific fields, I consider very important the

development of some soft skills, such as communication skills, development of critical thinking, team spirit and creativity.

### 1.5 Lithuania

Aktyvistai shared the questionnaire through the organization's Facebook and Instagram pages (@AKTYVISTAI) as well in Aktyvistai and active members groups in Facebook. Later, we have sent the link to our partners and stakeholders and some of them shared the questionnaire in their Facebook pages (State Service for Protected Areas/Valstybinė saugomų teritorijų tarnyba) or distributed them by email or lectures (professors/teachers to their students).

PROFILE OF THE RESPONDENTS:  
From 54 collected questionnaires 63% were women, 35.2% men, and 1.9% didn't wish to disclose.

The age varied between 18 and 30 (we had at least 1 participant in each group of age except 26). The age average was 24 years where the biggest groups of respondents were in 25 (9 people, 16.7%), 30 (8, 14.8%), and 23 (6, 11.1%). The least respondents were - 26 (0, 0%), 28 and 19 (respectively 1 and 2; 1.9% and 3.7%).

Most of them marked Kaunas as their place of residence (about 30 questionnaires) about 10 more people marked Lithuania, and the rest - Vilnius, Alytus, Biržai and several other cities / villages. More than a half of respondents have finished at least one degree (bachelor – 37%, master – 22.2%), and 31.5% have finished secondary school. It should be noted that the majority of correspondents (59.3%) are currently studying and unemployed, just some of them are working full-time or part-time jobs. In addition to this, the ones who are not studying at the moment are working full-time or are self-employed.

## **TRAVEL INTERESTS AND EXPERIENCE:**

### **Favorite type of holiday:**

- Adventure tourism, cognitive tourism (historical, cultural), ecotourism;
- Traveling to other countries or visiting new places in Lithuania, enjoying local cuisine;
- Mix of relax and active holidays;
- Spending time in a village, beach, nature;
- Spending time with family.

**Tourism activities:** Almost all respondents during the holidays

prefer going to the seaside/lake (47/54) or just relax (42/54). A bit less liked activities were visiting museums (28), guided tours (26) and sport activities (25). The least liked activities were reading books, watching movies, cooking, skiing and escaping the city, being with family and friends (1 person to each). Some other activities: organization of pilgrimage trips in nature, seaside water sports, or local water parks, looking for new places in place of residence, walking in the forest, visiting new mounds, having outdoor activities, and visiting sightseeing.

### **Local tourist attractions:**

Everyone except few respondents enjoy visiting local tourist attractions. Majority of answers about it were very generic such as swamp trails, observation towers, natural attractions, old towns, museums and unique places in nature. The places in Kaunas and Kaunas region that were mentioned by our respondents: Marvel cascades (Marvelės kaskados), Raudondvaris manor, Raudonė castle, Veliuona and Samylai mounds, Kaunas Lagoon, Vaišvydava quarry, Lampėdžiai quarry-lake, cognitive/educational/hiking

trails/routes (Dubrava reserve district, Jiesia landscape reserve, Kadagių valley, Žiegždriai geological trail), Aleksotas panorama, Pažaislis monastery, Kaunas musical theater, Military tunnels in Zuikinė, and a nice path through the forest from Panemunė to Aukštieji Šančiai. Places mentioned by people who are not from Kaunas or Kaunas region: sinkholes, or karst lakes near Kirkilai village, Gediminas and Trakai castles.

**Websites/apps:** For preparation of holiday and during holiday the most used websites and apps are for accommodation (splitwise, booking.com, couchsurfing, and airbnb), flights (skyscanner, momondo.com), and roads (google maps, maps.me). Also, the active ones are using some steps counting programs (polar flow, walk15) to see how many kilometres/steps they did during the day or the whole holiday. Usually people do some research on the internet (Google) to find interesting, touristic places to visit or using local tourism websites as <https://www.pamatyklietuvoje.lt>, <https://visit.kaunas.lt/>, <http://100dienu.lt/varom-lietuvon-zemelapis/>.

In the last link you can find around 1000 touristic objects/places in Lithuania such as manors and castles (309), observation towers (35), museums (83), religious (73) and nature (94) objects, educational routes (65), and etc. Some people join some groups on Facebook to find good deals, offers, suggestions where and what to visit. Also, many people said that they are using tripadvisor and some instagram (looking for location tags).

### **Local resources to be valued:**

Not many people were able to mention some cultural/natural resources in their region/municipality that according to them should be valued.

In Kaunas and around it: Kaunas oldtown, swamps, Kaunas Lagoon Regional park, and Samylai mound. In the rest of Lithuania: the Curonian Spit, Meteliai Regional Park, Raudonės, Biržai, Trakai, and Gediminas castles, Astravas manor, Nida golden dunes, Trakai (as a city), Vingis park, Belmontas, District of Molėtai with plenty of lakes and beautiful places to visit in the nature, Rambynas hill, Tree of witches, cross border city - Sovetsk, bridge of queen of Prussia Luizė, Tauragė muzeum, adventure park

in Tauragė. Also, in Lithuania there is the oldest artificial water body. It is a unique source of nature.

### **Knowledge of the concept of sustainable tourism and social enterprise:**

Different thoughts have been received of how people understand sustainable tourism but some of them described more (eco)tourism than the sustainable one:

- “Sustainable tourism is the tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors”;
- “Common connection between people, enterprises and environment/nature”;
- “Green business, is an enterprise that has minimal negative impact or potentially a positive effect on the global or local environment, community, society or economy”;
- It refers to the environmental, economic, and socio-cultural aspects of tourism development, and a suitable balance.
- Sustainable tourism is an industry committed to making a low impact on the environment and local culture, while helping

to generate future employment for local people.

- “Responsibility for the environment, local communities and our habits. Our care to keep places and nature for future generation”;
- “It’s ecological and economical tourism”
- “Sensitivity to cultural and social dynamics”
- “Tourism that has little impact on the environment and local culture”
- “Old building, culture heritage objects etc. adapted to the tourist needs”
- “Maintain essential ecological processes and help to conserve natural heritage and biodiversity”;
- “Sustainable tourism is tourism, which protects nature and all of the nature resources through education”;
- “When you leave behind a cleaner place than you found”.

The understanding of social enterprise among the correspondents was more accurate compared to sustainable tourism:

- “A social enterprise is an organization that applies commercial strategies to maximize improvements in

- financial, social and environmental well-being—this may include maximizing social impact alongside profits for co-owners”;
- “A social enterprise or social business is defined as a business that has specific social objectives that serve its primary purpose, not financial”;
  - “It’s business model which helps solving social problems at the same time creating economical value”;
  - “It is an organization that applies commercial strategies to make a positive difference for social benefit”;
  - “It is an enterprise that cares about society and the environment and they contribute some of their money or time to solve some particular problems”
  - “A social enterprise is an organization that applies commercial strategies to make a positive difference for social benefit”;
  - “Business with a social or environmental mission”;
  - “Organization, that help to solve social problems”;
  - “A profit business but also taking social responsibility in consideration (e.g. a coffee shop for disabled people)”;

- “Business and social goals for companies to increase profits and social impact”;
- “Enterprise serving for the improvement of the local community”.

To conclude how people understand sustainable tourism and social enterprise, we can say that only a small part knew the exact/true definitions.

### **INTERESTS IN THE FIELD OF SUSTAINABLE TOURISM AND SOCIAL ENTREPRENEURSHIP:**

Skills/competences that our respondents think are needed to work in the tourism sector or in the field of social entrepreneurship:

- Multilingual;
- Communicative;
- History knowledge;
- Good social skills, empathy;
- Public speaking;
- Knowledge of social problems and their possible way of solving;
- To know very well the region (cultural, economic, environmental heritage, etc.);
- Ability present information in interesting way;
- Critical thinking;
- Curiosity;
- Organizational skills;

- Knowledge in sector and practice;
- Responsible;
- Ability to work in a team,
- Accounting;
- Flexibility;
- Multitasking skills;
- Thinking outside the box.

The results of the questionnaire showed that the majority do not know whether their region / municipality offers long-term job offers in both the tourism and social entrepreneurship sectors. 25.9% believe that such job positions are offered in the tourism sector and as many that they do not. Similar results with social entrepreneurship, 27.8% believe that such positions are offered, and 16.7% believe that they are not.

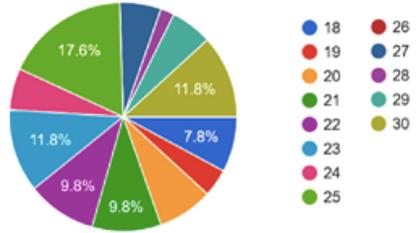
On the positive side, a significant proportion of respondents would like (22.2%) or perhaps would like (42.6%) to work in one of these sectors.

**Other:**

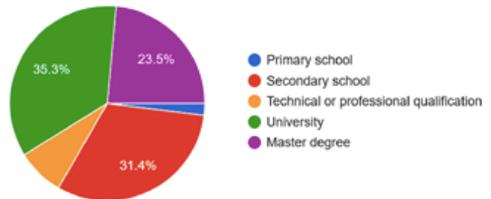
We promoted the link to our Facebook and Instagram pages and also asked NGO social partners and discussions partners to share it. Moreover, we promoted the link in a few youth Facebook groups which have from few hundreds to 32000 members. In this way, we have disseminated not only the questionnaire, but also a message

about the EU-funded project - "EUROPEAN HERITAGE FOR YOUTH INVOLVEMENT AND ENTREPRENEURSHIP" to a quite large part of the community.

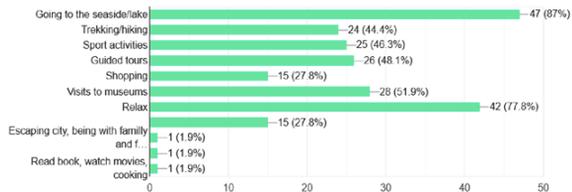
**Age**



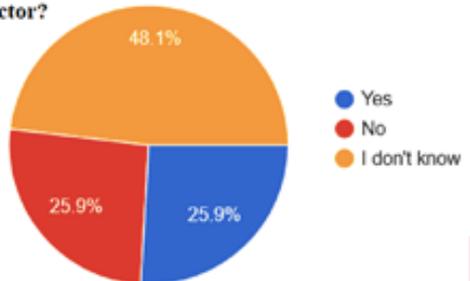
**Completed studies**



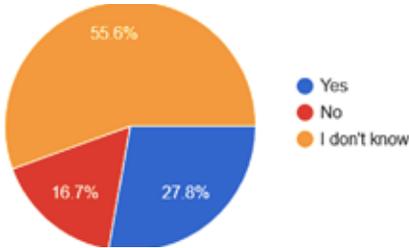
**Interests and the activities during a holiday**



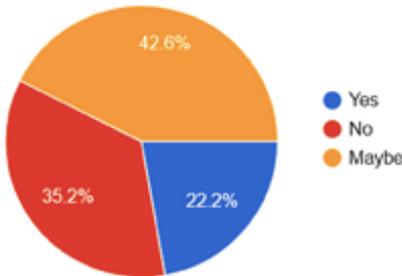
**Does region/municipal area offers long-term job opportunities for young people in the tourism sector?**



**Does region/municipal area offer long-term job opportunities for young people in the field of social entrepreneurship?**



**Does respondents would like to work in these fields?**



**1.6 Portugal**

The research aimed to verify the degree of knowledge and interest in sustainable tourism and social entrepreneurship of young people, which implies a new mindset and greater awareness of sustainability issues and interest in promoting social inclusion and active citizenship.

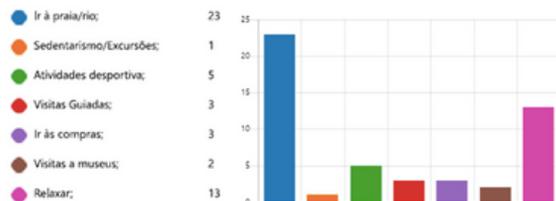
In this sense, EPRALIMA applied the survey which was developed by the project partners, to the educational community, thus the survey was completed, almost entirely by young people in the 18

to 30 age group, over 75% are under 18 years old. We chose the Google forms platform to create the survey that followed via email to the educational community.

We collected a total of 50 surveys, mostly of young people, as mentioned above, living in the district of Viana dos Castelo, with more relevant predominance of respondents, from the municipalities of Arcos de Valdevez (22%), Ponte da Barca (12%) and Paredes de Coura (10%). Regarding the qualifications of the respondents, 60% have the 9th and 12th grades and the rest have higher education and another type of qualification. Regarding their school situation, 86% are studying. In terms of professional situation, only 16% are active, developing a professional activity.

Moving on to travel interests and experiences, we found that the majority of respondents' interests go to beach tourism and nature tourism, with special relevance to beach tourism.

**8. Quais são os seus interesses e que tipo de atividades costuma realizar durante as férias?**

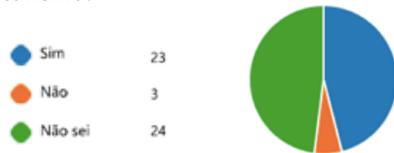


We found that 36% of respondents are interested in local attractions with a focus on nature activities and walking on Ecovia. A large amount of respondents do not use applications to research their travels, even while traveling. The most popular sites are booking and tripadvisor, although only used by a small part of the respondents. Now moving onto the tourist attraction near home residence, respondents rated it on a scale of 1 to 6, obtaining an average of 4.08 out of a total of 50 questionnaires. From the analysis of question 14, we found that the National Park is the natural resource in the region with the greatest preponderance of responses, emphasizing the importance of nature tourism.

In the last topic addressed to INTERESTS IN THE FIELD OF SUSTAINABLE TOURISM AND SOCIAL ENTREPRENEURSHIP survey, the majority of respondents answered no (6%), or did not know (48%) if the municipality offers long-term work opportunities for young people in the tourism area. This lack of vision was also shown in the following question, in which 52% of respondents do not know whether the municipality offers long-term work opportunities for young people in the area

of social entrepreneurship. Since there is no idea of the employability of these areas, most respondents answered no, and that they do not know if they would like to work in the areas of sustainable tourism and social entrepreneurship.

**16. Acha que a sua região/município oferece oportunidades de trabalho de longo prazo para jovens na área do turismo?**



**17. Acha que a sua região/município oferece oportunidades de trabalho de longo prazo para jovens na área de empreendedorismo social?**



**18. Gostaria de trabalhar nessas áreas?**



As for the key competences to work in these areas, the linguistic skills and knowledge of the region stand out. A significant part of the sample don't know companies in the SUSTAINABLE TOURISM AND SOCIAL

ENTREPRENEURSHIP sector. We also note that the majority of respondents refer to the need to promote tourism activities and the creation of support institutions for those most in need.

## 1.7 Romania

The questionnaire has been shared to the target group (students of Emil Racovita High School, former students of Emil Racovita High School) of the project via google forms. [https://docs.google.com/forms/d/1Ra04U-FqTHZlv142ZvmHl1Kdl\\_dhVrcgeM\\_4zY72s/prefill](https://docs.google.com/forms/d/1Ra04U-FqTHZlv142ZvmHl1Kdl_dhVrcgeM_4zY72s/prefill)

### PROFILE OF THE RESPONDENTS:

The Romanian project teams of "Emil Racovita 2000" Youth Association applied the questionnaire to a group of 108 people, from which 33 female and 53 male. The age of the target group is 18 to 30 years.

Secondary school 33, college/advanced vocational 60, university 12, master degree 3 participants in this survey.

### TRAVEL INTERESTS AND EXPERIENCE:

The interests and the activities done during a holiday?

31.5% (34 respondents) prefer trekking/hiking, 23,1% (34

respondents) prefer going to the seaside/lake, 14,8% (16 respondents) prefer relaxing, 11.1% (12 respondents) Spending time in pubs and nightclubs, 9.3% (10 respondents) prefer sport activities, 4.6%(5 respondents) guided tours, 1,9% (2 respondents) prefer visits to museums, 0.9% (1 response) shopping and 2.8% other.

Many of the young respondents ( 69% - 74 respondents) use websites/apps to prepare for their holiday such as: Booking, Airbnb, trivago, and also use websites/apps during their holiday (waze, google maps, uber, moovit). A significant proportion of the respondents (86% - 93 respondents) consider that they do not live in an attractive place from a tourist point of view but they could offer some examples of cultural/natural resources in their region/municipality that they think should be valued such as: The Royal Court, Copou Park, Bujoreni Monastery, Floresti Monastery, Rosetti Mansion, Iasi Botanical Garden.

### INTERESTS IN THE FIELD OF SUSTAINABLE TOURISM AND SOCIAL ENTREPRENEURSHIP

A significant proportion of the respondents (66% - 72

respondents) stated that they don't know what "sustainable tourism" is and they cannot define it. Also an overwhelming number of young people 89% (96 respondents) stated that they don't know what "social enterprise" means.

Although they don't know about long-term job opportunities for young people in the tourism sector or in the social entrepreneurship field many of the respondents (55.6% - 60 persons) would like to work in those fields of activity.

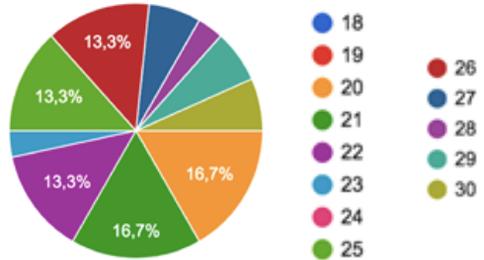
When asked what skills/competencies do they think they need to develop in order to work in the tourism sector or in the field of social entrepreneurship most of them answered: communication, entrepreneurship, public relations.

### 1.8 Spain

The questionnaire has been translated into Spanish and uploaded to Google Form. It has been published in our webpage ([www.aiij.org](http://www.aiij.org)) and social networks (Facebook and Instagram). Afterwards, it has been sent to specific individuals that fit the age profile.

Profile of the respondents: 27 women (90%) and 3 men (10%) answered the questionnaire, for a

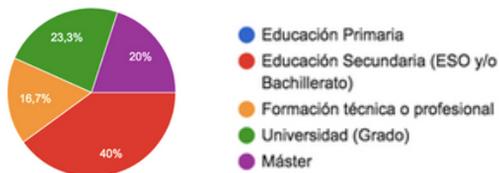
total number of 30 respondents. The age was very distributed, being 24 years the average, 20 years old the minimum value (5 respondents) and 30 years old the maximum (2 respondents).



29 respondents out of 30 have their residence in Spain, whilst one person answers to reside in Bratislava, the capital of Slovakia. Expect for one person that answer to live in Spain, without specifying the name of the city, all other respondents reside in the Autonomous Community of Andalucía, living 15 of them in the city of Málaga, 7 in other municipalities of the province of Málaga (Benalmádena, Marbella, Mijas, Rincón de la Victoria, Torremolinos y Villanueva del Trabuco) and the rest in other provinces of Andalucía (Jaén, Córdoba and Granada).

Regarding the level of studies, the most selected option is "secondary school" (40%), followed by

“university degree” (23,3%), “master” (20%) and “technical or professional qualification” (16,7%).



21 out of 30 respondents, representing the 70% are studying, whilst 30% are only working. If we consider, in general, the employment situation, we have 17 respondents (56,7%) that are unemployed, 9 are employed workers, having 3 (10%) of them a full-time job and 6 (20%) a part-time job. Two respondents (6,66%) are only students, whilst one is only occasionally working part-time. Finally, one person is now a volunteer.

### Travel interests and experience:

The favorite type of holiday or tourism activities of the respondents is the cultural one. It means that they prefer to know and visit new villages, monuments, historical centers, museums, etc. It is important to underline that a part of the respondents answers sea tourism, highlighting to know new beaches and going to well-known beaches of Andalusia. Some

answers are also connected with adventure, mountains, nature and active tourism. Regarding the interests and activities on holidays, “going to the beach/lake”, “guided tours”, “hiking” and “relax” are the four options that received the largest number of responses, being possible in this question to choose more than one option.

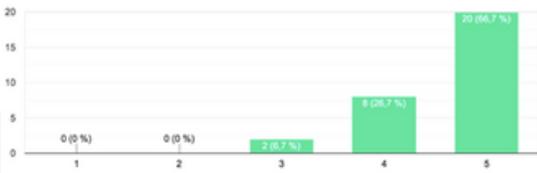
Going to the seaside/lake	23 (76,7%)
Trekking/hiking	19 (63,3%)
Guided tours	19 (63,3%)
Relax	18 (60%)
Visits to museums	17 (56,7%)
Spend time in pubs and night clubs	17 (56,7%)
Sport activities	15 (50%)
Shopping	11 (36,7%)

Two respondents added a personalized answer, writing one of them (3,3%) “walking around the city” and another one (3,3%) “outdoor walks where aspects of the city are explained”.

All respondents are interested in local tourist attractions, they like to visit cities and villages of Andalusia, to hike in the countryside and in the mountains, to go to the beach, lake and rivers, to discover museums and monuments, to taste typical food and to know more details about the historical background of the area and its population. Some specific places

have been named, in particular the most important cities of Andalusia, such as Granada, Córdoba and Sevilla, pretty villages of the province of Málaga like Frigiliana and Nerja and different beach and mountain areas (Cabo de Gatas in Almería, Tarifa and Bolonia in Cádiz and Sierra Nevada in Granada). Almost all respondents (27 out of 30) answer that they use some webpage or apps to prepare their holidays, mainly Booking and Airbnb for accommodation, Google Maps to plan the trip, eDream for looking for flights, Freetours, OMIO, Wikiloc and Civitatis for activities, Tripadvisor and Google again for restaurants and bars where to eat, Amovens and Blablacar for carpooling and Alsa for bus journeys. YouTube and social networks like Facebook, Instagram and Meetup are also used. During the holiday, respondents mainly use Google Maps, Tripadvisor and Google as search engines.

If we consider the attractiveness of the place where they live from a tourist point of view, 20 out of 30 respondents (66,7%) gave the maximum score.



The cultural or natural resources that have been repeated the most in the survey are the natural area of El Torcal in Antequera and the Sierra de las Nieves, both of them in the province of Malaga. The most of the resources that have been mentioned are indeed located in Malaga province, whilst others are in the provinces of Granada and Jaén. In the city of Malaga, respondents mention the Botanical Garden, the Western Park (Parque del Oeste), the park of the mouth of Guadalhorce River and Montes de Malaga. In the province of Malaga, we have Pantano de la Viñuela (a reservoir), the Great Malaga Path (a long-distance tour), Caminito del Rey (a well-know walkway along the steep walls of El Chorro gorge), the spring of Guadalhorce River in Villaneuva del Trabuco, Cueva del Tesoro (a cave that testifies human presence during Paleolithic Age), the village of Frigiliana and the Fuente de Piedra Lagoon (the largest flamenco colony on the Iberian Peninsula). Cultural and natural resources, that are located in other provinces of Andalusia, have also been mentioned, such as the Natural Parks of Sierra de Andujár and Sierra de Cazorla in the province of Jaén, the village of Setenil de las Bodegas in the

province of Cádiz and the gorges (Cahorros) close to Monachil in the province of Granada. If we take into account the definition of sustainable tourism given by the World Tourism Organization, which is “tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities”, and we compare it with the definitions provided by the respondents we can underline that most of the answers are focused only on the environmental impact and related aspects. However, some of them are providing answers in line with the previous definition. 7 out of 30 people answer that they don't know it or how to define it, however some of them try to answer. Majority of the respondents also don't know the correct meaning of social enterprise, although some of them are close.

### **Interests in the field of sustainable tourism and social entrepreneurship:**

53,3% of the respondents (16 out of 30) don't think that their region/municipality offers long-term job opportunities for young people in the field of tourism. Only 23,3% (7 respondents) give a positive

answer to this question, whilst the rest doesn't know it.

Considering the field of social entrepreneurship, 18 people (60%) don't think that their region/municipality offers long-term job opportunities, whilst 11 (36,7%) don't know. Only 1 person answers “yes”.

When we ask participants about their interest in working in these fields, the opinions are spread out among all options: 11 people (36,7%) say “yes”, 10 (33,3%) “maybe” and 9 (30%) “no”.

Regarding the skills and competences that respondents need to acquire or improve for working in these fields, they underline social and communication skills the most. We can also find competences in foreign languages, management and pacification, specialized knowledge on concrete cultural or natural resources of the area, creativity and other soft skills.

Finally, it is important to underline that, except for some isolated examples, including our organization, when we ask concrete names of companies, associations or organizations that work to promote sustainable tourism activities and/or social entrepreneurship activities, respondents cannot answer.

## 2. MEETINGS WITH ASSOCIATED PARTNERS AND LOCAL STAKEHOLDERS

*Report of the meetings carried out by each organisation, list of the entities/associated partner involved, number of people involved, description and photos of the activities, information gathered and conclusions.*

### 2.1 Introduction:

This chapter will present to you all the stakeholders with whom the respective partners had meeting considering the topics of the project Heritage for YOUTH – „European heritage for youth involvement and entrepreneurship“. You will get to know more about founders of innovation hubs, festivals, experts in tourism, local and regional Heads of Tourist centers/offices, directors, deputies from each country of the partnership (Italy, Croatia, Greece, Lithuania, Portugal, Romania and Spain). Each team focused on the number of the participants at the meeting either live or online trying to also include students interested in the respective topic, their regular jobs and some ideas that could be developed in this project.

### 2.2 Italy:

Travelogue APS organised 2 online meetings with the Municipality of San Venanzo and the Association G.M.P. GAIA APS, associated

partners of the project, involving 6 participants. For the Municipality of San Venanzo we involved the Mayor and the Councillor for culture; the Association G.M.P. GAIA APS works for the promotion of the territory of Umbria and Marche Region, managing 2 museums (Volcanological Park and Museum of San Venanzo and Mu.Pa. of Serravalle di Chienti (MC) and organising trekkings and guided visits. The participants involved are geologists and students with interest in the promotion of cultural and natural heritage. They have experience in working with pupils, organising guided tours and workshops.

During the meetings we described the Erasmus+ programme, our project, its duration, objectives, beneficiaries, planned activities and expected results. We collected good practices and we discussed weaknesses and needs of the territory.

The Municipality is very interested in promoting sustainable tourism in its territory.

It has been recently awarded as MAB Unesco site and its territory is rich in interesting natural resources.

The project idea it's interesting for both the Municipality and the Association, this will be an opportunity to strengthen the network of local actors in our territory, involving young people and youth workers from the Municipality of San Venanzo (Umbria Region) and the Municipality of Serravalle di Chienti (Marche Region).

The Municipality of San Venanzo was an associated partner of our Erasmus+ project "E.E.F.Ect. - European Education Fostering Ecotourism", supporting us in the promotion of project activities and dissemination of results. They provided logistic support during the final project meeting and conference.

Last year, the Municipality promoted the organisation of "Monte Peglia Summer Trek", with a calendar of trekkings in the whole municipal territory, also promoting small villages and unusual routes in the natural park of Monte Peglia.

The Municipality is now willing to promote this trekking calendar also for the 2021 season.

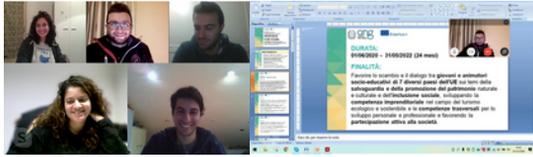
The Municipality is also developing

other projects related to sustainable tourism:

- "Le vie del Peglia": developing one green route in the territory of Monte Peglia, with the creation of an Hostel and a station for e-bikes;
- renovation of the area of the old soccer field, with the creation of a new public park;
- Improvement of the "Ecomuseo del Paesaggio Orvietano": a network of museums in the surrounding territory of Orvieto.
- "Musei in rete per il territorio" (Museums in network for the territory): a project for the involvement and networking of small museums in the Orvieto surrounding area, to experiment the co-programming and integration of the activities of existing museum structures.

The members of Association G.M.P. Gaia APS shared with us some information about the territory of Serravalle di Chienti, which has some interesting natural and cultural resources to be enhanced.

Participants to the meetings highlighted projects and activities as good practices, and listed some interesting resources to be enhanced, but we also discussed some weaknesses of these projects and territories.



## 2.3 Croatia

During the on-line session via Zoom we managed to gather around 10 stakeholders from various fields. Tisno Municipality Vice Mayor, Head of Tisno Municipality Tourist Board, representatives of local NGOs (LAG More 249, Argonauta and FLAG) and one student interested in the respective fields.

The Šibenik-Knin region is highly rich in natural and cultural beauty, just to mention it is home to two national parks, and two nature parks as well as to two UNESCO sites (only town in Croatia with two sites).

After the presentation of the Erasmus + project, the Head of Municipality Tourist Board mentioned that this year Ecotourism will be highly valued due to Covid restrictions, so many people will be seeking sojourn in separated houses distant from

crowded places. NGO Argonauta have presented their contribution in the field of reinterpretation of the heritage. They have shown us the progress of the Archaeological beach in Murter where tourists can literally swim among the ruins of the ancient Roman town. FLAG representatives spoke about how they help local fishermen in order to preserve the fish stock in the Adriatic sea and LAG More 249 talked about many projects they have conducted regarding connection between OPG (Local food producers) and hotels or restaurants. We need to point out that sustainable development and tourism in Croatia have great synergy. The protection of nature but also pollution is completely connected to tourism as it is almost 20% of Croatian GDP.

There are several activities provided by local organizations in order to promote sustainability:

- Tisno Trail - usually in June, promotes trekking paths along the island coast combining local variety called Škraping and professional trekking.
- Walking tours by FOET and Tourist Boards – offer a great deal of different routes sometimes followed by digital activity in Actionbound application.

Daily boat trips to NP Kornati where tourists can enjoy crystal clear water and lunar landscapes. Out of around 150 islands and islets only a dozen places can be visited by tourists.

- NP Krka offers a boat ride on the Visovac lake powered by 100% clean energy.
- Nature park Vrana is home to hundreds of species and it waits for improvement in the field of Birdwatching.

Tisno Municipality has a lot to offer, but there is always room for improvement. The Lokva pond could make a great one day trip zone, the path around the island is not completed but it would be great for hikers if there are signs and maps. As a point of interest in the Šibenik-Knin region, the most unappreciated place is Bribirska glavica, a place where you can visit a fortress with several historical layers, starting from ancient Illyric times.

Other participants had some other ideas and recommendations, but we have all concluded that those existing need special treatment and maintenance, and only then we could develop other projects. Considering the project everybody had agreed that they will cooperate and offer all the organizational help to make this project a success.



## 2.4 Greece

### MEETING N°1:

Date: 23/03/2021

Online Meeting with the Director of POS4WORK (Associate Partner) Mr. Nasos Koskinas.

Mr. Koskinas is the Founder and CEO at POS4work Innovation Hub, registered as Accelerator in the official Greek startup platform "Elevate Greece".

- Program manager of reSTARTUP Patras, the incubator in collaboration with University of Patras.
- Co-organizer of Social BUS - Social Entrepreneurship program in collaboration with US Embassy and NGO IntermediaKT. Facilitator of StartupsOnline, the monthly event for startups and innovation. Co-organizer of Patras Codecamp, the Annual tech summit during Europe CodeWeek in collaboration with NGO IntermediaKT
- Innovation mentor and board

- member of Intermediakt – NGO
- Member of the core team of TEDxPatras
  - Business Developer of startup SaMMY - [www.sammyacht.com](http://www.sammyacht.com) - IoT and software for Smart Marinas
  - Partner of PIT STOP- incubator for Smart Cities Startups in Partner of TRACES - accelerator for Startups in the Creative Industry
  - Public speaker - Open Innovation consultant - Startup mentor & coach - Trainer - Social Entrepreneur
  - Representative - business analyst - developer for Sammy, and representative – Mentor for Nowcaptain & Fisea.

**Information gathered and feedback:** After presenting the scope and the aims of our project, Mr. Koskinas presented the latest developments in Greece regarding the blue economy startups ecosystem and the Greek sea heritage utilization.

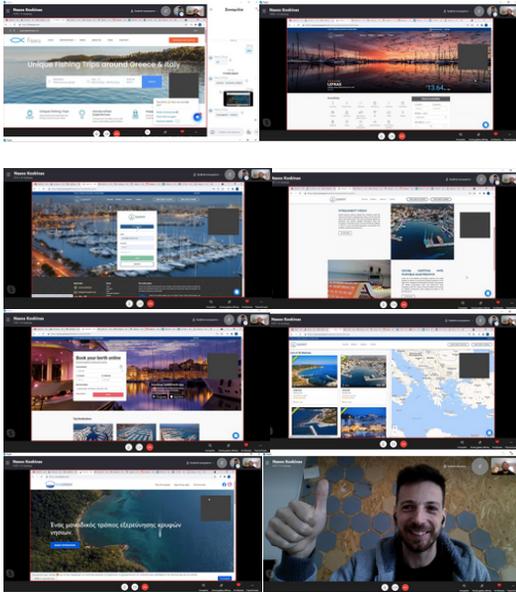
Sammy, Nowcaptain & Fisea, are some great examples of the above. [Sammyacht.com](http://Sammyacht.com) provides yachters & sailors with the ability to reserve a berth online effortlessly in less than 1 minute. Apart from that, a complete marina management system has been developed by our

team (a team with deep expertise on IOT and Smart Solutions) that enables marina owners to be more efficient while enjoying increased exposure through our multiple marketing channels.

NowCaptain is a platform that connects travelers who are in a place (e.g. island) who want to visit an inaccessible beach of the island, with local private boat owners / professionals.

A large percentage of places such as beaches, small uninhabited islands with impressive beaches or places of particular interest for scuba diving in Greece and the wider Mediterranean area are not accessible by any of the conventional means by land, except in the only way going through the sea resulting in missing these fantastic places. And all that travelers have to do is choose whoever meets their needs, based on price, reviews from previous users and go to the meeting point. Fisea's offer is through their platforms (website & mobile application) you can search, compare and book the best private (as well shared) fishing trips, tours, charters, even boat excursions around Greece and Italy, all with full transparency and respect to your needs and safety.

Their mission: Fisea is a project with the vision of creating the best platform for providing integrated fishing trips with the aim of raising fishermen's standard of living, combating overfishing and developing fishing tourism in Greece and Italy.



## MEETING N°2:

Date: 05/04/2021

Online Meeting with the Cultural Director – Founder of Primarolia Festival and Board Member of Green Travelers, Mr. Sotiris Bolis

Participants: 4 participants have been involved, 2 men and 2

women. Sotiris Bolis (1966) studied Electrical Engineering at the Polytechnic School of the Aristotle University of Thessaloniki. He worked for a decade on major computer projects in various countries.

Since 2004 he has been dealing with issues of sustainable local development and highlighting areas around culture, tradition, gastronomy, art but also networking and collaboration. He is the inspirer and coordinator of many collaboration and networking projects at national and transnational level. He has designed and implemented institutions and festivals such as the Melijazz Leonidiou Festival, the Estella festival of Paralio Astros, the Festival En Diarmoptos-Kalavrita, the Oinoxenia Aigialia Festival. All the festivals have won awards and recognitions, under the auspices of ministries and organizations, while all have been honored with the badge of the "European Year of Cultural Heritage 2018". Many of his works are presented as case studies and good practices in conferences and are used as objects of study in postgraduate studies in culture. He has collaborated with the Ministry of Rural Development,

the Ministry of Culture & Sports, the Perif, Peloponnese and various municipalities and development companies of the Peloponnese.

He has created the team the green travelers for the design and implementation of projects. He has established the non-profit company "Primarolia AMKE" and is chairman of the Board and the inspirer and director of the Primarolia Festival.

### **Information gathered and**

**feedback:** The Primarolia 2020 Festival celebrates the rich history of black currants in Aigio city. The 2nd Primarolia Festival with the axis and guide the rich history of black currant, the precious currency of the city of Aegio and the wider region, which was and is a driving force of trade, the economy of the place and its culture, takes place from 12 to 30 September in Aigio. The Primarolia festival is organized by the Municipality of Egialia, the Municipal Public Benefit Enterprise of Egialia and Primarolia AMKE, in conception and design of the latter. As part of the Festival, a series of artistic, cultural and educational activities are organized around thematic "Mobility" with a crown of contemporary art exhibition "Images of an Extraordinary World

(Images of a Floating World) featuring artists from Greece, Great Britain and Italy.

The theme of the 2nd Primarolia Festival is the concept of mobility as the name of Aegio comes from the Homeric verb aisso which means: "I set in motion, I move impulsively". The concept of mobility is inherent in Aigio, as the city built water channels with ports in Greece and abroad through the timeless commercial, nutritional, historical, social and cultural value of black currant. This year, the exhibition focuses on mobility and is entitled "Images of an Extraordinary World" in a free rendering of the Japanese term "okiyo-e". At the time when the black currant voyage to foreign ports began and was consolidating, works by emblematic Japanese artists - such as Hokusai - arrived in the same ports, deeply influencing the work of European artists.

The contemporary art exhibition features nine contemporary visual artists from Greece, Great Britain and Italy. In alphabetical order they are: Susan Collins, Francesco Kais, Katerina Athanasopoulou, Theodoros Zafeiropoulos, Giannis Kranidiotis, Virginia Mastrogiannaki, Vassilis Balaskas, Lida Pavli, Vassilis Psarras. In the context of the exhibition, the creators will present

a series of new works that emerged from their conversation with the place of Aegio.

The works - digital art, interactive sculptures, performance art, installations and visual films - deal with the concepts of collective memory, water, travel and fruitfulness through an interdisciplinary and inter-artistic prism. The exhibition acquires a local character as it develops in the building "Kanelloupolou-Kritsotalaki", one of the oldest raisin warehouses in the city, which was a milestone in its industrial history and cultural development. It is a building built in the early 1900s and was used as a raisin warehouse, office and residence of an influential raisin trader in the area, while it was the setting for the world-famous films of Theodoros Angelopoulos "Beekeeper" and "Troupe".

The opening of the exhibition will take place on September 12. Along with the exhibition will be presented a series of events related to contemporary culture, educational programs and speeches on black currant as an element of cultural heritage and collective memory for the entire Peloponnese, in collaboration with EAP - Hellenic Open University and the Library of the Hellenic

Parliament. This year, Primarolia inaugurates its collaboration with the House of Letters and Arts of the Onassis Foundation. The performance "Mam Mam, a magical dinner" and the workshop "Body and Object" take place at the Primarolia 2020 Festival with the support of the Onassis Foundation - "Extroversion" program, conceived and choreographed by Panagiota Kallimani.

As part of the 2nd Primarolia Festival, the documentary will be presented for the first time "Primarolia: The journey of the black currant in time" (2019, 72 ') directed by Pan. Kakavia, produced by KFilms and co-produced by ERT SA and COSMOTE TV. The film, which was selected to participate in the 22nd Thessaloniki Documentary Festival, deals with the journey of the black currant, the Greek "black gold", through time, while it also records the contemporary art exhibition of the Primarolia Festival 2019 in Aigio.

### **Interesting information about raisins**

"Primarolia": Primarolia was the departure of the first ships, loaded with the new crop of raisins. The boats sailed in a festive atmosphere with musicians playing at the pier and the crowd gathering

at the port to say goodbye to the crew. Returning these ships brought "wealth and culture from Esperian", financing to a large extent the newly formed post-revolutionary Greek state, its infrastructure, ports and cities ensuring a better quality of life for the citizens.

In the 19th century, the commercial connection of areas of Greece with other European ports created links with emerging urban centers and foreign cultures. Areas such as Aigio, Patras, Pyrgos, Kalamata, Corinth, Zakynthos communicated with European ports. The seas have always functioned as channels of communication, bringing with them cultural stimuli and references to foreign cultures and mentalities.

### Words

In the glossary ([https://primarolia.com/corinthian\\_currant/glossary/](https://primarolia.com/corinthian_currant/glossary/)) we constantly record words related to the raisin cycle, such as e.g. the "koutrouli: The process of digging the soil between the arades and its accumulation in small hills" or the "Sisimo: The overturning of the grapes spread in the threshing floor so that they ripen equally from all sides" or the "Makina: Massive machine with wooden casing for the realization of the

machining, the sorting of the raisin".

### Production and producers today

The Corinthian black currant is the main income for thousands of producers in Egialia, where the top quality raisin with the PDO name "VOSTITSA" is produced. It is a valuable traditional Greek product with mainly export character (it is exported by 95% to countries such as England, Holland, etc.) that has played an important role in the Greek economy, especially for the regions where it thrives. This is superfood. Its high nutritional value and beneficial properties have been scientifically proven in relevant research. The world-famous Corinthian Raisin with the name "VOSTIZZA" is cultivated exclusively in the semi-mountainous and mountainous area of Egialia and is distinguished for its wonderful aroma and unique taste.



## 2.5 Lithuania

In total 35 stakeholders representatives were gathered. Participants were from different organizations and fields: NGO Aktyvistai (2) (director, and project manager), Kaunas city tourism information center (Kaunas TIC/Kaunastic; Head of the Tourism Department Project Manager), State Service for Protected Areas under the Ministry of Environment (5 representatives - director, deputy directors, public relations specialist), Experts in tourism/guides in Kaunas region, and Baltic countries with German groups (3), Lithuanian Union of Young Scientists (chairman), Klaipėda City Tourism Information Center (director), Lithuanian Sports University (2) (Lecturers of the Department of Sports and Tourism Management), Kolping College (2) (head of economics and business program, and ecotourism lecturer), Lithuanian Union of Young Scientists (chairman), Hotel Babilonas (director), Urbanbee (founder), Homestead surrounded by forests in Alytus district, Pavartėnai village (founder), Homestead in Kirkšnovė (founder, and representative), Baltic RED (marketing manager, works with tourism in Harmony park), Lakasta business enterprise, NGO Little

talents (youth organization), NGO Sport colors (social entrepreneurship), NGO Darnoje (youth organization), NGO Alternative solutions for a sustainable future (social entrepreneurship, business sector), NGO InoproLT (social entrepreneurship), Tourism marketing association, Veršvų gymnasium (director/geography teacher), and students from school and university who are interested in ecotourism and social entrepreneurship (4).

Ecotourism is an increasingly popular field of tourism in Europe, but it is not yet very popular in Lithuania. In Kaunas, it is an innovative tourism service. The essential value of ecotourists is not comfortable or consumer rest, but the feeling of the environment at different times of the year.

Kaunas intends to become the first city in the Baltic States to be fully adapted for cyclists, creating lanes

fully adapted for bicycles and bicycle racks to the main city objects.

### **Places in Kaunas by participated stakeholders:**

- Kaunas IN organizes various excursions around Kaunas and its surroundings by bicycle, scooter and, of course, on foot. Also, prepare various digital

maps so that tourists do not buy paper ones and do not throw them away after one use. Creating such maps encourages and helps people to travel independently and get to know unfamiliar local places

- The State Service for Protected Areas under the Ministry of Environment mentioned that 17.69% of the territory of Lithuania is a protected area, i.e.: reserves, national parks, regional parks, biosphere reserve, etc. There are hundreds or even thousands of protected objects in Lithuania, which are not only preserved, but also adapted for visitors. The service has about 400 employees and there are dozens of visitor centers throughout Lithuania. It is worth mentioning that they have created so-called nature schools, which offer interesting and fun nature lessons. They can stay there not only for the afternoon or the day, but for the whole week. Moreover, they organize campaigns, promote awareness so as not to litter, do not park cars in forbidden places, thus avoiding environmental damage. Their motto "Respect and consider -

think of land and water, the plants and animals that grow and live here as having the same rights to be here".

- A modern ecotourism complex has been installed in the Babilonas Hotel in the very center of Kaunas with the funds of the European Union Structural Funds. This is the only hotel of this type in Kaunas, maybe in the whole of Lithuania. Babilonas Hotel is intended for tourists who appreciate active recreation and ecological environment. The hotel promotes cycling tourism. For EU investments, they bought 50 new bicycles, which they rented for a ride around Kaunas. Also organizes trips/rounds around/in Kaunas and its region.
- Having hives on offices, hotels or business buildings has become an expression of prestige and social business responsibility, which is what Urbanbee has introduced in Lithuania as well. They are engaged in urban beekeeping and education throughout Lithuania. It started its activity a few years ago, installing the first hives in Kaunas, on the roof of the Babylon Hotel. Now

they have expanded from Kaunas to Vilnius. Urbanbee seeks to preserve endangered bees and at the same time builds a sustainable, conscious and ecological urban community around itself.

- Lithuanian Sports University organizes bicycle, kayak and walking trips for students. One of the participants is also a member of the European Outdoor Sports Association, which strives to ensure that newly built infrastructure is environmentally friendly and sustainable. Another participant mentioned that he was also preparing Erasmus + projects in the field of sport / tourism, with NEETs and social inclusion but could not name specific names during the meeting.

Kolping College is the only one in Lithuania that has an ecotourism program and prepares professional ecotourism specialists. They try to get as many hands-on activities as possible for students, such as visiting: the Fox Landfill with which students are always impressed (see how the landfill leachate collection and degassing systems work), various

swamps. They also organize various hikes.

- Professional guides organize excursions both in Kaunas district and around the Baltic countries. Try to visit all objects on foot. Also, during the summer, when it's hot and objects are reached by bus, they prevent bus drivers from leaving the engine running to turn on the air conditioning even tourists don't like it but the guides always explain the reason. Generally speaking, if you travel to nature, protect it.
- Veršvų gymnasium is an innovative school which promotes entrepreneurship (each year students have to create entrepreneurship project/idea).

### **Other places in Lithuania:**

- Kirkšnovė ecological homestead is located in Dubysa Regional Park, in a very beautiful place. The founder of the homestead has been involved in rural tourism for 20 years. This homestead is distinguished by the fact that it will not meet mosquitoes here in summer (there are many of them in Lithuania in summer, especially near water bodies). Why is that? There are bred

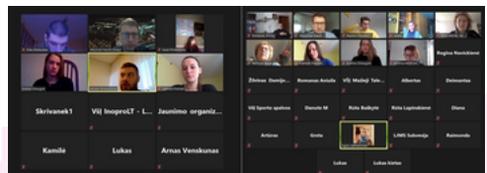
bats and birds that feed on mosquitoes. It is also possible to rent kayaks and swim in the Dubysa River, which is becoming more and more popular every year.

- Klaipėda City Tourism Information Center organizes excursions by boat, as well as for families, so that both Lithuanian and foreign tourists can see the most beautiful corners of the seaside.
- Homestead surrounded by forests in Alytus district, Pavartėnai village. In a rare spruce tree, on the way to the swamp, there is hell on Earth - with skulls shining from under the ground, a black hand of death, a dead man sparsely covered with earth, and so on. There is also the Inquisition Museum, which exhibits instruments of torture of medieval times. The founder said he likes to watch tourists as they come out of this place, to check how much humanity there is in a person.
- Baltic RED works with various shopping centers in Lithuania. The representative who participated in our discussion works specifically with Harmony park. The 200-

hectare area is rich in villas of various sizes, a stud farm, a racetrack meeting international standards, swimming ponds, a stage, and a 5+ star Harmony Park hotel. They promote ecotourism and are also equipped with solar panels. Harmony park is an example of socially responsible business.

Furthermore, many participants said they could contribute to the project for the blended mobility in Lithuania (if it will be possible to implement it due to the Covid-19) and share information about the project in their pages/websites. They said they could host participants, rent bikes, make a guided tour(s) in Kaunas, give a presentation in Nature school, and etc.

To conclude, everyone agreed that the topic of the project is interesting, useful and necessary to develop in Lithuania. They also stressed the need to talk not only about ecotourism objects, but also about the concept of ecotourism itself.



## 2.6 Portugal

### Meeting at EPRALIMA

Date: 23/11/2020

#### **Description of the activity:**

Project presentation meeting, by partners and the educational community

#### **Objectives:**

- Identification and collection of good practices in the field of tourism ecology and sustainability and social entrepreneurship;
- To define possible areas of action;
- To sensitize young people to environmental issues;
- To empower young people with future business ideas within the scope of sustainable tourism;
- To analyse personal profile and potential as an entrepreneur in the school community;
- To identify the needs for technical and behavioural development, in order to support the entrepreneurial potential.

**Participants:** The meeting was attended by the HERITAGE FOR YOUTH project coordinators, a teacher from EPRALIMA, representatives from the school's student association and a representative from Nature 4. 7

participants have been involved in total (4 under 30 years old and 3 and 3 over 40).

**Description of the activity:** The project coordinators started by defining the objectives, followed by a presentation of the project. Links to where you can find project news were released by all participants.

The project coordinators started the meeting by highlighting the importance of this project for the educational community and for the village of Arcos de Valdevez. Then the coordinator of the project mentioned that pamphlets with the objectives and activities of the project will soon be distributed throughout the school community. Finally, the school's website will provide information, in real time, of all the project's initiatives.

The meeting included numerous initiatives proposed by the students' association representatives, to highlight a waste collection activity on the banks of the ECOVIAS and the placement of waste bins along the banks of the Vez River.

The students presented an entrepreneurial project in the area of sustainable tourism, which consisted of a tourist entertainment company that will stimulate various tourist activities

in the area of the national park, allowing a balance between man and nature. These activities will be a source of revenue for local communities, generating new business opportunities.

At the end of the meeting, everyone was unanimous in considering that sustainable tourism is a bet for the future, as it advocates the values of environmental sustainability, which may create an activity for the future and that will bring wealth and the desired balance between man and nature.

At a local level, sustainable tourism has been widely spread by our local authority in conjunction with several local institutions, including EPRALIMA (a "Green School").

Arcos de Valdevez is one of the municipalities in the Alto Minho region, which includes part of the only existing national park in Portugal - the Peneda-Gerês National Park, also classified as World Transboundary Biosphere Reserve. In addition, two Protected Landscapes (Bertiandos and Corno de Bico), the Natural Park of the North Coast and the Minho and Coura estuaries represent safe havens for several species, such as migratory birds.

Alto Minho is a sustainable

destination with measures to reduce energy consumption. In 2015, it became the only Portuguese sub-region fully certified with the European Charter for Sustainable Tourism. An Action Plan for Sustainable Urban Mobility was put in place to encourage the use of means of transport that cause less environmental impact. There are several paths and ecological trails and several pedestrian routes with interpretive itineraries that encourage the discovery of the nature and culture of the Alto Minho.

During the meeting, all participants highlighted the contribution of the national park, the ECOVIAS and the terraces of Sistelo in promoting this type of tourism, "Sustainable tourism".

#### Terraces



#### Ecovias



## Peneda Gerês National Park



At the end of the meeting a brief summary was prepared with the key contents of the meeting, which will soon be made available on the school's website.



## ARDAL - Meeting



On March 30, EPRALIMA held a meeting with the coordinator of ARDAL- Portas do Mezio, Dr. Pedro Teixeira, who kindly received us at the premises of this association

and mentioned the work they developed. The meeting began with a brief explanation of the existence of this organization, followed by a presentation of the countless activities that are developed throughout the year. He also explained that this association's mission is to manage this immense natural territory, the Peneda Gerês National Park. He went on to say that the Peneda-Gerês National Park has an area of 69,594.48 hectares, extending from the plateaus of Mourela to Castro Laboreiro, including Peneda, Soajo, Amarela and Gerês mountains. It is a mountainous region, essentially granitic in which high-altitude areas the effects of the last glaciation are visible. Deep, embedded valleys support a dense hydrographic network that enables a wide variety of ways of life and experiences. Pedro Teixeira stated that this territory has a remarkable botanical diversity - forests, scrub, riparian vegetation and peatlands in addition to wet scrub - with the presence of several rare and endemic species. Holding some of the most important oak trees in Portugal. Interesting semi-natural habitats. Diversity of fauna species with different statutes: endemic (Portuguese salamander); threatened (Iberian wolf); of limited

distribution (cartaxo-nortenho) ... In the agricultural mosaic the highlights are the meadows of lime and lameiros. He proudly mentioned that it is the only national park in Portugal, it also has a rich historical and cultural heritage that includes megalithic necropolises, vestiges of Romanization, castles, traditional granaries with corn cobs, old ovens, water mills, levadas, terraces, brandas (where people spent the summer), greenhouses (where they endured the harsh winter), spas and peculiar traditions. He concluded that adds a curious implementation of mountain villages and the presence of well-preserved traditional architecture cores. Then he went on to describe the numerous activities and good practices carried out by Portas do Mezio, in the scope of environmental preservation and ecotourism. Porta do Mezio is one of the five entrance gates to the Peneda-Gerês National Park, located in the municipality of Arcos de Valdevez, about 12 km from the village of Arcos de Valdevez and 6 km from the village of Soajo. The creation of the PNPG doors aimed to provide the reception, information and oriented guidance of visitors to the Park. They were

conceived to be the privileged centres in the information and framing of visitors, in the offer of specific visiting activities and programs and also in the education and environmental awareness of the general public. In the context of new trends in the tourism market, and according to the Regional Tourism Agenda, the "nature / environmental tourism" segment is a priority tourist product for the North of Portugal. In fact, in recent years, there has been a growing flow of visitors to the PNPG and Porta do Mezio, in search of leisure and visitation spaces, attracted not only by the scenic beauty of this territory, but also by its natural, historical and cultural heritage. Aware of this reality, Porta do Mezio, takes advantage of the National Park's superior image, and its ability to attract tourists / visitors. It has developed several animation and visitation programs, based on a set of activities, such as walking trails, adventure park activities (tree climbing, slide, climbing and rappelling), horseback riding, mountain biking, water activities (canyoning and water walking), astronomical observations, among others, also assuming as a driving force behind the sustained development of the entire

mountain region of the municipality of Arcos de Valdevez. This set of activities promoted by Porta do Mezio aims to promote reflection and integration between man and the environment, with the involvement of tourists in issues related to the conservation of resources, education and socio-economic development of the territory. They are, therefore, moments to promote the conservation of the natural and cultural heritage combined with the involvement of local communities and the environmental awareness of tourists. Porta do Mezio is currently developing several projects in the environmental area, however two must be highlighted: "Star Observation Park" and the "Biological Park of Mezio". With the project "Park of Star Observation" we intend to obtain for the territory of the National Park of Peneda Gerês, in Arcos de Valdevez, the Local Dark SKY certification, which is attributed by the International Dark Sky Association (IDA). In Porta do Mezio, we created a "core" zone, given its exceptional qualities of the night sky, where we installed a reception and interpretation centre for the project and developed several star observation activities.

Six astropoints were created, places of excellence for the practice of astronomy, distributed throughout the PNPG territory, in Arcos de Valdevez. We believe that this project will allow this territory to gain international notoriety and diversify its offer of environmental tourism with innovative and high-quality ecotourism products that attract and hold visitors. The "Biological Park of Mezio" project is a project that aims to create a space that allows the understanding of the landscape of the PNPG territory, including all its components, flora, fauna, climate, rural architecture, uses and customs, hydrography, among others. We are currently in the process of completing the zoological park, which will exhibit a selection of indigenous animal species from the PNPG, divided into wild animals, such as the wild boar, fox or deer, and domestic or farm animals, such as the horse, sheep or cow. This equipment, which will be the first of its kind in the territory of the National Park, will allow visitors and tourists direct contact with the fauna and flora of this natural reserve, adding ecotourism value. Although they are species that exist in the National Park, some of them are

difficult to observe. With this project we intend to enhance the attractiveness of Porta do Mezio, adapting the interests of tourism development in this territory with the basic objectives of preserving and conserving nature and biodiversity, promoting the sustainable and efficient use of existing natural and cultural resources. This work carried out at Porta do Mezio, both in receiving and informing tourists who demand the Peneda Gerês National Park, or in the various and diverse activities that we develop, associated with the work carried out in the development of new differentiating projects for the territory, we can continue to believe that environmental tourism in our territory will continue to reach levels of excellence.

Photos at Portas do Mezio with the coordinator of ARDAL-Portas do Mezio



On March 31st, we were at the Business Incubator Center-IN.CUBO, to speak with the coordinator, Jorge Miranda, and visit some companies that operate in segments related to the areas of environmental and social entrepreneurship. We started off by visiting the facilities of the business incubator to understand how it works, and at the same time talk to the entrepreneurs and understand what motivated them to create their own business. We were told what the “Incubation processes” is. This explanation allowed us to know how someone can put their innovative ideas into practice, be the owner of their business and become a partner with people who have decided to become an entrepreneur.

We continued the visit and went to see some innovative products and some manufacturing processes, and to hear some stories of entrepreneurs, who helped us understand better, what it was like to start a process of this kind, to create their own business.

The meeting continued and Jorge Miranda stated that In.cubo participated in the Laces project which aimed to contribute to the promotion of the social economy in the Euroregion Galicia-Norte de Portugal, in order to make a quantitative leap in competitiveness and promotion of social economy business projects in cross-border space. A lot of activities were carried out, highlighting one of the competitions for innovative project ideas, in which the purpose was to present business in social entrepreneurship. The contest was won by a young woman from Vila Real, a city in the north of Portugal, in which the project consisted of creating software that identified emotions in people with severe disabilities, without communication skills. This young girl got inspiration from her brother who is a quadriplegic and cannot move or express. This idea interested several investors who helped this

young woman develop and promote her idea. In the end, the coordinator, Jorge Miranda, appreciated the visit carried out by two members of EPRALIMA, because one of the objectives of the schools is precisely to promote entrepreneurship in young people. EPRALIMA's staff members explained that the school promotes entrepreneurship and the projects at the end of the courses, PAP (Professional Aptitude Test), stimulate the entrepreneurial spirit of young people.

Finally, the coordinators of the HERITAGE FOR YOUTH project, EUROPEAN HERITAGE FOR YOUTH INVOLVEMENT AND ENTREPRENEURSHIP, explained that EPRALIMA's involvement in this project also allowed them to increase the school's knowledge about this theme and pass on these experiences to students, who are also involved, participating in some initiatives, such as the online seminar where the theme of entrepreneurship was developed.



IN.CUBO-Business Incubator  
Centre



Prototyping Centre



## Online Seminar

Our school also develops entrepreneurial skills in some subjects, projecting youth into the future.

On March 22nd, an online seminar took place in which the topic of social entrepreneurship was

addressed to students, helping them to better understand this theme and promoting their interest for social action and entrepreneurship.

Purposes of the seminar:

- Explain the concept of entrepreneurship;
- Identify the advantages and risks of being an entrepreneur;
- Apply diagnostic and self-diagnostic tools for entrepreneurial skills.
- Analyse personal profile and potential as an entrepreneur.
- Identify the needs for technical and behavioural development, to highlight the students' entrepreneurial potential.
- Explain the concept of social entrepreneurship.

## Conclusion

The purposes of these initiatives were largely achieved, as it allowed to improve the knowledge about the theme and contributed for young students to look at these concepts as a future opportunity. The connection between the school and local institutions, like the case of ARDAL and INCUBO, enabled our students to have a greater knowledge about the local reality, in social and environmental terms, and arouse their interest in

entrepreneurship, in two mentioned areas (environment / social).

## 2.7 Romania

Three meetings with associated partners were held.

MEETING N°1

Date: 11.11.2020

Place: 48, Husului Street, Vaslui, Romania

The purpose of the meeting was:

- the identification and collection of good practices in the field of ecological and sustainable tourism and social entrepreneurship;
- to define possible areas of action;
- The collection of good practices at local level in the field of sustainable tourism and social entrepreneurship;
- possible development ideas and objectives - local heritage resources to be exploited and activities to be promoted and or implemented.

Participants: 8 participants, 3 women and 5 men; 2 aged 31-40, 6 aged 40-50

Information gathered and conclusions:

Tourism represents one of the fast-developing sectors in Romania and in Europe. The economic, political

and demographic changes indicate that the proportion of common expenses for tourism is increasing fast, but the political measures for promoting long-term tourism advance slowly. It is well known that there is a tight interdependence between the global economic growth, the structure of the economy, the use of natural resources and the changes in the environment. The economic activities using natural resources modify the environment; moreover, the nature of this change also determines the way in which these activities will take place in the future. People's welfare results not only from economic activities, but also from the joy the environment, in its broadest sense, can generate. As a distinct sub-field of economy, tourism develops in complex and very diverse forms. Therefore, tourism became a growing burden for the environment because of the use of water, soil and energy, of the development of the infrastructure, of buildings and facilities, because of pollution and waste, of soil fragmentation and the increase of the number of secondary residences.

The aspects considered in the

understanding of the dimensions of sustainable tourism are presented below:

- **USING NATURAL RESOURCES**

- Rational land usage
- Rational usage of biodiversity
- Minimizing the negative effects on the environment

- **.PROTECTION, CONSOLIDATION AND PRESERVATION OF THE NATURAL CAPITAL**

- Development and consolidation of protected areas and national parks
- Protection and preservation of rare species and ecosystems

- **PROTECTION AND PRESERVATION OF THE ANTHROPOLOGICAL CAPITAL**

- Habits and traditions
- Consolidation and protection of cultural diversity

- **SATISFYING MATERIAL NEEDS**

- Physical and psychological recreation
- Information exchange
- Increasing the intellectual level
- Development and consolidation of the social infrastructure

- **SATISFYING ECONOMIC NEEDS**

- Development of the economic infrastructure
- Development of complementary activities
- Ensuring a decent living for communities
- Recouping to the budget
- World economic integration

### **Sustainable tourism in the case of Romania:**

According to the development strategy for tourism, a quarter of Romania's surface is considered a tourist paradise, and a third has certain potential.

As shown by a study of the Research Institute for Tourism, over half of Romania's surface has tourist potential. This study has been included in a development strategy submitted to public debate. According to the final data, Romania is divided into three areas: areas of great value, with complete tourist potential, areas with a high tourist potential and areas with reduced tourist attractiveness.

So, 24% of the country's surface represents areas with high tourist potential and of great value. This category includes: the mountain and sub-mountain area of the Carpathians and Western

Mountains, Maramures, the Danube Delta and the coastal region. 34% of Romania's surface has medium tourist potential. This category includes balneary resources and resources considered cultural heritage of the country: museums, memorial houses, as well as historic areas. The Somes Plateau, the Tirnave Plateau, the Teleorman Plane, the Cris Plane, the Central Plateau of Moldova and the Plateau of Dobrogea are among the areas included in this category.



## MEETING N°2

Date: 08.12.2020

Place: 1, Mihai Viteazu Street, Bacau, Romania

**Participants:** 6 participants, 2 women and 4 men; 3 aged 31-40 and 3 aged 40-50.

### Information gathered and conclusions:

The actions identified for the

government and the local authorities, the national associations of tourism and commerce, with the purpose to establish systems and procedures that place sustainable development at the centre of the decision-making process for tourism are listed below:

- Evaluating the ability of the existent normative, economic, self-regulating frame to lead to sustainable tourism.
- Evaluating the economic, social, cultural and ecological implications of tourism operations.
- Training and education for the environment.
- Planning for developing sustainable tourism.
- Facilitating the information, skills and technology exchange related to sustainable tourism between the developed and the developing countries.
- Ensuring the participation of all the sectors of society.
- Creating new tourist products that would meet the principles of a sustainable development of tourism.
- Measuring the progress in achieving sustainable development at a local level.
- Partnerships for sustainable development.

## **Eco-tourist activities that need to be developed and promoted for supporting sustainable tourism in Romania:**

- Birdwatching;
- Wildlife watching;
- Thematic trips (programs);
- Riding;
- Caving;
- Other open air activities:
- Biking;
- Skiing;
- Carriage drives.
- Other initiatives regarding sustainable tourism in Romania:
- At a national level, ecotourism is in an incipient stage in the mentioned regions: Zarnesti, the Ecotourism Association for Zarnesti Regions and the future Center for Visiting Large Carnivores;
- Apuseni, the Center of Protected and Sustainable Development Areas for the caves;
- National and Natural Parks: Retezat, Piatra Craiului, Vanatori Neamt, etc.
- Bucovina, Valea Prahovei, Lunca Ilvei for rural tourism.
- In Romania, associations have been formed, with specific objectives for supporting sustainable tourism.

## **The Ecotourism Association of Romania (AER)**

Initiated in December 2001, by the Initiative Group for Ecotourism.

**Mission:** promoting the concept of ecotourism and of developing ecotourism for supporting the preservation of nature, the sustainable development of local communities in areas with natural values and increasing the quality of services related to ecotourism, as well as promoting nature as an essential element of the tourist image of Romania.

**Structure:** open partnership for the preservation of nature and tourism between the business sector (tour-operators) and destinations (NGOs, protected areas, local councils).

The AER activities are the following:

- Developing ecotourism accreditation standards for eco-destinations, tour-operators and accommodation;
- Informative campaigns about the concept and development of ecotourism in Romania through the regional and national media;
- Promoting Romania as an ecotourism destination at international fairs.

Tourism as an economic activity may cause damages to the protected areas, especially if they are not appropriately managed, but can also bring great benefits. The pressures for tourism grow rapidly. The pressures on the best known tourist areas also grow, so that beautiful areas become more and more places favored for long-time tourism, one-day visits and even sport. In several protected areas there are so many visitors to specific spots or in certain moments that nature – and the quality of the visitors' experience – has to suffer. In others, the visitors may penetrate to the remotest spots. Tourist facilities often conflict with preservation goals and damage natural landscapes; the pressures for developing such facilities are especially strong in the former East-European countries block, and in certain protected areas tourism simply does not happen. However, if tourism is planned and managed in order to be sustainable, it can be a positive force, bringing benefits both to protected areas and to local communities. Tourism will be welcome in or near the protected areas if it respects the special character of the region – such as: tourism based on appreciating

nature, cultural and educational tourism, or small, quiet groups activity – and if the damages and pollution are minimal. Tourism can help justify the existence of protected areas in marginal regions and can invigorate local communities from an economic point of view, as well as from that of traditional cultures. The techniques of managing visitors in sensitive environments are generally little known. Although they often cost time and money, the income they generate can help recovering these costs.

- The development of ecotourism can be related to the manufacturing industry and alternative farm jobs to produce the elements for a sustainable rural economy.
- Some firms in the industry of tourism see now that a healthy attractive environment is essential for the long-term survival of their business.

Presently, more and more tourists search for holidays that do not damage the environment and do not offend local cultures. Analyzing tourist activities in and around protected areas, we may conclude that tourism and preservation can be often

compatible, mutually advantageous, but only if tourism is practiced in a sustainable way in the appropriate areas.

Ecotourism develops worldwide and determines the favorable moment for Romania to be promoted as a European Eco-destination. In this context it is important to identify and promote Romania's unique eco-tourist images (e.g. the Delta, the large carnivores), and also to create in the future eco-tourist products supported by quality services.

Forming and promoting an eco-tourist image will positively influence the general image of the country and "Romania has the potential to become the Eco-destination of Europe!"

### MEETING N°3

Date: 17.12.2020

Place: Zoom meeting

The purpose of the meeting was:

- the identification and collection of good practices in the field of ecological and sustainable tourism and social entrepreneurship;
- to define possible areas of action;

Participants: 10 participants, 3 women and 7 men, 2 aged 31-40, 6 aged 40-50, 2 aged over 51.

Information gathered and

conclusions:

Sustainable tourism became an important subject since the number of tourists increased and their actions started to impact the places they visit. A large number of travelers in one place affect the lives of those living there and the whole environment. Even though tourism is an important way to raise the economy of an area, bad management can create imbalances. Sustainable tourism is the one that establishes a balance between the environmental, economic, and socio-cultural aspects of tourism development. It respects and supports the local communities, it takes care of the environment and nature, offering travelers an experience rather than just a visit. It is the only way to make sure that we enjoy the beautiful places in this world and also let our children enjoy it. Sustainable tourism in Romania was not a focus until recently. Romania is a destination on the rise, so we don't face a large number of tourists yet. But every year it becomes more known around the world and some places started to be very busy (Bran castle for example). But tourism is a great way for economic growth so we need to prepare to take advantage of it, keeping in mind the fact that it

needs to be a healthy growth! Currently, sustainable Romanian destinations are increasingly affected by the new strategic challenges posed by innovative technologies and often related to tourist consumer behavior and environmental pressures. In order to address these challenges, destinations first have to analyze the global trends and then respond proactively, strongly emphasizing that innovation is extremely important, even indispensable to evolution. The participants agree that solving the problem, adapting the social, economic and ecologic systems to this fact of globalization: sustainable development would be enough. We should draw the attention towards the fact that the transformation/the change/the improvement in tourism needs another strategy than the continuous improvement, because the success from the past can sometimes be a great obstacle.

## 2.8 Spain

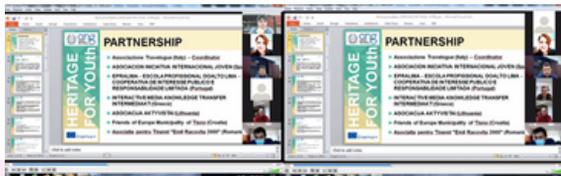
### MEETING N°1

Date: 14/12/2020

Place: Iniciativa Internacional Joven, Calle Aristófanos 4, 1º Málaga

**Participants:** 6 participants, 4 women and 2 men; 3 aged 19-30, 1 aged 31-40 and 2 aged over 40. The participants were:

- The programme adviser of the Andalusian Youth Institute in Malaga. The programme adviser (former name: Coordinator) is the highest management position in the Malaga Provincial Directorate of the Andalusian Youth Institute.
- The responsible for the youth part of the Erasmus+ Programme in Malaga. In Spain our National Agency for Youth has a very special and federal structure, so we have a reference point of the Programme in each Autonomous Community and, therefore, in each province of Andalusia.
- Ana Belén Domínguez: General Director of AIJ, she is also a youth worker and trainer.
- Irene Muñoz: Responsible for the Volunteering and Participation Area of AIJ. She is a psychologist.



- David and Ricardo also took part in the event. They are volunteers with fewer opportunities of our organisation.

**Description of the activity:** On Monday, December 14, we invited the responsible of the Andalusian Youth Institute in Málaga, Esperanza Barrios, to visit our organization. The Andalusian Youth Institute is a public body, attached to the Regional Ministry of Employment, Training and Self-employment, which has, among others, the functions of (1) planning, programming, organizing, monitoring and evaluating youth-related actions; (2) encouraging participation, promotion, information and training in the field of youth; (3) promoting, programming and developing socio-cultural animation in Andalusia and research in the field of youth; (4) organizing, planning, coordinating and managing matters related with youth spaces and facilities and (5) monitoring current regulations and their application in youth matters.

In each province of Andalusia there is a Provincial Directorate, that exercises the institutional representation of the body in the

territorial area and its competences and functions. Esperanza Barrios came together with Antonia Palomo, who is responsible for the Erasmus+ Programme in our province.

During the meeting, Ana Belén Domínguez, General Director of Iniciativa Internacional Joven, and Irene Castillo, Coordinator of the Volunteering and Participation Area, reflected on the situation of young people in Spain, which is particularly hard because of Covid-19 pandemic. It is a very important challenge for a city like Malaga, which is highly dependent on tourism. Indeed, many young people were used to finding jobs, although many of them were precarious, in the field of tourism and hospitality. We presented to the two representatives of the Andalusian Youth Institute the project “Heritage for YOUth” and how to undertake/start social entrepreneurship projects or activities in the field of ecotourism and sustainable tourism could be a good option for youth living in Andalusia.

Information gathered and conclusions: The tourism and service industries are the main sources of revenue in Malaga. Although in the past its economy

was based on industries, tourism is a direct and indirect source of income for most of the population of Malaga. However, some problems could be detected: precarious jobs and high levels of seasonality, black market or employment contracts not aligned with effective number of working hours/days, impact on youth emancipation of tourist apartments, etc.

The Covid-19 pandemic is a big challenge for Malaga, for young people and for the field of tourism.

To exchange good practices and knowing experiences from other countries is a very good opportunity and enriching experience.

Social entrepreneurship can be an option for young people to face Covid-19 crisis and starting new projects and activities in the field of ecotourism and sustainable tourism can be a good opportunity, as Malaga has a lot of natural and cultural resources.

tourism can be a good opportunity, as Malaga has a lot of natural and cultural resources.

## MEETING N°2

Date: 20/01/2021

Place: Iniziativa Internacional Joven, Calle Aristófanos 4, 1º Málaga

**Participants:** 6 participants, 4 women and 2 men; 3 aged 19-30, 1 aged 31-40 and 2 aged over 40. The participants were:

- The city councilor delegated for Citizen Participation, Migration, External Action, Development Cooperation, Transparency and Good Governance, and councilor for District 9, Campanillas of Malaga City Council.
- The advisor of the Delegate Councillor for Citizen Participation, Migration, External Action, Development Cooperation, Transparency and Good Governance for the promotion of municipal facilities within the Healthy Malaga City Framework.
- The General Director of Allj, who is also a youth worker and trainer.
- The responsible for the Training and Education Area of Allj and in charge of the “Heritage for YOUTH” project.



**Description of the activity:** On Monday, January 20, we had a meeting at the headquarters of our organization with two representatives of the Malaga City Council, Ruth Sarabia, who is the city councillor delegated for Citizen Participation, Migration, External Action, Development Cooperation, Transparency and Good Governance, and councillor for District 9, Campanillas, and Pedro Cabrera, who is a public advisor of the same councillorship.

During the meeting, Ana Belén Domínguez, General Director of Iniciativa Internacional Joven, and Ilaria Papotti, Coordinator of the Training and Education Area, reflected on the situation of young people in Malaga, how they can contribute to the recovery from Covid-19 pandemic and the importance of their active participation in society. The City councillor underlined that during the first lockdown many young people offered themselves as volunteers to different associations and that sense of initiative was remarkable, especially because many organizations of the third sector have been hit hard as all municipal venues have been closed, they have difficulties to adapt their activities to an online environment, etc. The situation in

Malaga is very difficult because many young people work in the tourist sector or their jobs and incomes have been affected when the flow of tourists stopped. During the meeting we reflected on the importance of volunteerism and active participation of young people in society and the fact that it is essential to provide them with adequate training that fits their interests, needs and motivation. During the meeting, the main features of "Heritage for YOUTH" project have been presented and it has been highlighted that for the correct recovery is essential the role of young people in society and tourism should be linked to the Sustainable Development Goals-

**Information gathered and conclusions:** The pandemic hit a lot the youth sector, as well as the organizations we work in the third sector. The fact that Malaga is a city famous for its tourism, whose income depends on that, has affected many people, especially young people who depend on that to have some money during summertime or weekends. The fact that many contracts are temporary contracts, they were not declared or the official number of working hours/days was less than

the effective one affecting the amount of unemployment compensation to be received by young people under the special Covid-19 layoff (ERTE) was rare, if existing.

The Covid-19 pandemic is a big challenge for Malaga, for young people and for the field of tourism. For this reason, a big effort should be made by all actors to rebuild the touristic sector under the principles of sustainability, according to the Sustainable Development Goals, whose implementation is one of the priorities of Malaga City Council.

The fact that our organization is participating in many European projects, being “Heritage for YOUTH” one of them, is a big opportunity because it allows exchanging experiences and good practice from abroad for then disseminating it at the local level.



## 3. GOOD PRACTICES IN THE FIELD OF SUSTAINABLE TOURISM AND SOCIAL ENTREPRENEURSHIP IN EACH PARTNER COUNTRY

### 3.1 Introduction

In this chapter we collected and described activities that we want to share as good practices in the field of sustainable and ecological tourism and in the field of social entrepreneurship. You will find activities and projects implemented by the partner organisations of Erasmus+ “European heritage for youth involvement and entrepreneurship” project and activities promoted or supported by other entities and stakeholders in each country of the partnership (Italy, Croatia, Greece, Lithuania, Portugal, Romania and Spain). We described the projects and activities, the beneficiaries, the impact they had on the beneficiaries, on organisations involved and in the territory. We believe that these good practices can be inspirational for the development of our project, beneficiaries (young people and youth workers) and associated partners.

### 3.2 Italy

Since its foundation, Travelogue APS has carried out several activities related to the safeguard and enhancement of cultural and natural heritage of the territory of the Umbria Region.

#### **GOOD PRACTICE N°1: “E.E.F.Ect. - European Education Fostering Ecotourism”**

In the period 2017-2019 Travelogue APS has implemented a Strategic partnership for the exchange of good practices in the field of Adult education, co-funded by the Erasmus+ programme of the European Union, titled “E.E.F.Ect. - European Education Fostering Ecotourism”. Some of the partners involved are partners of this project (Intermediakt, ATER and Epralima), since we wanted to continue our collaboration in the topic of sustainable tourism. We think that our previous collaboration can be a relevant strength point, even if the activities carried out were addressed to another target group.

The project has been developed from a partnership of 6 different

organizations from 5 countries (Italy, Greece, Portugal, Romania and Martinique - France), which presented all a great touristic potential, but with many weaknesses and needs in the field of ecotourism development. The project's main aim was the promotion of environmental education among young people and adults and the development of ecotourism, as a starting point for the development of active citizenship.

### **PARTICIPANTS AND MAIN ACTIVITIES:**

The participants directly involved in the learning activities (blended mobility for adult learners) were 4 for each partner organization (24 in total), selected among volunteers, students, tourism workers in each partner organisation. We estimated to have involved at least 500-600 participants on average among all the different local activities carried out by all partner organisations. Main project activities: after a deep SWOT analysis made in each partner country since the project application, the partnership developed a research on the awareness of ecotourism and sustainable development in each partner country (Study on ecotourism development), which

revealed potential opportunities and the difficulties and needs in the field of the ecotourism development. During the project, learning activities for adult learners were developed and implemented during two blended mobilities in Portugal and in Greece, with the methodology of "Green Aula" on the theme of ecotourism. In each partner organization, local projects for the ecotourism promotion were developed, involving a large number of participants, including students and the adult population. The description and results of the local project is part of the Manual for ecotourism promotion.

**OUTPUTS:** The main project outputs obtained in the 2 years of implementation have been:

- Study on ecotourism development,
- Manual for ecotourism promotion,
- "Green Aula" experiential learning workshop,
- local projects on the theme of ecotourism involving target groups and local stakeholders,
- project web site with e-learning space (<https://eefect.eu/>).



**IMPACT:** The project impact on participants was based on their improved awareness and knowledge about environmental sustainability, ecotourism and the importance to be protagonist of a change in the way of using the natural resources or the territory, also for tourism purpose, which needs to be sustainable, respectful of natural, cultural, traditional and social presence for the future development of all. The participating organizations developed new ecological educational programs based on the experience acquired during the project; they strengthened the relationship with local organizations to promote ecotourism and a responsible attitude of tourists towards the natural and cultural environment. At the local level there was an increased understanding of the necessity of ecotourism promotion, development of new programs and

activities for environmental education as part of the education for an active citizenship, and the involvement of local stakeholders in environmental education activities.

### HOW TO APPLY THE RESULTS:

We think that the results of "E.E.F.Ect." project can be used in the context of this project in many ways: the new partners can take ideas and good practices to disseminate in their countries, furthermore, the Study on ecotourism development, the Manual for ecotourism promotion and the e-learning contents, will be useful to increase the knowledge of the concept of ecotourism and sustainability, also sensitizing young people to the need to respect the environment and to a responsible use of resources of the territory. Some of the contents produced will be used for the preparation of young people before the learning activity and for their involvement throughout the project lifetime.

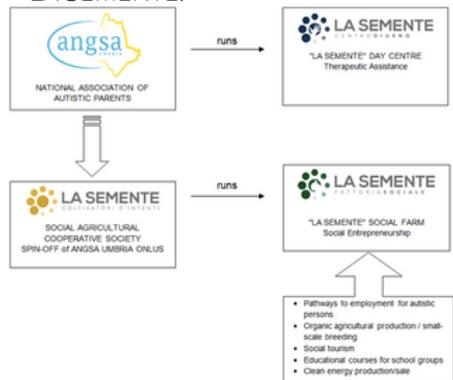




### GOOD PRACTICE N°3: "LA SEMENTE" Soc. Agricola Coop. Sociale

Nestled in the countryside of Spello, in the province of Perugia, the semi-residential day centre "La Semente" was inaugurated in July 2011 for the introduction to work of autistic children. The project was set up by ANGSA Umbria ONLUS (which has been fighting in the field of autism since 2001, strongly convinced that autistic people should be able to enjoy the same rights and opportunities as all citizens) in collaboration with the Umbria Region, the Province of Perugia, the Municipality of Spello, ASL 2 and the University of Perugia, and supported by the Enel Cuore Foundation, the non-profit organisation involved in social solidarity projects in Italy and abroad. "La Semente" Centre offers an innovative service: building concrete work placement opportunities in the area, teaching young people with autism a job related to the world of agriculture, hotel services and renewable energy that they can then use in real working environments. The centre currently hosts 12 boys, each of whom is supported by an operator who assists them according to a PEI (individual educational plan) to maintain the

skills and quality of life acquired and to transfer skills suitable for work integration. The path of the young people welcomed into the Centre is in fact divided into two phases: the first phase involves attendance at protected work laboratories structured within the Day Centre, and then moving on to the second phase which involves joining a type B agricultural cooperative, a spin-off of ANGSA Umbria ONLUS, for a real job placement for the disabled person: COOPERATIVA LA SEMENTE.



The Social Agricultural Cooperative La Semente, as a spin-off of ANGSA Umbria Onlus, is a start-up in the launch phase that enjoys the participation and support of the entire historical company structure of ANGSA Umbria and preserves its mission, expanding its sector intervention. La Semente is a social

agricultural cooperative that takes the form of agricultural production activities, integrated with the offer of employment services for the benefit of autistic subjects. It is a place where the crops and spaces are designed and structured for the reception and work/professional start-up of young people with autistic disabilities, with strong problems of social integration; thanks to its characteristics it has an elasticity and versatility that are rarely observed in production units in non-agricultural sectors, and is therefore able to guarantee effectively differentiated responses that respect the personalized approach of each individual person. It is a place where crops and spaces are managed by a mixed group of workers and disadvantaged people who take care of the land and other neighboring areas, favoring the organic production method, environmental and landscape protection (specifically strongly suggestive and touristic given the geographic location of the structure between Assisi and Spello, two historic and artistic villages, flagships of the Umbria region) and the ethological respect for animal species.

## ACTIVITIES

- Organic production through horticultural activities in open land and in greenhouse
- Small herd of Alpaca and Leghorn laying hens
- Social tourism through the recovery of a farmhouse, located territorially in the same agricultural complex, that offer, together with the horticultural and small breeding spaces, the possibility to create concrete paths of work insertion, in the context of socio-tourist reception services, for our youth. The system, that has become fully operational, in fact, is intended for non-hotel social tourism services, mainly intended to accommodate families who have children with autism who will be able to make use of an adequately organized structural complex (Day Center; Farm; Accommodation Structure), designed for their needs, and to welcome their children or teenagers in a protected, functional and welcoming place, together with "classic" tourists, to support a strong inclusive experience.
- Educational paths for integration with the school

world

- Production and sale of clean energy

## **OBJECTIVES:**

- To encourage innovation in community welfare models by experimenting with forms of production of products/services with a high social value;
- to promote the integration between the various actors of Social Agriculture and the creation of "modelable and replicable" good practices;
- to promote social and work integration of people of working age with disabilities, frail and/or disadvantaged, by including them in rehabilitation and social support projects;
- to enhance the practice of organic farming as it is low-impact and eco-sustainable.

## **BENEFICIARIES:**

disabled/frail and/or disadvantaged people of working age

## **EXPECTED RESULTS:**

- To give the possibility to young disabled people to determine their life in terms of quality and autonomy to a greater extent, through work;

- to keep active the work placement paths existing today in the agricultural context because it is a welcoming and performing context for the disability;
- to assign new job grants to those youngsters who have an adequate professional maturity, respecting the PIE (individual educational plan) of each individual;
- to keep active the work paths of the figures in charge of the care of the fields (agricultural workers) professional profiles absolutely essential for the optimal continuation of activities on the farm; as well as a point of reference for the other young people, working members of the Cooperative.

## **CONSTRUCTION OF "LA SEMENTE" PROJECT**

With regard to the project's workability, "La Semente" Cooperative is a social enterprise that has managed to systematize:

- A Memorandum of Understanding between Sisi - Umbria Region, ANGSA Umbria Onlus and La Semente Società Agricola - Social Cooperative of Type B, aimed at the project of job placement of people with

autism spectrum disorder at the aforementioned Cooperative, enhancing the professional and social growth path of the users of the day center (all boys of age who have finished their studies who, despite having a diagnosis of autism, are able to develop skills and competences suitable for the world of agricultural work and/or non-hotel accommodation);

- A collaboration agreement between ASAD, FRONTIERA LAVORO and La Semente Società Agricola Cooperativa Sociale Type B, aimed at the work placement of disadvantaged people in multifunctional farms, within the SAL PROJECT (Accompaniment to work) of the Municipality of As

## **ECONOMIC SUSTAINABILITY**

In the context of economic sustainability, La Semente Cooperative has taken action to:

### **A - Community welfare system: the Rural District of Solidarity Economy**

With a view to a fraternal system for the development of community welfare, where diversity means wealth, events are organized in the

spaces of La Semente, commercial experiments are implemented and territorial and social marketing actions are promoted. From this philosophy of involvement of the Community and the Territory, the Rural District of Solidarity Economy was born, a temporary association of purpose whose members, together with La Semente Cooperative, are: the University of Perugia - Department of Economic Sciences/Estimates and Foods, Angsa Umbria Onlus, the Agricultural and Food Technological Park of Umbria, the Italian Association for Organic Agriculture of Umbria, the CIA Umbria, the National Social Agriculture Forum; numerous profit companies in the area.

### **B - Dedicated fundraising**

Fundraising activity dedicated to the project which guarantees its sustainability also for the medium - long term; corporate activities, co-marketing and commercial partnerships with local and non-local companies.

### **C - New frontiers: new business models thanks to Design Thinking**

In March 2019 - the Erasmus+ Project "Design, do and lean it", sees La Semente at the forefront of creating new business models thanks to Design Thinking, moving

from the Business Model Canvas to the LEAN Canvas. The business meetings that saw us in Finland, Belgium and Wales allowed La Semente to export its business model and to trace the theoretical and practical lines of introduction of the new "Experiment Canvas" tool, born within the thematic macro-area of service design. Specifically, it is a new customer-oriented perspective, which thus directs the functionality and form of the services. Among the innovative elements used, the Customer (or user) Journey map appears, a graphical interpretation built thanks to the sharing with the team and with the clients of the project in a step-by-step path; and the Map of Empathy, which facilitates a deep understanding of the customer's needs and requirements.

### **D - "National Award for Civil Economy Enterprises"**

On 25 September 2020, we had the honor of receiving the "National Award for Civil Economy Enterprises" in Florence, on the occasion of the National Festival of Civil Economy.

### **ENVIRONMENTAL SUSTAINABILITY**

We like to imagine La Semente as a common good, a place that by its

identity and nature is disconnected from the concept of private property and profit maximization, but which is characterized as a sharing platform aimed at the surrounding area, with great attention to ecological and environmental issues. In particular:



1. The value of social agriculture: Semente is a partner of the National Social Agriculture Forum
2. The organic method and education to respect the Earth: La Semente is a partner of the Dibium district (Umbrian Organic District).
3. Renewable energy: La Semente uses energy from renewable sources, each property it owns is equipped with photovoltaic panels that guarantee energy autonomy.

### **CONTACTS:**

Società Agricola Cooperativa Sociale di tipo B

Registered office: Frazione Limiti di Spello – 06038 – Spello (PG)



countries that are part of the organization "EC". In all meetings, best practices will be adopted to reduce food waste and to reduce waste. This project, with young people from different cultures, is related to a project that will be developed for adults, from the same rural communities of the "EC". Common activities will be developed, allowing the exchange of knowledge between adults, with more wisdom and experience, and youngsters, with greater openness to new sustainable practices. The "EC" allows greater sharing of knowledge and the deepening of intercultural dialogue, fulfilling its motto "People meet people".

Young people from all the countries in the EU and local people from the countries where the activities were taken were the beneficiaries of this project.

One of the results of the project was a Cook Book with leftovers which was delivered among all the project partners in order to use in their daily, but also in their professional life. The beneficiaries were provided with many good ways of saving leftover food and learning about sustainability, cultural similarities and differences. This was an excellent example of an easy way to promote

sustainability at local level as many partners organized presentations of the cook book serving dishes for free.

This good practice can be applied in many ways, let's start with the application in the agritourism farms which is a growing economy in the whole Europe, and it's surely connected to sustainable tourism as one of the best examples. Agrotourisms are perfect places where the owners can apply this innovative approach and make a difference from the others. Other options, considering social entrepreneurship may offer the idea to the people thinking about ideas how to help poor people or homeless people. With the deal with the restaurant it can offer great help for those in need.

Link: [https://525ebdb5-211c-417e-a408-203beca52e73.filesusr.com/ugd/1c2b29\\_6c3eb1336abf438c9074fa3f6aaa7006.pdf](https://525ebdb5-211c-417e-a408-203beca52e73.filesusr.com/ugd/1c2b29_6c3eb1336abf438c9074fa3f6aaa7006.pdf)

## **GOOD PRACTICE N°2: Walking day**

The goal of the action is to unite people for one day by engaging in selected physical activity (walking, running, cycling, etc.) based on the belief that it is a solution to combat the global pandemic that affects

everyone's daily life.

To ensure that those interested come together through sports activities, avoiding gatherings in larger groups of people, the organizers have designed several separate themed tours through all four places on the island of Murter and its surroundings.

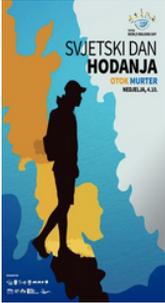
The aim is also for this initiative to be a starting point for the future development of active tourism on the island outside the tourist season. In addition to information points in all places, details of the tours will be available for download on the official channels (websites and social networks) of the organizers and partner organizations.

Organizers have created different routes adapted to any age, sex and motivation divided also in categories of four coastal towns on the island as starting point for the tour. Some routes connect two or more towns therefore the start could be in any of those. The routes were available on-line in form of the map or in the Actionbound application as for the youngest it was very interesting to do the tasks while they were exploring the island. Some routes were quite simple and included only a couple of kilometers, but the longest route (Around the island)

was 24 km long and it took more than 5 hours to finish it since it has included passing over the rocks.

The beneficiaries were tourists, daily visitors of the island, local recreationalists, and local tourist workers. The whole event was media covered and therefore we had a lot of visitors who enjoyed mostly those unusual routes like the Shipbuilders route or Cluentum (Live Cluedo at the archeological site). The Friends of Europe Association as the main organizer had collaborated with all the tourist boards on the island as well as with a couple of restaurants who offered specially designed menus for the Walking day inviting extra guests to their places. Unfortunately, the season was at its end so not many foreign tourists could participate but thanks to the Internet they have seen and showed interest in participation next year. For sure one of the best examples of how to prolong the season.

This activity could be useful for youngsters with language knowledge as if they could think about starting their own tour and work as a guide, or perhaps, they could use those routes, enhance them with a story and offer them as products to the tourists.



### 3.4 Greece

#### GOOD PRACTICE N°1: Primarolia Festival

Inspired by the local and Greek history of the Corinthian (black) currant and the first cargo ships that departed from the Greek ports; the famous Primarolia, the eponymous NGO aims at creating a modern cultural network that highlights its worldwide intangible cultural heritage.

Primarolia AMKE combines culture, history, contemporary art, creative arts, different industries, architecture, cultural and development strategies into a dynamic constellation. Furthermore, by exploring and studying the cultural and historical backgrounds of areas, products and cultures, they design and implement cultural strategies that highlight their unique characteristics.

The NGO organised for several years in the city of Aegio, the Primarolia Festival as a springboard for artistic, scientific and gastronomic creation, including various cultural activities, contemporary art exhibitions, artistic activities and concerts, information days and visits.

In 2020, a series of artistic, cultural and educational activities have been organized around the theme "Mobility" with a crown of contemporary art exhibition "Images of an Extraordinary World" (Images of a Floating World) featuring artists from Greece, Great Britain and Italy.

#### GOOD PRACTICE N°2:

Oinoxeneia

Every year, in the second half of August, OINOXENIA, takes place in Aegialia.

This multi-day cultural and gastronomic route in the landscapes and flavors of Aegialia, makes the participants discover and taste the millennial wine tradition while enjoying the exceptional natural environment, the gastronomic peculiarity, the culture and the hospitality of the region.

During almost 2 weeks, thousands of visitors get the opportunity to

visit several wineries, enjoy open-air theater, dance and music performances from the region. Aegialia, being considered as a high quality place with a lot to offer, yet still remains unknown and unexplored.

### **GOOD PRACTICE N°3: Liofylo**

Two and half years ago, Liofylo, a Greek Social Cooperative Enterprise, was created in Patras. This initiative was born after the observation that over 150.000 tons

of olive leaves are discarded annually in Greece, due to human activity, in order to produce olive oil.

Liofylo takes advantage of this agricultural waste that derives exclusively from human activity and creates an innovative, eco-friendly material. It is a patented creation of both bio-adhesives and recycled olive leaves from oil mills. Liofylo also managed to obtain the right to use the international patent 'Environmentally friendly olive leaf panels'.

Not only do they want to respect the principles of circular economy and promote a more eco-conscious mentality, but they also aim at creating new jobs, the region of Western Greece being an area plagued by unemployment.

### **GOOD PRACTICE N°4: Fisea**

Fisea is a project with the vision of creating the best platform for providing integrated fishing trips with the aim of raising fishermen's standard of living, combating overfishing and developing fishing tourism in Greece and Italy.

Through their platforms; website & mobile application, beneficiaries can search, compare and book fishing trips, tours, charters, even boat excursions around Greece and Italy. They aim at providing full transparency in their process.

## **3.5 Lithuania**

Activities previously carried out by Aktyvistai:

## GOOD PRACTICE N°1

<b>Title of the project</b>	<b>Bridge between Europe and Asia called Synergy</b>
<b>Project number</b>	<b>590082-EPP- 1-2017- 1-PLEPPKA2-CBY- ACPALA</b>
<b>Description of the project</b>	Project AIM: To build mutual cooperation between young entrepreneurs from Europe and Asia through raising the capacity of youth <u>organisation</u> about how to empower young people for entrepreneurship; giving young people a chance for their ideas about both social and sectoral enterprises which will result with an establishment of an online platform – tool of communication and cooperation for the young entrepreneurs from Europe and Asia.
<b>Description of the activity in the project</b>	Round table meeting with social entrepreneurs/start up enterprises and institutions.
<b>Beneficiaries</b>	Youth who participated, NGO members, project partners, different social entrepreneurs/start up enterprises and institutions, municipality
<b>Impact on the beneficiaries, organisation and in the territory</b>	Data about the economic situation in Lithuania, entrepreneurs shared their good practices, about difficulties, and gave ideas for institutions.
<b>How the good practice can be applied to our project</b>	We can <u>organise</u> similar meetings in this project, because it is really useful.

## GOOD PRACTICE N°2

<b>Title of the project</b>	<b>Bridge between Europe and Asia called Synergy</b>
<b>Project number</b>	<b>590082-EPP- 1-2017- 1-PLEPPKA2-CBY- ACPALA</b>
<b>Description of the project</b>	Project AIM: To build mutual cooperation between young entrepreneurs from Europe and Asia through raising the capacity of youth <u>organisation</u> about how to empower young people for entrepreneurship; giving young people a chance for their ideas about both social and sectoral enterprises which will result with an establishment of an online platform – tool of communication and cooperation for the young entrepreneurs from Europe and Asia.
<b>Description of the activity in the project</b>	Training course for Youth about social entrepreneurship
<b>Beneficiaries</b>	Youth/students/teachers
<b>Impact on the beneficiaries, organisation and in the territory</b>	They learn how to be entrepreneur, how to be brave, listened some good <u>practises</u>
<b>How the good practice can be applied to our project</b>	Good example of action, what we can do, implement. We can use some methods for training.

## GOOD PRACTICE N°3

<b>Title of the project</b>	Training and advisory services for new business entities
<b>Description of the activity</b>	<p>Project AIM actions:</p> <ol style="list-style-type: none"> <li>1. to organise 24 seminars were held: the project participants were divided into groups of 10-12 persons; there were 6-7 groups in total; each group had 4 workshops of 8 academic hours (total 48 academic hours).</li> <li>2. personalized advice, consultations when starting or improving business were provided as general knowledge and skills were developed. A total of 220 hours of consultation were conducted: participants were divided into groups of 3 persons; there were 22 groups in total; each group was given 10 consultations of 4 hours (40 hours in total).</li> <li>3. When starting a business, you need to develop and improve your entrepreneurial skills. 24 workshops were held: project participants were divided into groups of 16-17 people; there were 4 groups in total; 6 seminars for 8 hours each (48 hours total).</li> </ol> <p>More than 25% of the target group participants in the local development strategy improved their employment situation 6 months after participating in project activities, the 8 of newly created SME entities in the local development [Text Wrapping Break] strategy target groups were at least 6 months after participation in ESF activities.</p>
<b>Description of the activity in the project</b>	Organised and led 6 training courses for youth and adults (Lecturer Karolis Stirbys).
<b>Beneficiaries</b>	Youth and adults
<b>Impact on the beneficiaries, organisation and in the territory</b>	They learn how to be entrepreneurs, how to be brave, listen to some good practises, create, choose and present business plans, learn and practice public speaking and how to present their ideas.
<b>How the good practice can be applied to our project</b>	We could use these contacts who participated, also experience and know how of the lecture Karolis Stirbys who is in the project team of this project.

## GOOD PRACTICE N°4

<b>Title of the project</b>	Entrepreneurship 4 Change
<b>Project number</b>	2019-1-MT01-KA105-051104
<b>Description of the project</b>	The main aim is to educate youth workers in the field of entrepreneurship. [Text Wrapping Break] In return, they will be in a better position to equip young people with competencies that will help them think in an entrepreneurial way, while equipping them with leadership skills to be capable to run [Text Wrapping Break] their own business and also run better their <u>ngos</u> .
<b>Description of the activity in the project</b>	Active participation
<b>Beneficiaries</b>	NGO members
<b>Impact on the beneficiaries, organisation and in the territory</b>	NGO members learned about entrepreneurship
<b>How the good practice can be applied to our project</b>	Few games or methods of training which we can implement in our project training course.

## Collection of good practices at local level: GOOD PRACTICE N°5

<b>Title of the activity</b>	URBANBEE.LT
<b>Description of the project</b>	The <u>Urbanbee.lt</u> team is the city's beekeepers
<b>Description of the project activity</b>	Combining beekeeping experience and environmental science knowledge and innovation, it seeks to preserve endangered bees while creating a sustainable, conscious and ecological urban community around itself. They are ready to help anyone who wants to allow bees into their environment, which are among the most important animals in ensuring plant biodiversity and improving the genetic stock, but they are rapidly disappearing. As populations of these insects declined, urban parks and gardens lost their most important pollinator. It turned out that wind alone was not enough to do this work. Urban beekeeping is a growing activity of urban residents in the world. In London, Paris, New York, Berlin, Moscow and other large cities, hives are raised on roofs. Having hives on your offices, hotels or business buildings has become an expression of prestige and social business responsibility, and bringing honey is a great business gift even for presidents.
<b>How the good practice can be applied to our project</b>	They provide unique education and workshops on their activities so during blended mobility in Lithuania we could arrange the meeting with them.

### 3.6 Portugal

#### Social entrepreneurship

“Social entrepreneurship is the type of entrepreneurship that seeks to respond to social and environmental challenges through research and experience in applying innovative solutions. To achieve this goal, a social entrepreneur seeks to maximize the existing social capital, which is, to maximize the relationships of trust and respect, in a given project, in order to guarantee the realization of more initiatives, programs and actions that allow a community, city or region to develop in a sustainable way.”

Social challenges- Social entrepreneurship

Within the scope of social entrepreneurship, one of our partners, IN.CUBO, recently developed a project in the area of social entrepreneurship, in this sense, we will describe the details of the project.



First of all, we must mention that our partner, In.Cubo - Incubator of Innovative Business Initiatives, was created by ACIBTM - Association for the Minho Technological Base Incubation Centre. More than productive equipment, it is a strategic investment in entrepreneurship as a key domain for regional development.

The Association for the Minho Technological Base Incubation Centre (ACIBTM) was created on March 1, 2007, establishing itself as a private, non-profit association, with its registered office in the municipality of Arcos de Valdevez. The Association's purpose is the construction, management, and operation of the Minho Technological Base Incubation Centre, as well as the creation of conditions for the development of Business Plans for companies and for the reception of R&D projects, specifically of basic technology companies that foster and spread innovation within the economic base, installed in its territorial area of coverage.

Among its main activities, in addition to the management, operation and administration of the equipment integrated in the Incubation Centre, the following stand out, among others:

- Provision of support services at technical, legal, and financial level, as well as development of Human Resources training actions.
- Promotion of R&D activities in their fields of action and support for the respective implementation with the business base.
- Provision of consultancy and technical support services for natural and legal persons, including central, regional, and local government bodies.
- Promotion, development and support for the creation and activity of technological support infrastructures and business centres with advanced technologies.
- Finding and selection of funding sources, in view of the scientific and technical activity of its members.
- As one of the main objectives of our partner, IN.CUBO, is to promote entrepreneurship, recently participated in a project with several transnational organizations where they developed the theme of social entrepreneurship.

## Partner Organizations

First of all, we must mention that our partner, In.Cubo - Incubator of Innovative Business Initiatives, was created by ACIBTM - Association for the Minho Technological Base Incubation Centre. More than productive equipment, it is a strategic investment in entrepreneurship as a key domain for regional development.

The Association for the Minho Technological Base Incubation Centre (ACIBTM) was created on March 1, 2007, establishing itself as a private, non-profit association, with its registered office in the municipality of Arcos de Valdevez.



The project's name is "Laboratories to Support Employment Creation and Social Economy Companies (LACES)", supported by the INTERREG V-A Spain-Portugal Program (POCTEP) 2014-2020.

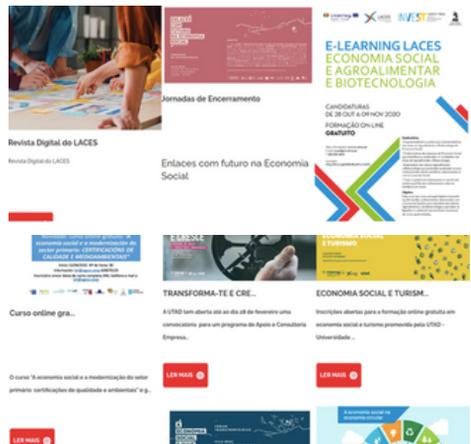
The ultimate objective of the LACES project is to contribute to the promotion of the social economy in the Euroregion Galicia - Northern Portugal, in order to take a quantitative leap in competitiveness and the

promotion of social economy business projects in the cross-border space.



Throughout the project, they developed several activities:

This project was aimed at companies and entrepreneurs in the social economy seeking support and monitoring in the processes of creation, modernization, and growth.



LACES designs a set of services grouped into 4 pilot laboratories aimed at implementing new strategies, promoting, and supporting the social economy in new emerging sectors and modernizing the more traditional ones, supporting the consolidation and creation of companies and quality employment in the Euroregion.

In early 2018, social economy entrepreneurs have a new tool for identifying business opportunities. On the platform you can find reports, documents, news and other useful information to discover new business opportunities in the field of social economy, both in emerging sectors and in more traditional sectors. All those who want to deepen this

topic, please consult this site:  
<http://www.laceseconomiasocial.com/index.aspx?translate=1>  
because it is a precious service for those who want to progress in this area.



Our school also develops the skills of entrepreneurship in some subjects, projecting young people into the future.

On March 22, an online seminar was held in which the topic of social entrepreneurship was addressed to students, helping them to better understand this theme and promoting their interest for social action and entrepreneurship.



## **Environmental challenges - Environmental entrepreneurship ECOTOURISM and environmental tourism**

Society has given increasing importance to the sustainability of tourism activity, which translates into the implementation of several certification programs that meet environmental, social, and economic parameters.

Within the scope of the globalization process, Tourism in general has been a sector and instrument with particular relevance, having always been present in the formulation, elaboration and execution of many economic, social and cultural policies of several countries.

The desired balance between human activity, development and protection of the environment, requires an equal and clearly defined allocation of responsibilities in relation to consumption and behaviour in relation to natural resources. This implies the integration of environmental considerations in the formulation and implementation of economic and sectoral policies, in the decisions of public authorities, in the operation and development of production

processes and in individual behaviours and choices. Connects the existence of a real dialogue and collaboration between partners. In addition to the growing concern with the conservation and management of resources, the certification of the tourism sector also arises from the existence of a “new tourist”, who selects their vacation destination based on environmental and social criteria. Although tourism linked to nature was already a rule, Ecotourism came to link some differences, especially with regard to the attitude of the tourist. The growing demand for tourist experiences in relatively intact natural environments has made Ecotourism to become the segment of the international tourism market with the highest growth rates. 214 / 5000

The concept emerged in the 1980s, associated with a certain type of specialized travel and linked to nature. It has become a desired label and is currently misused by numerous tour operators. On the consumer side (the ecotourist) there is a desire to learn about the destination to be visited, especially about environmental, cultural, historical aspects and their related problems. It is noteworthy that

nowadays we are experiencing times of transformation, we are moving from a bureaucratic model, service provider and concessionaire, to an entrepreneurial model, social co-responsibility, to which the State must provide decisive collaboration together with private companies and social organizations. The growing responsibility of companies in the face of environmental problems, voluntary environmental audits, ecological labels that defend the ecological compatibility of products and the expansion of eco-business, can, themselves, induce an environmental quality.

At the local level, our village has also strongly invested in natural tourism / Ecotourism, as examples are the multiple investments made in environmental protection and enhancement of the natural / cultural heritage.

This investment on tourism of the future happens because our village has a high quality and environmental diversity, even having the privilege, in its territory, important part of the only national park in the country: the National Park of Peneda-Gerês.

Unfortunately, the current pandemic situation and the new

challenges that are placed on tourism are in line with the investment that the municipality has been making in recent years: on nature tourism, on resource sustainability and landscape valorization, outlining the Ecovias and the Sistelo terraces: These are the best examples of good practices in the field of sustainable tourism, valuing the territory.

### Socalcos Sistelo



### Ecovia



### General View - National Park



As we can see in these images, they immediately reflect the splendor of this village, which finds in nature its essence and way of life “Environmental tourism / Ecotourism”.



### ARDAL

Porta do Mezio, one of the five gates of the Peneda Gerês National Park, is the entrance hall to the magnificent immensity of the mountains and valleys of Soajo and Peneda. A territory so magnificent that UNESCO considers it a World Biosphere Reserve! At Porta do Mezio, in addition to knowing all the details necessary to venture into the forests and hills, you can spend moments of relaxation and great fun with family and friends. We have 3 hectares full of spaces for children and adults and the staff will make the mountain your home!

Some of the attractions of Porta do Mezio are the Reception and Information Centre, the Biodiversity Park, the Aldeia dos Pequenos, the Interpretive Center of the Archaeological Area Mezio / Gião, the Rural and

Ethnographic Museum, the Restaurant, the Viewpoint, the Greenhouse, the Fitness Park, the Picnic Park, the Pool, the Children's Spaces, the Birdwatching Observatory and the Adventure Park where you can practice tree climbing, slide and climbing.

On March 30, we held a meeting with the Coordinator of ARDAL-Portas do Mezio, Pedro Teixeira, who gave us an account of the main actions carried out by this association. (The meeting is reported in Chapter 2)

As a reflection of the good environmental policies developed by the municipality of Arcos de Valdevez, we were given the responsibility to lead the Gerês co-management committee.

Inherently, the mayor of Arcos de Valdevez will preside over the co-management committee of the Peneda-Gerês National Park, which consists of seven members, stated on an order published this Friday in Diário da República.

According to the document, the constitution of the co-management commission of the Peneda-Gerês National Park (PNPG), composed of seven elements, is part of the National Strategy for Nature Conservation and Biodiversity 2030.

João Manuel Esteves (PSD), president of the Chamber of Arcos de Valdevez, in the district of Viana do Castelo, will be replaced in office, "in situations of impediment or absence, by the president of the Chamber of Terras de Bouro, Manuel Tibo (PSD), in the district of Braga.

With 50 years, marked in 2020, the PNPG was the first protected area created in Portugal, being the only one with the status of a National Park, internationally recognized with the same classification since its creation by the International Union for the Conservation of Nature (IUCN).

The PNPG crosses 22 parishes, is located in the extreme northwest of Portugal, on the border between Minho, Trás-os-Montes and Galicia, crossing the districts of Braga (Terras de Bouro), Viana do Castelo (Melgaço, Arcos de Valdevez and Ponte da Barca) and Vila Real (Montalegre), with a total area of 70,290 hectares.



Together with the Natural Park of Baixa Limia / Serra do Xurés, in Galicia, it establishes the *Gerês-Xurés* Transfrontier Park and, together with this Spanish natural park, has been part of the World Biosphere Reserve since 2009.

The PNPNG co-management committee also includes the regional director for Nature Conservation and Northern Forests (ICNF-N), being replaced, in the event of impediment or absence, by the head of the Co-management of Protected Areas in the North, a representative of the University of Minho, of non-governmental organizations (NGOs) of the environment and equivalents designated by the Portuguese Confederation of Associations for the Defense of the Environment. That group also includes representatives from the Association for the Development of the Regions of the Peneda-Gerês National Park, the Atlantic Forest Association and the Regional Directorate for Agriculture and Northern Fisheries.

The term of office of the designated co-management commission is four years, and the order published today "takes effect from the date of signature (March 3rd)".

In the order, the Government explains that the commission to be created is part of the National Strategy for the Conservation of Nature and Biodiversity 2030, approved by the Council of Ministers, in 2018, and in compliance with the provisions of law no. 50/2018, of 16 August, which establishes the framework for the transfer of competences to local authorities and to inter-municipal entities.

In 2019, another decree-law "instituted the model of co-management of protected areas nationwide, with the objectives of creating a shared dynamic of valorization of the protected area".

This model is "based on the sustainability" of the PNPNG, "establishing concerted procedures, aimed at better performance in safeguarding natural values and in responding to society's requests".

It also intends to "generate a closer relationship with citizens and relevant entities for the promotion of the sustainable development of each protected area".

The co-management commission provided for in this model has the mission "to specifically promote, in the areas of promotion, awareness

and communication, participation in the management of the protected area of the various entities with relevant powers for the purpose". On March 4th, the Council of Ministers approved a set of measures under the policy of enhancing the forest landscape that involve an investment of around 30 million euros.

At the end of the Council of Ministers (CM) dedicated to forests, which took place in Monsanto, Lisbon, the Minister of the Environment, João Matos Fernandes pointed out that the largest share, of more than 20 million euros, will be destined to investments in public forests and in forest perimeters.

The minister also highlighted the investment of five million euros in the extension of intervention projects for the restoration of ecosystems started in 2016 in the Peneda-Gerês Natural Park.

As you can see, there is a huge effort to consolidate good environmental practices, encouraging young entrepreneurs to board on a new market niche, Ecotourism and environmental tourism. Aware of this opportunity, EPRALIMA seized this project as a way to design this area at the local level and raise our students'

awareness of the challenge they may face in the future, a new activity that generates wealth.

### 3.7 Romania

Emil Racovita 2000 Youth Association implemented the project "Efect - European Education Fostering Ecotourism".

The relationship between ecotourism and education is one which is concerned with ensuring that agencies deliver effective interpretations of environmental, cultural and resource management values. Education in this context is more than just a one-way transfer of information. It is about explanation, stimulation, provocation, revelation and understanding in a manner that personally involves the professionals and ecotourists. However, this is the challenge of interpretation and a key goal for ecotourism, i.e., to enhance people's attitudes and actions towards their environment.

- In this context and after a deep SWOT analysis made in each partner country (Romania, Portugal, Italy, Greece, France-Martinique), all of them with a great touristic potential, revealed many weaknesses and needs in the field of the ecotourism development:

- Natural-geographical environment: low interest to diminish the pollution; weak implementation of environmental legislation; misuse of forest fund; poorly spreading of points of collection and recycling of wastes.
- Traditional-cultural environment: insufficient investments for the development and promotion of cultural objectives; absence of databases and calendars of cultural events; poor implementation of legislation on the conservation of historic buildings;
- Technical and technological environment: lack of waste facilities in numerous tourist centers; lack of suitable and sanitary facilities in numerous tourist attractions; limited access of persons with disabilities at hotels, motels, tourist stops and places of tourist attraction; lack of tourist information; poor use of alternative energy sources.
- Social environment: vocational training in the tourism sector doesn't correspond to the needs of employers; lack of continuous training courses in

remote areas; low salaries and inadequate working conditions that favor labor migration from tourism; lack of development methods of professional careers in tourism; lack of a curricula in the field of environmental protection and ecotourism education.

- Political-legal environment: lack of public-private partnerships for ecotourism; lack of institutional structures for regional development of ecotourism; lack of support mechanisms for investors; inadequate implementation of legislation in the field of ecotourism and environmental protection.
- Economic environment: lack of marketing plans aimed at ecotourism; lack of virtual markets Insufficient use of ICT.
- to promote ecotourism development

The project's general objective is to promote the youngsters and adults environmental education, especially ecotourism education as part of the education for an active citizenship.

### **Specific objectives:**

OS1.To provide a nature-based, environmental eco-education experience for more

than 200 youngsters and adults (students, tourism workers, tourism agencies clients) until august 2019; OS2.To promote a conservation and ecological ethic, in order to create stronger pro-environmental attitudes to more than 200 youngsters and adults (students, tourism workers, tourism agencies clients) until august 2019;

OS3.To offer, through ecotourism practice experiences, a great opportunity for education as well as professional and personal growth for more than 200 youngsters and adults (students, tourism workers, tourism agencies clients) until august 2019;

OS4.To create a space of reflection and internationalisation for ecotourism as an educational learning experience for more than 200 youngsters and adults(students, tourism workers, tourism agencies clients) in order to become more responsible professionals, tourists and citizens until august 2019..

Our region covers the North East of the country and, according to tradition, is a part of the old historical region of Moldova. With a total area of 36,850 square kilometers and a population of 3,734,546 inhabitants, the Northeast is the largest of the eight

development regions of Romania. Having a rich historical, cultural and spiritual tradition the north East region harmoniously combines the traditional with the modern and the past with the present, its potential could be used for the development of infrastructure, rural areas, tourism and human resources.

Tourism is an important economic sector with potential underdeveloped compared to its importance and its contribution to GDP creation compared to countries like Spain, Greece, UK, Italy, where appropriate strategies and sustained development of tourism with emphasis on exploitation conditions in the region, leading to some revenues from this important economic sector of industrial activity. Because of favorable conditions at its disposal, the landscapes, the purity of air, water, mountain areas in Bacau, Neamt and Suceava, and a priceless cultural and religious heritage, the North East Region has a relatively high tourism potential, which can be compared other popular tourist destinations in the country and abroad. Along the picturesque region, the known hospitality, traditions, customs, specific Moldovan's cuisine and

traditional wine tasting at Cotnari and Husi give local color in attracting tourists. The development potential of balneary tourism is evidenced by the wealth of mineral springs in Slanic Moldova (dating from 1800) and Targu Ocna (Bacau), balneary resorts from Campulung Moldovenesc and Vatra Dornei. Regarding rural tourism and agritourism great opportunities stand out for rural tourism development, and especially agro tourism as rural areas of the region have, besides a picturesque landscape, clean air and multiple choice for recreation a valuable potential cultural and historical.

Cultural tourism exhibits considerable possibilities of attraction for foreign tourists by the integration of national cultural heritage in the European and world (monasteries classified by UNESCO and with international significance – award of the prize "Pomme d'Or" by the International Federation of Journalists and Tourism Writers).

Relevant for the cultural potential of the area is the fact that it is circulated in the German press the slogan "Bukovina-the country of a thousand churches", drawing attention to the special

development of ecumenical tourism and pilgrimages. In addition, a special attraction of the area is the numerous crafted activities taking place here: the painting of icons (approx. 15 artisans and nuns from monasteries), eggs decoration (60 handicraft shops), wood crafts, pottery (in particular black clay pottery known worldwide), stone carving, weaving and workmanship leather, fur, processing popular masks realization.

Thus, NGOs dealing with such activities have appeared, such as the National Agency for Rural, Ecological and Cultural Tourism - ANTREC, Romanian Federation of Mountain and Rural Development - FRDMR, the Association "GEC Bucovina", etc.

### 3.8 Spain

Activities previously carried out by Asociación Iniciativa Internacional Joven:

## GOOD PRACTICE N°1

<b>Title of the project</b>	<b>Identity and Cultural Heritage Tools for Active Citizenship</b>
<b>Project number</b>	2018-2-ES02-KA205-011860
<b>Description of the project</b>	The main aim of this 12-months Strategic Partnership project that involved four organizations from different European countries (Cyprus, Italy, Romania and Spain), was to promote active participation of the population, mainly young people, in public spaces through cultural and artistic interventions, that are used as a tool for social transformation, peaceful coexistence and inclusion. Project website: <a href="https://culturactive.aiij.org/">https://culturactive.aiij.org/</a>
<b>Description of the activities in the project</b>	Coordination Meeting in Romania. Analysis of cultural heritage and interventions in public spaces at different levels, mapping and meetings with stakeholders and identification of good practices. Training Event in Spain. Workshops with local population and one cultural intervention with a social content in each country. [Text Wrapping Break] Creation of an e-Book in five languages ( <a href="https://en.calameo.com/read/0054055990677c6713eff">https://en.calameo.com/read/0054055990677c6713eff</a> ) and video ( <a href="https://www.youtube.com/watch?v=ODElxoloB90">https://www.youtube.com/watch?v=ODElxoloB90</a> ). [Text Wrapping Break] Final Conference in Italy.
<b>Beneficiaries</b>	Professionals who work in the field of youth, social educators, young people and local population
<b>Impact on the beneficiaries, organisation and in the territory</b>	Participants acquired and/or improved their skills and competences useful for their personal and professional development, organizations can use the new competences and all materials, including good practices, for other activities and projects. New collaborations have been established at local level and there is a greater awareness of the local population in the use of public space.
<b>How the good practice can be applied to our project</b>	Among the conclusions we reached after implementing this project is that national and local regulations are very different and it is very important to be aware of that when we want to carry out an activity or start a project in public spaces, especially those that are considered as "cultural heritage". This learning can be also applied to this project because activities connected with tourism could take place in public spaces, so when we want to start a project or carry out a social initiative in a public space, it is important that we are aware of the different regulations. During the Final Conference of the <u>project</u> it was underlined the importance of intergenerational activities and some workshops of the project were connected with this topic, so we consider that new social entrepreneurship can also take into account it. Some identified good practices can also be taken into consideration as reference/model and applied to this project as activities to attract tourist but at the same time have a positive impact in the society/area.

## GOOD PRACTICE N°2

<b>Title of the project</b>	<b>CULTURE LAB – Innovative Training Programme of Cultural Educators</b>
<b>Project number</b>	2016-1-PL01-KA204-026383
<b>Description of the project</b>	It was a Strategic Partnership in the field of adult education, supporting innovation, involving three organizations from Poland, Germany and Italy for developing key competences of educators working with adults in the field of culture and tourism. It has been recognized as "good practice" by the European Union.
<b>Description of the activity in the project</b>	Besides the meetings among project organisations, an e-Book ( <a href="https://ec.europa.eu/programmes/erasmus-plus/project-result-content/5bb768b8-6c23-428d-8267-c6b2370ec760/Culture%20Lab%20ebook%20-%20English.pdf">https://ec.europa.eu/programmes/erasmus-plus/project-result-content/5bb768b8-6c23-428d-8267-c6b2370ec760/Culture%20Lab%20ebook%20-%20English.pdf</a> ) and an online training course ( <a href="http://www.culture-lab.pl/education/course/index.php?lang=en">http://www.culture-lab.pl/education/course/index.php?lang=en</a> ) have created with new tools to be used by educators.
<b>Beneficiaries</b>	The main beneficiaries of this project were cultural educators, professionals who work with the adult population and <u>workers</u> in the field of tourism.
<b>Impact on the beneficiaries, organisation and in the territory</b>	Cultural educators have new tools and competences in the field of cultural education to use in their daily work and especially how to implement the use of modern technology in the tourist industry. The project developed the potential of partner organizations, contributed to the exchange of good practices and to creation of new intellectual outputs.
<b>How the good practice can be applied to our project</b>	The e-Book and the online training course have different inputs, including theoretical one, and practical examples of practices that can be used for promoting touristic activities in the territory. In the e-Book there is a chapter with "practical application of tools and scenarios in the work of cultural educators" and some of them can be applied to the project and/or taken as an example of activities for promoting a city/territory. For example: how to use augmented reality or audio stories to learn about a city, how to use QR codes for learning about monuments, history of the city, museums, etc., how you can enjoy a city through a mobile city tour app or how to create thematic routes in a city.

## GOOD PRACTICE N°3

<b>Title of the project</b>	<b>Centro de Innovación Social La Noria</b>
<b>Description of the organisation</b>	La Noria has been created in 2013 by Malaga Provincial Council and it is a Social Innovation Centre. Its main aim is to provide a transformative response to the problems of today's society, intended to serve as a source of new solutions to the challenges of the 21st century. La Noria promoted projects focused primarily on addressing the needs of children and young people in the province of Malaga and on promoting the creation of nodes of innovation and social entrepreneurship through open and collaborative methodologies that give prominence to social entities in rural areas.
<b>Description of the activity</b>	La Noria promotes different and diverse activities, among them a collaborative space to support social entrepreneurship projects and a place for training and collective creation for entities and associations of the province of Malaga called Social Impact School. More information: <a href="https://www.malaga.es/lanoria/?cache=79294">https://www.malaga.es/lanoria/?cache=79294</a>
<b>Beneficiaries</b>	Children and young people of the province of Malaga with a special focus on rural areas and municipalities of less than 20.000 inhabitants. Organisations of the third sector and their professionals. Social entrepreneurs
<b>Impact on the beneficiaries, organisation and in the territory</b>	After its sixth year of operation, more than 400 social organisations have promoted their social innovation initiatives, with the participation of more than 55.000 people benefiting from the different activities.
<b>How the good practice can be applied to our project</b>	Project organisations could ask their public institutions to promote a space similar to La Noria in their cities/areas. Many of the projects developed with the help and support of La Noria could be taken as examples as they are social innovative projects with a focus on sustainability, ecotourism, environmental and values education for targeting rural unemployment, etc.

## 4. POSSIBLE DEVELOPMENT IDEAS AND OBJECTIVES

*Weaknesses and issues to overcome, opportunities offered by the territory. Local heritage resources to be exploited and activities to be promoted and or implemented in each country. Specific competences to be developed and learning needs of the staff of partner organisations (youth workers) in relation to the topics of the short-term joint staff training events of the project.*

### 4.1 Introduction

In this last chapter the associated partners presented the opportunities of the local territory pointing out some neglected sites but also mentioning already developed sites that need some improvements. Everybody agreed that local heritage is something that should be cherished and valorized in a proper way so it can be kept for the future generations. The partners have discussed weaknesses and possible training tools for specific competencies needed for success of this project.

### 4.2 Italy

Travelogue APS is located in the Umbria Region, nicknamed as "the green hearth of Italy". In fact, it is characterized by uncontaminated landscapes, immersed in the green of the sinuous valleys, and ancient villages, which make Umbria an enchanted region, perfectly matching the concept of sustainable tourism and slow tourism.

A land, made of hills, mountains and valleys, which is born in the heart of the boot and extends over the middle basin of the Tiber. The provinces are Perugia (capital) and Terni.

Umbria is the region of Lake Trasimeno, the largest lake in central Italy, in whose territory the remains of Etruscan settlements are still present today, especially in the area of Castiglione del Lago.



From the waters of Trasimeno we pass to the waters of the Marmore Falls near Terni, considered among the most beautiful in Europe. These waterfalls that plunge into the Nera river with a spectacular

jump of 165 meters, are surrounded by lush vegetation and are a destination for sports lovers of canoeing, kayaking and more. Among the pearls of the region, Assisi stands out, which gave birth to St. Francis, patron saint of Italy, and to Santa Chiara. In the province of Terni rises Orvieto, famous for its spectacular Cathedral, for the palaces, the medieval alleys and the mythical Well of San Patrizio.

Perched on the slopes of the mountains there are other magnificent "nativity scene" villages, such as Bevagna and Spello. Another beautiful Umbrian medieval center is Gubbio, a picturesque village also linked to the life of San Francesco.

At the local level, in the frame of this project, we will focus on the Municipalities of San Venanzo (Umbria, province of Terni) and Serravalle di Chienti (Marche region, province of Macerata).

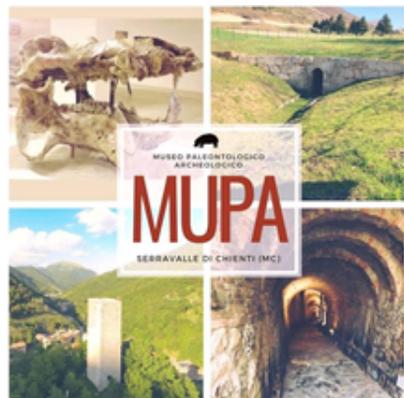
In the Municipality of San Venanzo there are various natural and cultural resources to be enhanced, that were mentioned also in the questionnaires collected:

- Parco dei Sette Frati,
- Monte Peglia natural area,
- Small villages of the Municipality of San Venanzo,

- Volcanological Park and Museum of San Venanzo
- Traccio di Santo Venanzio.

The members of Association G.M.P. Gaia APS shared with us some information about the territory of " Serravalle di Chienti, which has some interesting natural and cultural resources to be enhanced. In particular we can mention:

- Church of Santa Lucia in Serravalle di Chienti,
- Basilica di Santa Maria di Plestia,
- the Roman Conduit and Botte dei Varano,
- Rocca di Percanestro;
- Castello d'Elce;
- Santuario di Santa Maria del Sasso;
- Chiesa della Madonna dell'Elce; Mu.P.A. Museo Paleontologico Archeologico.



The MuPA - Museo Paleontologico Archeologico is a small mountain museum, which contains interesting discoveries that are the result of years of local studies and research. Structured in two sections, the first one hosts an important collection of fossil malacofauna which well documents the different evolutionary structures between the Jurassic and Holocene periods. While in the second it exhibits the fossil mammals of hippos, mammoths, rhinos, cervids and other vertebrates found in the Pleistocene deposits of Collecorti and Cesi, two fractions of the municipality of Serravalle di Chienti (MC), dated respectively 900,000 and 700,000 years ago.

The museum promotes the enhancement of the archaeological heritage of the municipality through the realization of excursions to the Roman conduit (1st century BC) and the Botte dei Varano (1438-1453), two interesting hydraulic works carried out in historical periods for the ancient Lacus Plestinus, located in Fonte delle Mattinate.

Participants to the meetings highlighted the projects and activities listed in the previous chapters as good practices, and

listed some interesting resources to be enhanced, but we also discussed some weaknesses of these projects and territories: sometimes it is very difficult to create networks with the local stakeholders and for the networks created sometimes more coordination is needed. Currently the Municipality of San Venanzo is facing an important issue: a project for the construction of a large photovoltaic system was presented in the territory of the Municipality of Orvieto, near the natural park of Monte Peglia. Although it is important to encourage the use of renewable energy sources, it is also important to safeguard the natural heritage. This topic could be addressed in the learning activities of our project. Other competences to be developed for the promotion of sustainable tourism activities are related to digital tools: in particular, how to create georeferenced points of interest, how to use beacons for heritage promotion and other useful digital innovative tools.

### 4.3 Croatia

The Šibenik Knin Region is located in the northern Dalmatian area where the river Krka flows from the Dinara mountain to the Adriatic

Sea. The coastal area consists of 242 islands, islets and reefs, of which only 6 are populated (Murter, Kaprije, Žirije, Prvić, Zlarin (the island of corals) and Krapanj (the island of sponges).

The most popular group of islands is the Kornati, which is located in the north-western part of the county, consisting of 148 islands, islets and cliffs, national park since 1980. The river Krka (75 km) on phenomenal rocky lime ground, which has unique cascades and canyons that have created miraculous formations of tough barriers. Unique tourist attractions include the Skradinski buk waterfall, the Visovac Lake and the little island of Visovac on which the Franciscan monastery St. Archangel is located. Krka river has been a national park since 1985.

Also, near the region there are two other nature parks: Vrana Lake and Telašćica Lake. This year another nature park was proclaimed – Dinara Mountain with the highest peak in Croatia. The town of Šibenik with its cathedral of St. Jakov and St. Nikola fortress as the only croatian town with two UNESCO sites for sure offers a lot of opportunities for progress. In 2009 the vineyards of Primošten

were presented as the UNESCO candidate to join the register of World Cultural Heritage Sites, with a picture featuring Primošten's vineyards permanently exhibited in the main building of the UN in New York, representing human endeavours through the centuries of struggle with the Dalmatian stone. Interestingly the Ethno centres such as Jurlinovi Dvori or Pakovo Selo cherish their history, tradition and original way of life. The islet of Krapanj – the lowest and the smallest inhabited island on the Adriatic coast is known for its long sponge fishing tradition, the nearby island of Zlarin for its coral fishing tradition, also known as first plastic free island in Croatia, and the island of Prvić is known as the island of innovation thanks to Faust Vrančić – inventor of the first usable parachute, who spent much of his childhood on the islands, and was buried in Prvić. The construction of the Memorial park dedicated to this great Croat, also known as the “Croatian Leonardo da Vinci” is currently under construction. Considering our municipality, the settlement of Betina is well known for the building of wooden ships, due to Murter's fishing tradition and now we have a beautiful and successful

Museum with several European prizes. Among other non-valorized places we can mention Makirina bay with Roman Villa rustica remains. There can be found medicinal mud so in the future the development of some sort of spa resort is possible. One of the sites is in Jezera. Jezera gets its name from the seasonal ponds that used to appear on the outskirts of the entrance to the village. One of them, called Lokva ("Puddle"), still exists and fills with water in rainy periods of the spring and autumn. Occasionally concerts or football plays are organized but as home to endemic orchids it should be protected and valorized in a proper way. Also, many bays can be used in a sustainable way, for example, a theme beach like eco-beach. Youth workers should learn about possibilities of funding such projects with European projects, developing the original ideas and adapt it for the current tenders, learn how to present their ideas to the local government, tools about creating and developing ideas could be very useful.

#### 4.4 Greece

Greece is full of wonderful places and a little paradise to visit. Though tourism allowed

the rise of the standard of living, some places and especially the island are suffering from overtourism and all the negative consequences that go along; challenges in providing drinkable water in some islands, huge increase of the waste production, pollution and weakening of the ecosystem

Raising awareness among tourists, local people and professionals in the tourism industry would be indeed useful and needed. It has also been observed that tourists are more and more looking for a new form of traveling; more authentic and less crowded experiences. Alternative tourism is increasing, the need for personalized trips to discover Greece while respecting nature, having a low impact on the environment, promoting the cultural heritage, supporting the local economy, is rising as well and opens new possibilities for additional development.

Plastic waste being a huge issue in Greece, as well as waste management in general, a lot of initiatives could be developed in order to tackle this burden. Youth throughout NGOs, associations, events... organize regular clean-ups all over Greece.

Unfortunately those extremely useful and good initiatives are not enough to solve the waste issue. A better management of waste by the municipalities and regions would definitely be part of the solution. Promoting and funding affordable alternatives to the population in order for them to reduce their everyday waste is an additional alternative. Through offering vouchers or refunds on eco-friendly and reusable products, tools, the population would reduce their waste production and thus allow a better and easier management of waste.

#### 4.5 Lithuania

Local heritage resources in Kaunas and its region mentioned by respondents (in the questionnaires) and by stakeholders (during the discussion):

- Raudondvaris manor;
- Raudonė castle;
- Veliuona;
- Samylai mounds;
- Kaunas Lagoon Regional park;
- Dubrava reserve district;
- Jiesia landscape reserve;
- Kaunas Fortress.

Kaunas Lagoon Regional park.  
Many discussion participants

agreed that Kaunas Lagoon Regional park is worth mentioning. It was established by the Supreme Council of the Republic of Lithuania in 1992, September 24 in order to preserve the unique landscape of Kaunas Lagoon pond landscape, large outcrops, flooded estuary of Nemunas, unique architectural complex of Pažaislis monastery, stability of Kaunas Lagoon natural ecosystem, biota components, especially valuable Gastilioniai forest with dormant population and cultural heritage to use <https://kaunomarios.lt/apie-parka,p35>.

#### **Kadagių Valley (a part of Kaunas Lagoon Regional park).**

The educational route of 1.3 km.

#### **Dubrava swamp (a part of Kaunas Lagoon regional park).**

The educational route of 1.9 km.

The ensemble of Pažaislis Church and Monastery (also a part of Kaunas Lagoon regional park) is one of the finest masterpieces of mature Baroque architecture in North-Eastern Europe. A sanctuary on the outskirts of Kaunas, in a remote forest at that time, in the 17th century. The Chancellor of the Grand Duchy of Lithuania, Kristupas Žygimantas Pacas (1621–1684), built it for the Camaldolese monks. The ensemble was

designed by Italian architect Giovanni Batista Frediani, decorated with moldings by Lombardy sculptors and frescoes by Florentine painter Michael Archangel Palonis. The uniqueness of the ensemble is determined by a unique architectural solution. For the first time in Europe, a concave plane of the church façade, a rather rare hexagonal plan, an axially symmetrical composition of the whole monastery were used.

Kaunas Fortress is a polygonal type defense system built in 1882–1915 in Kaunas city and its surroundings. **Kaunas Fortress** reflects the art of engineering and construction possibilities of that time. Its defensive facilities are still astonishing to the extent of landscape redevelopment, underground structures, and a perfectly tidy water system. This is a real cultural heritage in Kaunas with authentic details.

In cooperation with our stakeholders as Kaunas IN, Hotel Babilonas, Urbanbee, State Service for Protected Areas under the Ministry of Environment, and others we will try to look for new tools and ways to encourage and increase interest and knowledge in local heritage resources.

For now we cannot think of any

problem we could face in implementing the project activities, just the ones related to Covid-19 as it's hard to tell when restrictions will be decreased in Lithuania. Moreover, due to the pandemic, it's questionable how people will feel after the quarantine, how much free time would they have, and what kind of interest they might have in local ecotourism as they might choose going to foreign countries for vacations.

#### 4.6 Portugal

**Weaknesses and problems to be overcome, opportunities offered by the territory and local heritage resources to be exploited**

**Strengths (opportunities) - Resources and local heritage**

Who like nature can (almost) sleep in the middle of nature and for fans there is a diverse offer, in line with each one's tastes and possibilities. Between housing tourism, local accommodation, rural tourism and hotel units, there are 78 tourist developments in the municipality of Arcos de Valdevez, comprising 727 beds, spread over 437 rooms. In recent times, a hotel located in the locality of Porta do Mezio, with an offer of 25 rooms (and with authorization to double

this capacity), and the Arcos Hotel (130 beds) reinforced the offer of accommodation in the municipality, where the Peneda Hotel is one of the main icons, while, in the village of Soajo, there is a hotel, although it is closed at the moment. Otherwise, there are two other major tourist developments in the village of Arcos de Valdevez.

One of the keys to economic development lies in the natural and scenic wealth that crosses the territory of Arcos de Valdevez. In this sense, and as an example, the Municipality has made a strong investment on the ecopaths network (bordering the Lima and Vez rivers) and in the tracks. Altogether, 300 kilometers of trails are passable, although there are many sections without signposts and little or nothing valued.

In order to promote environmental tourism, based on the use of natural resources, three projects are in the growth phase (two buildings and an international classification), whose achievements will mean a “leap” in the visitation to the municipality. This is the case of the Biological Park at Porta do Mezio, which is applying for financing, which will host 27 species of indigenous animals (15

wild and 12 domestic), spread over 7 hectares of area. At the county, the creation of an Eco park is planned, an interpretive space to be created in the vicinity of Campo do Trasladário, contemplating the construction of three gardens inspired by the emblematic figure of Father Himalaya. Finally, the classification of Sistelo agricultural terraces as a cultural landscape, according to the opinions of the Monitoring Committee of the Regional Directorate for Culture, it is considered a feasible ambition, making this view, as beautiful as it is distinct, and in harmony with human action, another reason for tourist attraction.

Also noteworthy is the huge area that our municipality has within the only National Park, where we can contact nature in its most primitive state, as an example is the integral area of Ramiscal.

Between nature (mountains and river, at the top) and the built heritage, there are, therefore, good reasons to find in the Arcos de Valdevez the dreamed evasions that tourists / visitors seek to practice Ecotourism.

Another strong point that allowed tourism to be exponentiated, oddly enough, was the Pandemic, because people wanted the

interior regions and nature, due to being areas less exposed to the contagion situation. Pandemic has enabled levels of local demand never seen before, consolidating the name of our village in the national tourism panorama.

### **Weaknesses - problems to overcome**

- Poor environmental control (nature guards);
- Depreciation of some ecosystems (fires);
- Tourism poorly integrated due to lack of supply structure;
- Weak contribution of cultural and recreational dynamics;
- Low occupancy rates for tourist accommodation.

## **REGIONAL LEVEL**

### **Strong points**

- Wealth of endogenous resources as strategic factors of differentiation, with national and international dimension (ex. Wines).
- Vast and rich historical-cultural and archaeological heritage conferred in the 4 sites classified with the status of World Heritage - UNESCO.
- Popular culture manifested in good hospitality, crafts and traditional events.
- Douro - The oldest defined and regulated wine region in the

world.

- Region of the Country with the highest offer of Rural Tourism and Spa Resorts.
- Good North/South interregional accessibility.
- Capacity of Francisco Sá Carneiro International Airport.
- Weaknesses
- Inability to retain visitors in the Region (reflected in low occupancy rates and average stays).
- Deficit of image and notoriety in international markets.
- Absence or poor tourist signs.
- Need for qualified human resources in the sector, with implications at various levels, namely, in the engineering and design of the tourist product, in the provision of tourist information, hotel and restaurant services.
- Incoming/Receptive activity still underdeveloped.
- Coordination difficulties between the various agents operating in the tourist market
- Absence of a municipal spatial planning plan.

## **NATIONAL LEVEL**

### **Strong points:**

- National Residents (talents) and foreign citizens from all areas. A huge and poorly used

potential due to the strong obstacles in accessing quality education and employment, which many face, hampering the possibilities of realizing and maximizing their profitability, in favor of the country;

- Diaspora, around 5 million talents around the world, businessmen, researchers, artists, managers, technicians, invaluable as “ambassadors” of Portugal, business partners, investors and even consumers of Portuguese products;
- Territory and natural resources, from Minho to the Algarve and Islands, including our huge sea. Much of it has excellent infrastructures. It is not because of lack of these resources that the country is not rich, but because of the inability to make the best use of them;
- European Union, belonging to the world's largest economic bloc (500 million inhabitants) and the most civilized (environmental awareness), market for our products, economic and military safety net is a huge advantage, which could be even better if it functioned better;
- Portugal 2020, 25 billion euros available to finance our

collective development which, if well used and as much as possible anticipated, could strongly boost the economy.

### **Weaknesses:**

- Very high external debt, which makes us vulnerable in the face of any national or international problem that may occur, and will occur, and therefore, its deep and accelerated reduction should be a priority;
- Political-constitutional system, apparently blocked, which makes it difficult to obtain majorities and consensus and promotes weak leaders who “weaken strong people”, unable (?) to put the country before minor interests;
- Confusing legislative and administrative architecture, promoting slowness and injustice, too concerned with the accessory - procedures, and not the essentials - justice and development;
- Very high level of exclusion, educational, cultural and economic. Pay attention to the waste of having 14% unemployment (official ...).

Finally, it should be noted that Portugal was elected by the World Travel Awards as the best tourist

destination in the world and ecotourism finds here an ideal partner to be developed.

## 4.7 Romania

Actions to attract villages that have natural, cultural-spiritual potential in the networks of domestic tourism and international tourism are in permanent progress in our region. Rural tourism is a particular form of tourism, more complex, comprising both touristic activity itself (accommodation, meals, touristic traffic, additional tourist services) and the economic (usually agriculture), located in the villages of Bucovina favorable conditions for development.

Rural areas have rich touristic potential that exists both in mountain and in the submontane areas.

Besides the historical and natural monuments, tourists' interests are increased by the existence of some

valuable resources in the field of biodiversity.

## 4.8 Spain

Spain is a country recognised worldwide for its heritage, its culture, its cities and towns, its natural areas and other places of interest. Due to its historical and

geographical diversity, Spain's heritage is very different. Nowadays in our region, Andalusia, there are eight sites (seven exclusive and one shared with other Autonomous Communities) recognised as World Heritage by UNESCO, being the Antequera Dolmens Site the only one in the province of Málaga. If we consider the List of Intangible Cultural Heritage of Humanity, Spain has a total of 18 elements, being the most emblematic the Flamenco, which was declared one of the Masterpieces of the Oral and Intangible Heritage of Humanity in 2010. If we consider the Regional Catalogue of Andalusian Institute of Historical Heritage a total of 311

immovable assets, 5,601 movable assets and 11 intangible heritage should be protected in the City of Málaga. The most important business sectors in Málaga are tourism and services, having the city a major airport, high-speed train infrastructure to Madrid and Barcelona, a maritime station and different cultural facilities such as the Picasso Museum, Centre Pompidou Málaga, Museum of Málaga, etc. It is an important tourist destination, known as "the capital of the Costa del Sol", with an estimated 6 million tourists visits

each year. In the last question of our survey, we ask respondents to provide ideas of activities that could be interesting to develop or promote in their area and we can verify that they have many opinions and suggestions:

- More hiking routes and more knowledge of the mountains through sustainable guided tours;
- Tourist activities are more connected with the people they live in the place, to know their daily life, their habits and customs, etc. Activities that promote the cultural exchanges among people from different cultures and backgrounds;
- Hiking routes with cultural and gastronomic proposals;
- A diploma for people that have visited a minimum number of places that are not the most common or well-known;
- Discounts or special bonuses to visit places close to where someone live;
- To tell the history of the town and then to take a hiking tour surrounded by peace and nature where the events/stories took place. At the end of the journey and

being in a panoramic location where it is possible to look at the whole village, discussion and reflection on the sustainability of the town/village, main sources of income for the families, etc.

- Activities to explain the stars and planets;
- Something to facilitate the connection of cities and natural resources because some of the them are very difficult to reach without a car;
- Activities for children to improve their knowledge of the city history;
- Leisure and free time activities, including outdoor sports and multi-adventure activities or short trips to try different types of sport;
- Campaigns to promote sustainable tourism and sustainable purchases;
- Excursions for knowing the work of the olive harvest in the olive grove;
- New activities connected with tourism at Covid-19 time;
- Activities for developing communication skills, autonomy and independence;
- Activities of professional orientation for people of all ages, especially young people;



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- Training programmes for young people on how to start their own business and keep it successful with a positive impact on the community and environment.



## CONCLUSION

In most of the countries there is still room for improvement in the field of Ecotourism. Tourism in general in the eastern countries is coming slowly while in the western countries it has been common for decades. Maybe that gives them some advantage but we are sure that there are more trails to discover, more stories to tell, more beautiful places to visit, and more young people ready to present it.

### Italy:

Italy and the Umbria region are very rich in cultural and natural resources, but sometimes they are not well preserved and enhanced.

The concept of sustainable tourism is not well known to everyone, perhaps sometimes attention is paid to protecting the environment, while often little attention is paid to the local economic and social impact, taking into consideration the needs of visitors, companies, host communities, in addition of course to those of the environment.

The ongoing Covid-19 pandemic has certainly affected the habits of the population across Europe. In our country, at the local level, especially during last summer, the first changes have already been seen. Also from the answers collected in the survey and analysis carried out for this project, we can find a growing interest in local tourism, with outdoor activities, which includes trekking and mountain walks, but also the rediscovery of small villages, far from mass tourist sites.

Continuous education regarding the safeguard of environment, the new services to be offered in the field of sustainable tourism and social enterprise, attentive to the needs of the community, will certainly be a winning card for the professional inclusion of young people and their active participation in society.

### Croatia:

Tourism in our county is very developed, but according to some factors, we are behind other counties in Dalmatia. For example, we don't have any five-star hotels. But at the same time we have 2 national parks and 3 nature parks which gives us the right to be very successful in the development of sustainable tourism. Tourism in our county is mostly family type, but other types of tourism are slowly coming into focus, such as festival tourism in Tisno, Robinson Crusoe style tourism in the Kornati archipelago, sports tourism in the pre-season and sub-season .... We also have the first theme-beach: archeological beach in Murter. However, all this did not result in a quality strategy that would rely on sustainable tourism as a spark of economic development in our county, but everything happens spontaneously. Foreigners are looking for loopholes in the law and damaging the environment which leads to the irreversible

destruction of natural resources. People have always been afraid of the Spanish scenario, that is, overbuilding the apartments and concreting the coast, and this is exactly what is happening to us because people in office see nothing but their own profit. We definitely need to educate workers and young people in order to protect the remaining valuable area for future generations. Tisno municipality with around 3000 inhabitants has more than 30 students with scholarships but when you compare it with Šibenik, regional capital, with 50 000 inhabitants and only 70 scholarships, it's clear that we invest in youngsters and our future. The only thing is that we need to give them space to make progress and realize their ideas.

### **Greece:**

Although there is no universally recognised definition of eco-tourism, the term generally refers to tourism that features travel to a country's relatively untouched natural areas with the intention of seeing and appreciating the local landscape, flora and fauna, while causing minimal disturbance or impact to that area. As well as appreciating the natural environment, eco-tourism also includes gaining an improved understanding of the cultural aspects of an area, such as the festival we discussed during our interview. Eco-tourism has become an increasingly popular tourist option in Greece and in recent years the Greek government has recognised the importance of preserving its natural habitat. It has also breathed new life into traditional rural towns and villages. Great swathes of countryside have been designated as new national park areas and new laws have been passed to protect the environments found there. There is also a growing trend for geo-tourism, which focuses on the geological elements of the landscape, such as volcanoes (sleeping), gorges, caves, rock formations and fossilised areas, Moreover, blue growth (startups of the sea) .

Despite its limited surface area, Greece is endowed with a particularly rich and diverse natural environment punctuated by striking contrasts. Rugged coastlines, imposing rocky massifs, forests, caves, gorges, lakes and rivers, combined with the mild climate makes it a fantastic destination for tourists who are looking for something more invigorating than just a holiday spent on the beach. Coastal and maritime tourism has been also increased through the local startups ecosystem that we discussed during our interviews, encouraging eco-friendly activities related to coastal tourism such as sailing, diving, windsurfing, fishing trips, kite-surfing and swimming forms a key component of Ecotourism Greece's Blue Growth philosophy.

## Lithuania:

Ecotourism in Kaunas is an innovative tourism service, and although it is an increasingly popular field of tourism in Europe, it is still trying to make its way in Lithuania. The main value of ecotourists is the feeling of the environment at different times of the year, and comfort or consumer rest is in the background.

After analyzing the local situation (54 respondents), we noticed that the favourites way to spend the holidays are:

- Adventure tourism, cognitive tourism (historical, cultural), ecotourism;
- Traveling to other countries or visiting new places in Lithuania, enjoying local cuisine;
- A combination of relaxation and active vacation;
- Spending time in the village, on the beach, in nature;
- Spend time with family.

Some important cultural and natural objects of Kaunas and its district, which were named by the respondents and participants of the discussion, which are worth visiting, protecting and preserving are Kaunas Old Town, Raudondvaris Manor, Raudonė Castle, Veliuona, Samylai Mounds, Kaunas Lagoon Regional Park, Dubrava Reserve District, Jiesia Landscape Reserve, Kaunas Fortress.

It should be noted that the survey found that people's understanding of sustainable tourism and social entrepreneurship, what it is, is low. Respondents were better off naming the definition of social entrepreneurship, but in general, only a small number knew the exact/true definitions.

The topic of the project was interesting, useful and necessary to develop in Lithuania for the participants of the discussion. They also stressed the need to talk not only about ecotourism objects, but also about the concept of ecotourism itself.

In cooperation with stakeholders such as Kaunas IN, Hotel Babilonas, the State Service for Protected Areas under the Ministry of Environment, etc., new tools and ways will be sought to stimulate and increase interest and knowledge of local heritage resources. The potential consequences of the pandemic, how people will feel after quarantine, how much free time and what interest they will have in local ecotourism, and whether they will not miss trips to foreign countries are of considerable concern.

## Portugal:

In this last chapter, we highlight the importance of EPRALIMA's involvement in this project, since the values of social entrepreneurship and entrepreneurship in the field of environmental tourism are fundamental to our village and an opportunity for our students.

EPRALIMA, as a school, in addition to forming intermediate staff, necessary for local development, contributes to reducing dropout rates and school failure, enhances endogenous potential, revitalizes the social fabric in the light of equal opportunities and optimizes endogenous resources, should also promote entrepreneurship as a tool that may be useful to them in the future. Entrepreneurship has had a major global impact, especially regarding to changes in the global market. There are more and more entrepreneurs in the world, working in different sectors and organizations. It is a professional action for business development, clearly aiming at economic profit.

It is within this line that Portugal has sought to stimulate young people, through the network of startups and events such as the Web Summit, held in Lisbon. However, our society remains very conservative and intolerant of failure, so schools like EPRALIMA, have the mission of stimulating entrepreneurship in young people, although times are prudent and young people must be alerted to the challenges of entrepreneurship and for the consequences of failures. For our village, which has a huge potential in terms of environmental heritage (Peneda Gerês National Park, Ecovia do rio vez and Ecovia do rio Lima, Socalcos de Sistelo and the Serranas-Gavieira and Soajo villages), as was exposed throughout the work, raising the community's awareness to the importance of entrepreneurship in the environmental area, can open a window of opportunity projecting Ecotourism and environmental tourism, awakening their interest for the emergence of a new activity that generates wealth and local development. Parallel to this aim, it should be noted that, at the same time, it alerted the community to the growing importance of adopting good nature conservation and preservation practices. Creating a new mentality around the development of a sustainable activity, which seeks to satisfy the needs of the current generation, without compromising the ability of future generations to satisfy their own needs. It means enabling people, now and in the future, to achieve a satisfactory level of social and economic development and human and cultural fulfilment, while making reasonable use of the earth's resources and preserving species and natural habitats, which our town has done over time and which was again highlighted with this project. Another important aspect of this project was social entrepreneurship, a concept that is still a little unknown to the general population, as reflected in Chapter 1. One of the our partners and which has contributed a lot to its dynamization, INCUBO, developed a transnational project as a way to awaken the interest of entrepreneurs in the social area, highlighting the importance of the emergence of businesses in this area. To conclude, one special note, to thank the way these two institutions, Ardal and Incubo, cooperated with EPRALIMA in promoting this project. Thank you very much.

## Romania:

The development of tourism, in addition to the numerous benefits for the economy and society in the short and medium term, can represent a threat to the natural environment, leading to long term loss of income, as a result of the decline in the tourist flow in the affected areas. The Moldova Area offers good perspectives for the future development of tourism, but this will increase the pressure on the components of the natural environment and historical cultural heritage. Given that environmental infrastructure in the Moldova region is still precarious, tourism development strategies should include measures which would lead to its development in order to be able to absorb and neutralize the effects of mass tourism. It is necessary, therefore, the rethinking of the tourism development strategies in areas with attractiveness by placing them as the central element of the development policies. An important role in the initiation and implementation of tourism development strategies is the process of planning. Tourist plans should be carried out through a wide collaboration of all interested parties (economic operators, public entities, members of communities, research-innovation units) in order to incorporate the interests of all stakeholders. The community can also play an important role in ensuring successful implementation of tourism plans in meeting the goal of sustainability, particularly in respect of provision of hospitality and visitor safety and security.

The issues that have been analyzed revealed the fact that tourism as an activity with multiple economic and social implications, supported by the natural and anthropic resources, must be developed on the basis of strategies aimed, on one hand to ensure the economic and social welfare and on the other hand to protect and preserve the natural and cultural heritage.

## Spain:

Malaga is a well-known tourist destination with museums, monuments, cultural activities and different services connected with hospitality; its province and Autonomous Community is also rich in natural resources, not only beaches but also mountains, and famous cities and villages. Although in the past its economy was based on industries, tourism is a direct and indirect source of income for most of the population of Malaga. However, after analysing the local situation and especially those of young people, many problems have been detected, such as precarious jobs and high levels of seasonality, black market or employment contracts not aligned with effective number of working hours/days, impact on youth emancipation of tourist apartments, etc.



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The Covid-19 pandemic is a big challenge for a city like Malaga, which is highly dependent on tourism and where many young people used to find jobs, although many of them were precarious, in the field of tourism and hospitality. However, it could be also seen as a possibility in terms of changing the existing system and rebuilding it under the principles of sustainability, commitment and participation.



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***There is a powerful  
force unleashed  
when young people  
resolve to make a  
change***

**- JANE GOODALL**

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