

## SUSTOUR-MED

2021-2-EL01-KA210-VET-000048093

*KA210-VET - Small-scale partnerships in vocational education and training*



## Good Practices: *Education In Progress*

<b>Practice number</b>	5.1
<b>Name of the Practice</b>	Associazione Italiana Turismo Responsabile (AITR)
<b>Theme</b>	<i>Awareness raising</i>
<b>Type</b>	<i>2. service 4. Online platform/app</i>
<b>Developer / initiator</b>	AITR
<b>Short description</b>	<i>AITR is a non-governmental and non-profit association; it has no direct or indirect profit motives. AITR is guided by ethical and democratic principles and therefore promotes and coordinates activities that support responsible, sustainable and ethical tourism.</i>
<b>Goal</b>	<i>Its goal is to raise citizens' awareness and promote a lifestyle and consumer behavior that is fair for all stakeholders.  The AITR promotes the dissemination and affirmation of a sustainable and responsible tourism culture, principles and practices. It promotes positive interaction between local communities, travelers and tour operators. It supports the development of its members through communication, promotion, partnerships and training initiatives.</i>

<p><b>Detailed description</b></p>	<p><i>AITR was born on May 15, 1998. Eleven founding members, non-governmental organizations, tour operators and environmental associations, came together to analyze and contrast the negative (and denied) aspects of tourism. The definition of responsible tourism is elaborated with great commitment and responsibility, discarding various ideas over the years until arriving at the definition adopted in Cervia in 2005: it shows no signs of aging and remains the one adhered to by associations, tourism operators, training institutions, public bodies and all interested parties in Italy and abroad. The identity of the Italian Association for Responsible Tourism stands out clearly from other organizations with a similar spirit, thanks to the particular values of the AITR, which have been preserved to this day.</i></p> <p><i>members of the association gets the following benefits:</i></p> <p><b>OPPORTUNITIES OF ASSOCIATIVE LIFE</b></p> <ul style="list-style-type: none"> <li>- <i>Networking: within the network, there are various opportunities for collaboration with AITR members (tour operators, NGOs, associations, publishers, accommodation providers, etc.)</i></li> <li>- <i>Cooperation between members to participate in national and European tenders</i></li> <li>- <i>The association life, through seminars, conferences and presentations, offers numerous opportunities for</i></li> </ul>
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	<p><i>comparison and discussion on tourism policies and, in particular, on the development of responsible tourism.</i></p> <ul style="list-style-type: none"> <li>- <i>Participation in the local association life thanks to the territorial offices of the AITR (APS)</i></li> </ul> <p><b>VISIBILITY</b></p> <ul style="list-style-type: none"> <li>- <i>Visibility on the website and in information and awareness materials</i></li> <li>- <i>Promotion through social networks and the newsletter</i></li> <li>- <i>Publications (e.g. "Responsible tourism, what is it, how to do it"; The journey and the encounter)</i></li> <li>- <i>Support and collaboration in the participation in fairs and festivals (Fa la Cosa Giusta, BITAC, Festival iT.A.Cà, etc.). The AITR fulfills an important function in raising awareness of local, national and European institutions with the aim of influencing tourism policies. Membership in the association allows you to bring your concerns to the internal debate and at the same time contribute to build a positioning of the AITR on the major issues of tourism.</i></li> </ul>
<p><b>Innovativeness</b></p>	<p><i>The innovative service focuses on sustainability and on promoting ethical tourism, raising awareness among tourists.</i></p>
<p><b>Financial aspect</b></p>	<p>€ = Minimum Investment</p>
<p><b>Country</b></p>	<p>Italy</p>

<b>Target Group</b>	<i>small hotels, tourism offices, tourism agencies destination managers</i>
<b>Transferability</b>	<i>This type of association promotes the visibility of small hotels, tourism offices, tourism agencies and by participating and destination managers collaborating in the events organised by these associations, small hotels and travel agencies and destination managers benefit from good value and visibility.</i>
<b>Website and/or relevant links</b>	<i><a href="https://www.aitr.org/">https://www.aitr.org/</a></i>
<b>Contact information</b>	<i>info@aitr.org</i>