

## **SUSTOUR-MED**

**2021-2-EL01-KA210-VET-000048093**

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



### **Good Practices: Green Village**

<b>Practice number</b>	5.1
<b>Name of the Practice</b>	Weltweitwandern
<b>Theme</b>	5. Awareness raising
<b>Type</b>	2. Service 3. Case Study
<b>Developer / initiator</b>	Weltweitwandern
<b>Short description</b>	Weltweitwandern (WWW) is a tour operator based in Graz, Austria, which promotes responsible tourism. It offers travel packages with a focus on slow travelling (hiking) in small groups of 8-12 participants to destinations all around the world.
<b>Goal</b>	To develop and offer carefully designed together with local guides which is beneficial to both the local community and the tourists.
<b>Detailed description</b>	<p>Weltweitwandern was founded by CEO Christian Hlade in 1999 and currently employs about 20 people at their headquarter in Graz, in addition to over 600 local guides and partners worldwide who are contracted for individual travels.</p> <p>The small groups stay in small often private accommodations and visit targets off the mainstream. This allows them to explore the destinations in a very profound way and to get to know the local culture better than average tourists. At the same time this form of tourism brings safety and stability for the contracted guides – a win-win-model for all parties involved.</p> <p>In addition to their tourism packages, WWW strives to make their office sustainable. They organize internal workshops for staff members and in a participatory way and develop their strategy, priorities etc. together. This includes for example avoiding plastic waste or reducing car use (during travels as well as in daily life). To reduce their ecological footprint WWW cooperates with atmosfair, and offers CO2 compensation for all travels. The office building is a low-energy building and contains</p>

	<p>an “office garden”. Two staff members are responsible exclusively for sustainability issues.</p> <p>WWW does not only contract local guides but involves them actively in educational activities. They organize seminars and workshops to foster a mutual knowledge exchange and put a focus on social sustainability (“Partner Academy” and “Guide Academy”). In addition, they engage in social projects such as building schools in Nepal and Morocco.</p> <p>WWW has received numerous awards for their activities and business model. Among others, in 2009 they were certified with „TourCert“ as the first Austrian travel agency and they also received a certificate for CSR. They actively promote their sustainability philosophy by writing a blog, participating in events and publishing sustainability reports</p>
<b>Innovativeness</b>	The innovative service is focused on sustainability and on the promotion and preservation of local cultural and environmental heritage in all travel offers that the agency provides and designs.
<b>Financial aspect</b>	€€ = Moderate investment
<b>Country</b>	Austria
<b>Target Group</b>	<p>small hotels,</p> <p>tourism offices,</p> <p>tourism agencies,</p> <p>destination managers</p>
<b>Transferability</b>	<p>These kinds of offers could be adapted to the local destination needs but other tourism offices, agencies and tour operators. The small hotels can benefit from fostering close cooperation with these kind of service providers in order to also raise awareness about sustainability issues in tourism</p>
<b>Website and/or relevant links</b>	<a href="http://www.weltweitwandern.at">www.weltweitwandern.at</a>