

Issues of GP

★ **Responsible Tourism - Modality to Discover and Respect the Community Way of Life**

★ **Active Participation of Host Communities in Cultural Tourism, Product Development and Delivery**



KEY Knowledge

- ✓ **RESPONSIBLE TOURISM** is about *"making better places for people to live in and better places for people to visit"*.
- ✓ The **EUROPEAN CAPITALS OF CULTURE Initiative** is designed to: *highlight the richness and diversity of cultures in Europe; celebrate the cultural features Europeans share; increase European citizens' sense of belonging to a common cultural area; foster the contribution of culture to the development of cities.*
- ✓ An **ECOMUSEUM** is *"a cultural institution that provides permanent functions of research, conservation, development of natural and cultural resources, representative of an environment and way of life in a specific territory, with the participation of the population"*.

Policy Implications

The Government, private sector and communities must work together to develop and implement policies relevant to responsible tourism, that create more jobs for local people, greater income for local community and increased benefits for conservation, whilst at the same time minimise the negative impact on local environment and cultures.

Recommendations

Local communities shall be involved in and benefit from tourism

- ▶ Work closely with local communities, small, medium and micro-enterprises and emerging entrepreneurs;
- ▶ Develop partnerships and joint ventures in which communities have a significant contribution;
- ▶ Consider guaranteeing loans for promising projects in communities or with emerging entrepreneurs, and providing marketing, training and managerial support;
- ▶ Foster the development of community-based tourism products by providing marketing and mentoring support;
- ▶ Encourage visitors to spend more money in the local economy;
- ▶ Sell craft and local food products through the mainstream enterprise;
- ▶ Encourage staff in local museums, arts and craft shops, local ethnic restaurants and tour operators to be more innovative in their activities;
- ▶ Consider using local entrepreneurs, experienced consultants and non-governmental organisations in developing community initiatives.

