



BEST PRACTICES FOR AN ETHICAL AND SUSTAINABLE FUTURE THROUGH RURAL TOURISM

CENTRO DE ACOLHIMENTO DO BURRO |
CRYOSANABRIA | LINKING TOURISM & CONSERVATION

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APOIO:



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<http://www.claudiacostafotogramas.com>

1. Organizations

1.1 Centro de Acolhimento do Burro (CAB) Donkey Shelter - Portugal

Antiga Escola Primária de Pena Branca
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Portugal
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CAB is a Portuguese NGO whose main goal is to rescue sick and neglected donkeys and to provide them basic veterinary care and the best welfare conditions. Additionally, CAB is also devoted to the disclosure of traditional local culture and in the outreach for animal welfare practices. To achieve this mission, CAB is a partner in animal outreach programmes, participates in technical veterinary workshops as well as cultural events.

1.2 Asociación Cryosanabria – Spain

C/ Plaza El Castillo nº2
49300 Puebla de Sanabria
España
T (+34) 66990548
www.cryosanabria.blogspot.pt
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Cryosanabria is a Spanish non-profit organization whose main mission is to promote Sanabria's natural and cultural heritage, improving the knowledge about the mountains of this region and the Iberian Peninsula. Cryosanabria develops cultural events, guides, children activities related to traditional culture and technical workshops. It also promotes environmental volunteering actions, involving local youth.

1.3 Linking Tourism & Conservation (LT&C) - Norway

Sukkerheia 4 – Kolbjornsvik
4816 Arendal
Norge
T (+47) 90254755
www.ltandc.org
peter.prokosch@ltandc.org

Linking Tourism and Conservation (LT&C) is an innovative and effective shared network. It is designed to develop tools and incentives for replication of best practices and examples of sustainable tourism that supports the establishment and management of national parks and other types of protected areas. LT&C works with individuals, businesses, and governments to strengthen the benefits of both sustainable tourism and area protection and management.

2. The project

Social dynamics have weakened the economy of rural and mountainous areas in southern Europe, where traditional activities are no longer competitive in a globalized world. As a direct result, since the 60's this area of Portugal – Miranda Plateau - has suffered a great population decline. In this rural area, most of the people are elders and the young inhabitants who live here are isolated, deprived of the social contact that the cities provide, far from the stimuli and infrastructures that in their imagination are abundant elsewhere in Europe.

Thus, the project aims to respond to the needs of these and other young people who are in the same situation of geographic isolation and who also lack economical resources. In an environment of multicultural dialogue, young people will realize that the isolation problem they face is the reality of many other young Europeans and that this issue can be transposed through the participation in European initiatives such as the one proposed in this project and in other network projects.

The project aims to give young people the necessary tools so that through the resources of their land they can develop entrepreneurial ideas. However, like other economic sectors, tourism has impacts on the territory, which should be assessed in order to establish an appropriate and sustainable strategy for its development.

Through this project, young people will contribute for the establishment of guidelines for the pursuit of ethical and sustainable tourism while developing their social skills and European values of respect for human rights in an inclusive and multicultural environment.

Partner institutions will be responsible for the selection of 5 participants and one leader; CAB will be responsible for the selection of 9 portuguese participants. Their selection will be made according to their place of origin and economical situation: young disadvantaged people living in remote or isolated places will be positively privileged.

During the mobility period non-formal teaching techniques will be used in order to encourage dialogue; walks with donkeys will also be carried out so that the participants can get to know the natural and cultural heritage of the region and thus develop an adequate sustainable tourism development strategy. It is thus expected that this project will have a high impact on their professional careers and that this educational experience will prove useful in the search or self-employment initiative. The project will also have a strong impact on the partner institutions by strengthening their capacities, increasing their scope of action, their visibility at European level and the increased contacts that this future working group will have. It is expected that the web page and facebook page will disseminate the project and also encourage other young people to participate in similar mobility initiatives. It is expected that the ebook produced as the main result of the project will serve as a strategic and contemporary model for a type of tourism that cares for the needs of nature conservation and the sustainability of local populations. This model will be adopted by the partner institutions, and it is foreseen that through its dissemination other European institutions will be reached.

2.1 Project Goals

- Provide insightful and non-formal workshops to geographically isolated young people of Norway, Spain and Portugal about tourism potential in providing economical and environmental sustainability for isolated areas;
- Provide cultural exchange and a great mobility experience for the aforementioned participants;

- Develop an ebook on sustainable tourism which will include guidelines and orientations for stakeholders;
- Create contents for communication channels to disclose the project using text, video and photos

3. Project's Phases

3.1 Before the mobility

3.1.1 People Selection

This project will involve young people from Portugal, Norway and Spain, as well as 3 group leaders from each country.

- **Selection of 1 group leader** - above 22 y/old
In the best scenario, the group leader should be involved with the organization. If it's not, the group leader should have experience with youth and tourism.
- **CAB will select 9 portuguese participants | Cryosanabria and LT&C must select 5 participants** (balanced sex-ratio) according to the following list of priorities:
Should be older than 18 y/old and younger than 30 y/old
Provide a personal Europass Curriculum Vitae
Live in remote and isolated areas

3.1.2 Preparation

In the preparatory phase, CAB wishes to develop frequent communication with both partners and participants in order to have a successful exchange in November.

It will be useful to maintain e-mail exchange and skype conversations as frequent as possible to tackle potential misunderstandings.

In order to involve participants in an early stage, they will have to:

- Fill a project diary during key moments. The diary should be filled with their expectations before the mobility, their progress during the mobility and a balance after the mobility. The project diary will be designed and shared by CAB to Cryosanabria and LT&C.
- Define the specific topic of 10 workshops on sustainable tourism. The organizations may create a list of hypothetical themes.

In order to maintain contact between organizations CAB will arrange at least 1 skype meeting in September and 2 skype meetings in October.

CAB will also design and provide a platform where all relevant documentation will be gathered and uploaded.

3.2 During the mobility

During this phase, organizations and group leaders should be able to:

- Provide workshops on the agreed topics
- Accompany participants
- Join the project activities (please see time schedule)

Day	Morning	Afternoon
7 th	Travel to Portugal	Travel to Portugal
8 th	Participant's reception Participant's presentation	Getting to know local villages and interaction with local community
9 th	CAB, Cryosanabria and LT&C presentation	Participation in the village's rural tasks
10 th	Participation in the traditional activity "Brano de Sao Martino" at Vilar Seco village ¹ Communal lunch	Participation in the traditional activity "Brano de Sao Martino" at Vilar Seco village Communal dinner
11 th	Participation in the traditional activity "Brano de Sao Martino" at Paradela village Communal lunch	Participation in the traditional activity "Brano de Sao Martino" at Paradela village Communal dinner
12 th	Creation of the project's blog and social media channels with participants	Creation of the project's Website, blog and social media channels with participants Visit to CAB's facilities
13 th	#1 st Workshop on sustainable tourism. Specific subject will be defined by participants during the Preparatory Phase #2 nd Workshop on sustainable tourism. Specific subject will be defined by participants during the Preparatory Phase	Visit to Uva's Traditional pigeon dove cots Interpretation Centre runned by Palombar
14 th	#3 rd Workshop on sustainable tourism. Specific subject will be defined by participants during the Preparatory Phase #4 th Workshop on sustainable tourism. Specific subject will be defined by participants during the Preparatory Phase	Content production for the project website and social media channels. Content uploading.
15 th	Plenary session to discuss potential issues, difficulties and progress	Hike at the Douro Natural Park (birdwatching)
16 th	#5 th Workshop on sustainable tourism. Specific subject will be defined by participants during the Preparatory Phase #6 th Workshop on sustainable tourism. Specific subject will be defined by participants during the Preparatory Phase	Visit to Miranda Donkey Promotion Centre runned by AEPGA
17 th	#7 th Workshop on sustainable tourism. Specific subject will be defined by participants during the Preparatory Phase #8 th Workshop on sustainable tourism. Specific subject will be defined by participants during the Preparatory Phase	Content production for the project website and social media channels. Content uploading. Documentary about sustainable tourism exhibition.
18 th	Visit to Algosó Castle (historical heritage tour)	Ebook planning and organization
19 th	#9 th Workshop on sustainable tourism.	Farewell party

¹ In this traditional and ancient party, chestnuts are eaten. You can check photos from a previous year here: https://www.facebook.com/pg/aepga/photos/?tab=album&album_id=1550380288341384

	Specific subject will be defined by participants during the Preparatory Phase #10 th Workshop on sustainable tourism. Specific subject will be defined by participants during the Preparatory Phase	
20th	Closing Plenary Session	Participants farewell
21st	Participant's travel back to their countries of origin	Participant's travel back to their countries of origin

3.3 After the Mobility – Project Disclosure

CAB, Cryosanabria and LT&C should disclose the project through the following channels:

- E-book shares
- Traditional media (TV's, newspapers, radio)
- Organization's and project website
- Social media channels

4. Practical Arrangements

CAB responsibility

- Select 9 Portuguese participants
- Create a document for participants which will include project goals, the full program and practical information (accommodation conditions, trip description, etc)
- Create an individual participant diary layout. The contents should be asked by partners to participants.
- Communicate frequently with partners.
- Arrange skype meetings.
- Design and provide a web platform where all relevant information/documents about the project will be uploaded.
- Provide accommodation.
- Provide plane tickets reimbursement travelling to Portugal.
- Provide transportation from the airport to the mobility area (Miranda do Douro); Provide transportation during the mobility period.
- Provide all meals during the mobility period.
- Provide an insurance for every person who is involved in the mobility (participants, group leaders, etc).

Cryosanabria and LT&C responsibility

- Select 5 Spanish participants and 5 Norwegian participants
- LT&C should buy the plane tickets to Porto or Madrid (the cheapest alternative). CAB will reimburse the travel expenses.
- Communicate frequently with CAB and participants.

- Promote language learning through the following website: <https://erasmusplusols.eu>

5. Project Monitoring/Assessment

The project will be assessed through the following:

- Participant's diaries.
- 4 google forms which will be prepared by CAB and delivered to Cryosanabria and LT&C in order to be filled, during different project moments.
- Number of news about the project on traditional media and digital media
- Number of publications/content creation in the project platform and social media (minimum 20)
- Number of ebook downloads (minimum 100)
- Number of meetings made between organizations throughout the all project (minimum 15)
- Invitations to participate in similar events/projects