

ITALIAN ASSOCIATION FOR RESPONSIBLE TOURISM



Since 1998 AITR has promoted the diffusion and works for the global affirmation of the culture, principles and practices of sustainable and responsible tourism. It favors the positive interaction between local communities, travelers and tour operators. It supports the development of its members through communication, promotion, partnership and training initiatives.

AITR WEBSITE: WWW.AITR.ORG

AITR EMAIL : INFO@AITR.ORG

VALPELLINE - VALLE D'AOSTA ITALY



NaturValp is an Association for the development and the promotion of responsible tourism in Valpelline



NATURAVALP VISION AND MISSION

VISION:

- The development of tourism must be based on the criterion of sustainability, this means that it must be ecologically sustainable in the long period, economically convenient, ethically and socially fair for local communities and must exclude all forms of aggression against the territory and consciences.



MISSION:

- Encourage relationships between economic, cultural and social operators
- Develop mutual collaboration with great transparency, with the aim of creating a local cooperation network

ACTIVITIES

NATURAVALP Activities on the territory

- Visit the artisan workshop
- Weeks in mountain for children
- Visit of the farms
- Mountain climbing
- Nights excursions
- Snowshoes excursion
- Workshop with naturalistic photographer
- Climbing
- Trekking Aosta - Bionaz with donkeys

REFERENCE

NATURAVALP WEBSITE > <http://www.naturavalp.it/>

NATURAVALP EMAIL > info@naturavalp.it

NATURAVALP YOUTUBE VIDEO > <https://bit.ly/2yQc02s>



LUNIGIANA – TUSCANY - ITALY



AlterEco is a cooperative that works in Equi Terme in the Apuan Village, for responsible tourism and community welfare. It is part of a local network called Lunigiana Sostenibile.



ALTERECO MISSION AND VISION

VISION:

- Community tourism as a tool that can rescue territories ; especially in the interior and rural areas the community not only benefits from tourism, but also becomes aware of social and also commercial value of its natural and cultural heritage and therefore it is stimulated to its conservation.



MISSION:

- Countering depopulation by offering new economic opportunities based on the eco-sustainable valorization of endogenous resources (naturalistic, landscape, historical)
- Involve the community in the process of making decision and participation in the realization of the project
- Offer community welfare services to improve the locale life and enhance the activities of the village
- Building a network of hospitality and community welcome address to current tourism demand trends.

ACTIVITIES

ALTERECO Activities on the territory

- Tourist and speleo-adventure routes
- Guided tour of the cave
- Visit to the old prehistoric museum and the archaeological museum
- Visit Apuan Geolab – interactive geology museum
- Cableway flight over the stream
- Adventure course with harness in the cave
- Guided tours and e-bike MTB rental
- Community Observatory and digital museum
- hot spot wi fi free on the Cave park and in the village
- Community Tour Operator Institution

REFERENCE

AlterEco Website > <https://www.altereco.company/>

AlterEco Email > segreteria@lungianasostenibile.it

Lunigiana Sostenibile Website > <https://www.lunigianasostenibile.it/>

AlterEco Youtube video > <https://bit.ly/35SBsRd>





“Responsible tourism is tourism implemented according to principles of social and economic justice and in full respect of the environment and cultures. Responsible tourism recognizes the centrality of the local host community and its right to be a protagonist in the sustainable and socially responsible tourism development of its territory. It works by promoting the positive interaction between the tourism industry, local communities and travelers.” AITR

THANK YOU