

**AITR
Italian
Responsible
Tourism
Association**

®

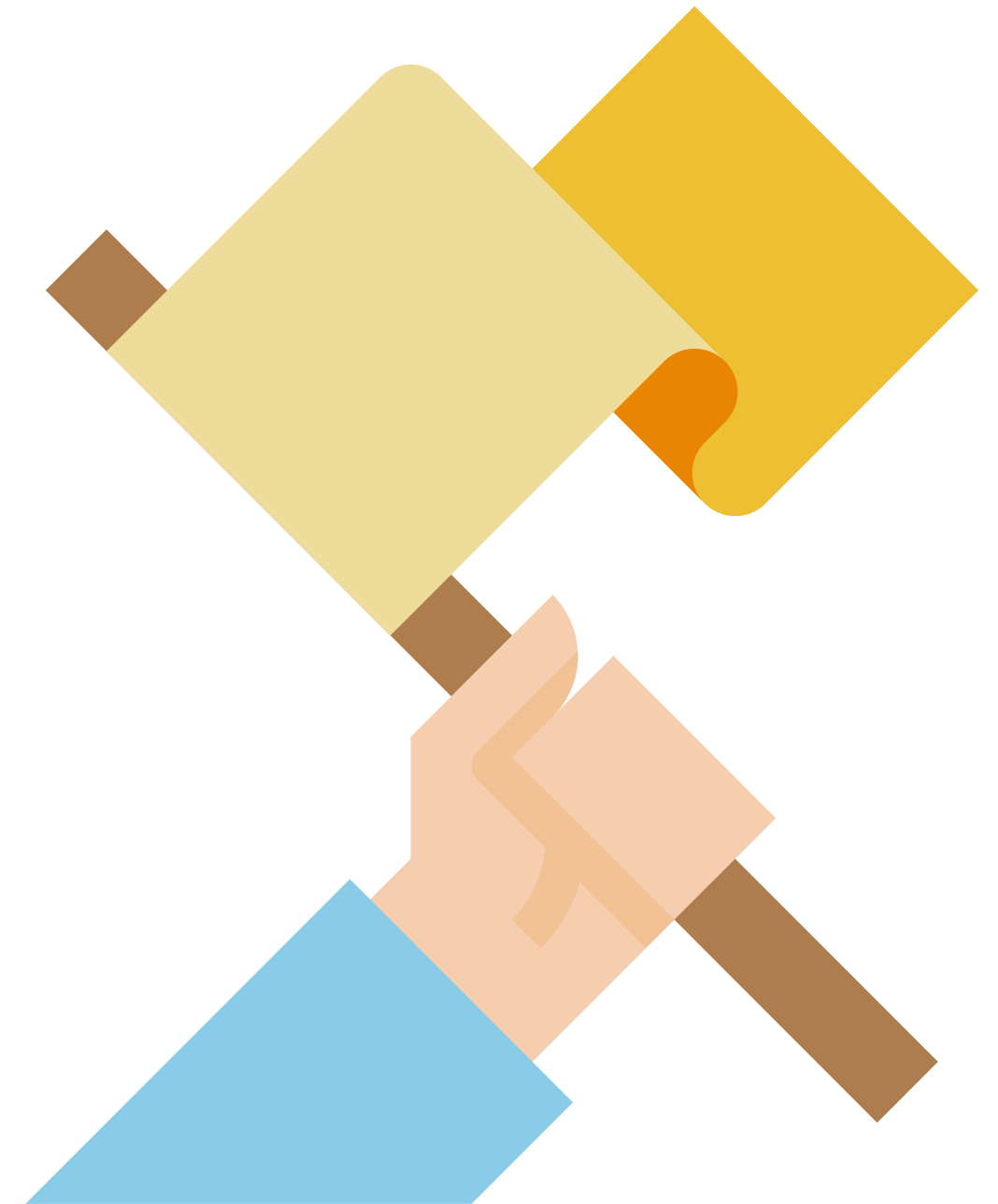


**ASSOCIAZIONE
ITALIANA TURISMO
RESPONSABILE**

MISSION

Since 1998, AITR promotes the circulation and works for the establishment, on a global scale, of culture, principles and practices of sustainable and responsible tourism. It favors the positive interaction among local communities, travelers and tour operators.

It sustains the development of its associates towards communication initiatives, promotion, partnership and education.



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DEFINITION OF SUSTAINABLE TOURISM

SUSTAINABLE TOURISM IS TOURISM CARRIED OUT ACCORDING TO THE PRINCIPLES OF SOCIAL AND ECONOMIC JUSTICE, IN RESPECT OF THE ENVIRONMENT AND CULTURES.

IT ACKNOWLEDGES THE CENTRALITY OF THE LOCAL HOSTING COMMUNITY AND ITS RESPONSIBILITY TOWARDS ITS TERRITORY, FAVORING POSITIVE INTERACTION AMONG THE TOURISM INDUSTRY, LOCAL COMMUNITY AND TRAVELERS.

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ABOUT US

Since 1998, **AITR**, as a second-level association, strives to promote **dialogue** with the tourism industry, orienting even traditional tourism towards the **adoption of good practices**.

The combination of NGOs, tour operators and environmental associations provides AITR's **heterogeneity** and **vision**, a source of constructive and original reflexions

AITR's strongpoint?
Its founding values, remained intact since its foundation

THE MEMBERS: AITR's Landmark

Combining NGOs, tour operators and environmental associations, hospitality trade members e facilities enterprises, AITR stands out for an articulate organizational structure and internal activities with worktables, commission, individual and team responsibilities.

This heterogeneous composition, today more and more emphasized, implies vibrant and lively reflexions and is a source of sharing and plurality of vision.

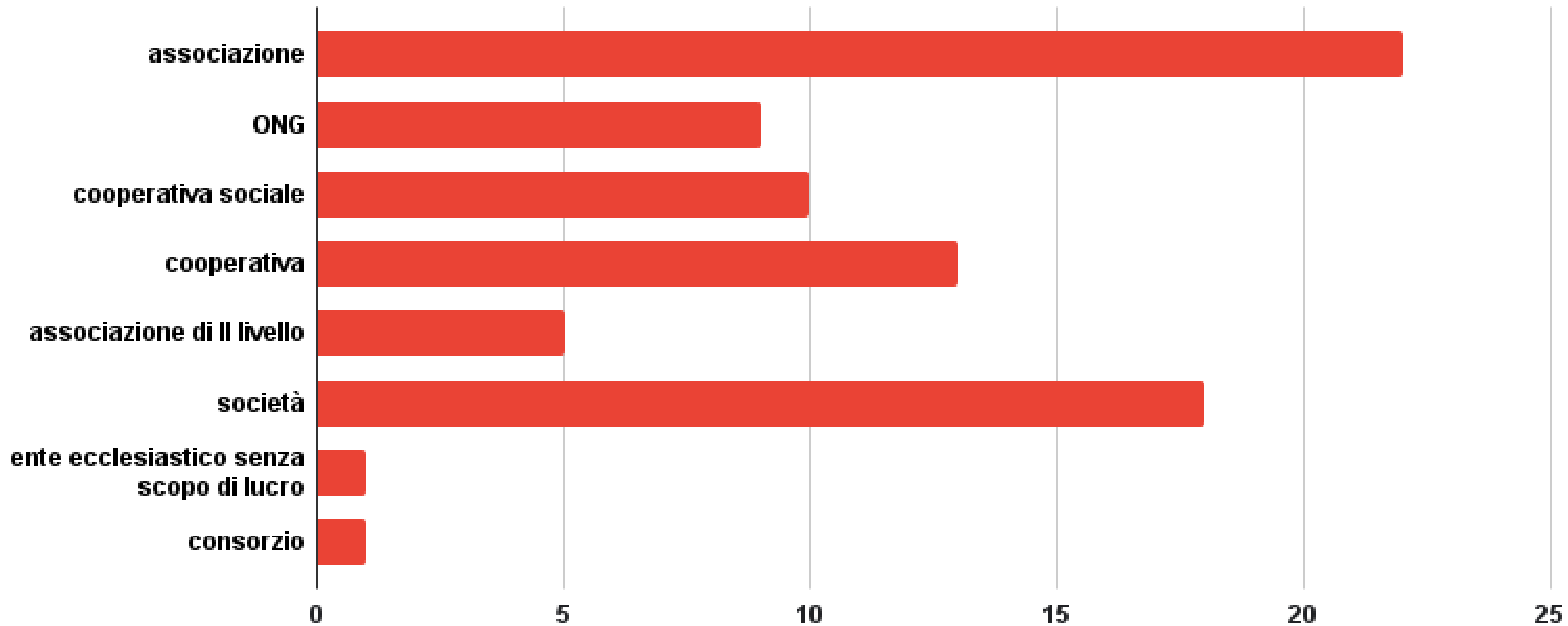
The board is made of 19 members, the role of president is held by Maurizio Davolio (Legacoop) and the vice-presidency by Paola Autore (CoopCulture), while Gianni Cappellotto (Progetto Mondo Mlal) holds the role of treasurer and Alfredo Somoza (ICEI) is the permanent guest, in the capacity of AITR ex president.

Other Important Roles: Roberto Dati is the coordinator of the school, Matteo Del Giudice is the coordinator of the table of sustainable tourism, Matteo Martino is the coordinator of the table of responsible hospitability.

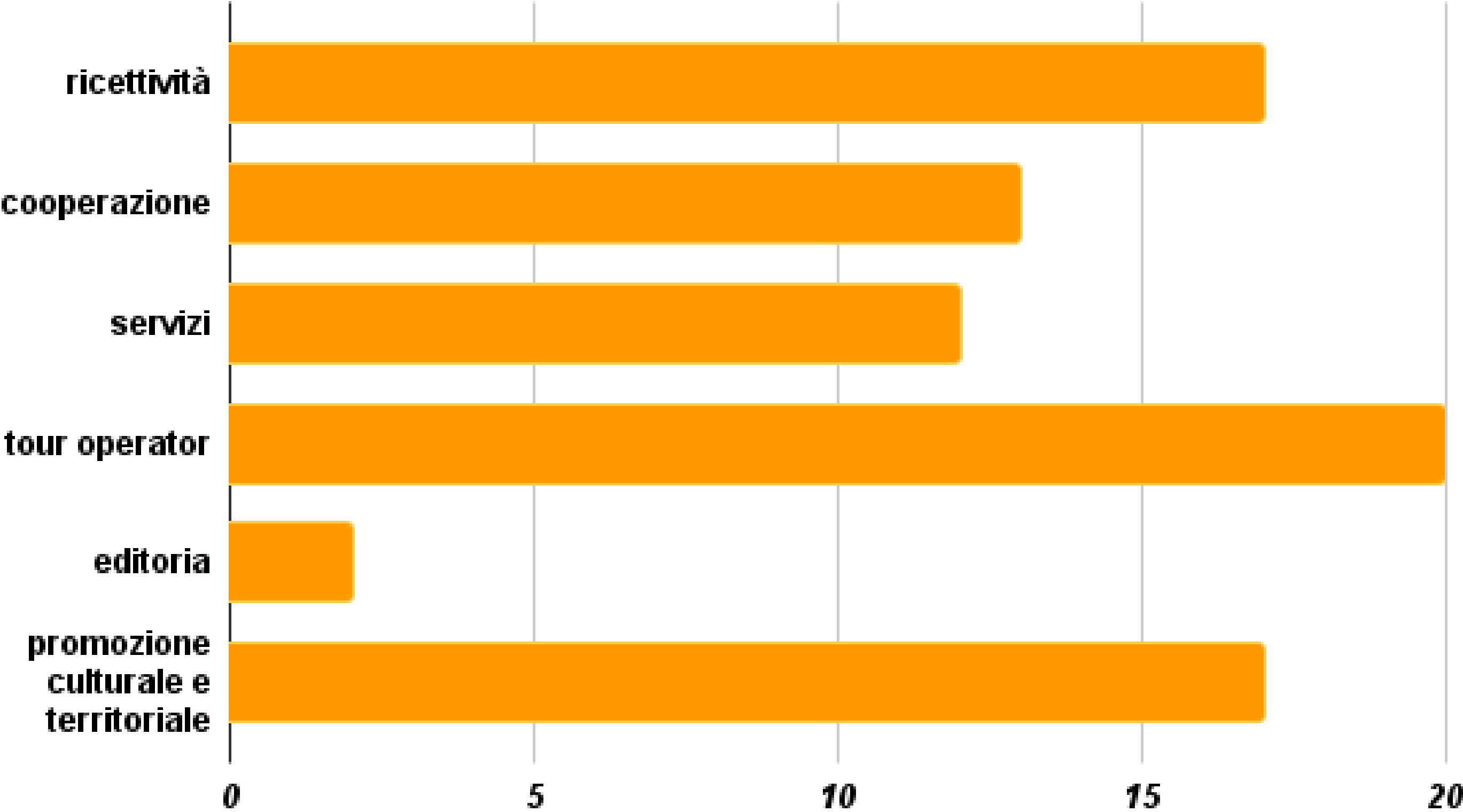
At the end of 2022 AITR has 80 members.



Soci divisi per forma giuridica



Soci divisi per tipologia attività





INTERNATIONAL PROJECT

AITR plays the role of technical support in several projects of international and national cooperation, characterized by a part of responsible tourism.



EDUCATIONAL TRAINING

AITR'S school works with the base of responsible tourism and specific modules and collaborates with training institutes and universities.

PROMOTION

AITR strives for the promotion of its members through the organization of events, communication activities on its channels and participation to fairs and festivals.



ADVOCACY

AITR together with its partner network is engaged in the dissemination and spreading of responsible and sustainable tourism.



INTERNATIONAL PROJECT



- Identifies the attractors and touristic services through participatory mapping of experiences and realities of local community and stakeholders that enhance the heritage of the territory in tangible and intangible terms of nature, history, culture, art, ;
- Defines the methodology for service monitoring and touristic demand;
- Offers technical assistance and education on principles and practices of responsible tourism, through specific teaching modules on certain topics and ad hoc counseling;
- Promotes the exchange of good practices in collaboration with national networks and international partners (ISTO, ITACÀ)

ATRE PROJECT

ATRE is a project financed by Erasmus + project that includes the development of three digital tools targeting different publics: 1. A **MOOC** (Massive Open Online Courses) directed to travel designers; 2. A smartphone **app** for touristic service managers; 3. An online game for travelers, that is, the beneficiaries of travels and services.

AIM

informing and making people understand the environmental impact of tourism and the link between the touristic sector and climate change, providing the means to assess the impact and offering sustainable alternatives, eco-actions to reduce that impact and/or absorb it.

AITR'S ROLE

AITR IS responsible for the coordination of communication during the whole project. The results of ATRE project will be largely promoted through the partners' network themselves and their partners, such as through the five final events of the dissemination in each of the 5 partner countries.

OTHER INFORMATION

FINANCIER: EUROPEAN UNION

DURATION: 2022 - 2024

COORDINATOR: ATR

PARTNER:

KOAN CONSULTING SL

Union Professionnelle des Agences de Voyages

Mesogeiako Kentro Perivallontos

CENTRE DE FORMATION DES PROFESSIONNELS DU TOURISME



**ATRE - AGIR
POUR UN
TOURISM
RESPONSABLE**

**ATRE
AGIRE PER UN
TURISMO
EUROPEO
RESPONSABILE**

DIGITAL STORY PROJECT : DOING FOR LOCAL TOURISM

AIM

The project is designed to allow the "Storydoers" to develop:

- Storydoing skills : digital storytelling skills for digital platforms and social media;
- Digital skills: to reduce the digital gap for local tourism enterprises of rural areas;
- Social skills: for the community commitment and the sustainable development of rural areas

AITR'S ROLE

AITR will mainly take care of result 1 of the project, that is, the study of the processes, the methodologies and the know-how of the digital story present in local tourism. The aim of PR1 is to collect pieces of knowledge on the field of digital storydoing and local tourism, highlighting good practices and considering the necessities of the aspirant storydoer in the rural field.

OTHER INFORMATION

FINANCIER: EUROPEAN UNION

DURATA: 2021 - 2023

CAPOFILA:

Ecosystem Europe Association

OTHER PARTNERS:

EPSILON Marketing e.U.

Wazo Sociedad Cooperativa

DIESIS COOP

SDRUZHENIE BULGARSKA TARGOVSKO-PROMISHLENA PALATA

DIGITAL STORY DOING for LOCAL TOURISM



LAKE OF ALBANIA PROJECT

The action is meant to promote innovative models of sustainable and responsible tourism in the two main areas of Lake of Albania - Lake of Scutari and Lake of Pogradec/Ohrid – in opposition to the model of tourism and invasive growth in a great expansion over the whole Albanian land

AIM

The aim is to contribute to the inclusive economic growth of Albania. The main target groups to which the project is addressed are the communities living in the lake area, tour operators in business, Scutari Municipalities, Malesi and Madhe and Pogradec.

AITR's ROLE

AITR will contribute to the development of an experiential itinerary and promotion of the territory through a kind of communication 2.0. Education and technical assistance on elements of sustainable tourism.

OTHER INFORMATION

FINANCIER: AICS - AGENZIA ITALIANA COOPERAZIONE ALLO SVILUPPO

DURATION: 2022 - 2025

COORDINATOR: COSV - VIS

PARTNER:

Albanian Network for Rural Development (ANRD)

Agricultural University of Tirana (UBT)

Diesis Network

Kallipolis

Studio Azue

LAKE OF ALBANIA
promotion of
sustainable and
responsible
tourism models for
the inclusive
development of
the community



VITA VJOSA PROJECT

The action is meant to promote innovative models of sustainable and responsible tourism in the territories along the river Vjosa, internationally known as "the last wild river" of Europe

AIM

The project has the general aim of contributing to the growth and employment small and medium size enterprises that operate in the touristic sector in Albania along the basin of the river Vjosa, a nature reserve with huge touristic potential, in the south of Albania. Vjosa river is internationally known as the last wild river of Europe. The initiative targets the PI, the tour operators in business in the regions of Argirocastro, Valona and Fier and to the private and public actors involved in the process of building the protected area of the basin of Vjosa river, classified by Albanian government as a nature reserve, in the cities of Permet, Kelcyre, Mallakaster, Tepelene, Selenice and Valona..

AITR's ROLE

AITR will contribute to the touristic position of the area, through the development of sustainable touristic offers, the training of local tour operators and an advertising campaign of the travel proposal.

OTHER INFORMATION

FINANCIER: AICS - AGENZIA ITALIANA COOPERAZIONE ALLO SVILUPPO

DURATION: 2022 - 2025

COORDINATOR: CESVI

PARTNER:

CELIM – Centro laici italiani per le missioni

Comune di Milano

Agenzia Nazionale del Turismo Albanese

Agenzia Nazionale per e Aree Protette Albanese

Associazione Juvenjlia

**VITA-Vjosa:
enhancement of
initiatives for
tourism and
environment**



NATURKOSOVO: NATURAL AND CULTURAL CAPITAL IN KOSOVO AND SUSTAINABLE TOURISM DEVELOPMENT OF VIA DINARICA

AIM

The overall aim of the project is to contribute to the sustainable touristic development of Kosovo, enhancing cultural, historical and natural resources, generating sustainable development and creating employment to benefit the local communities, through the support of local institutions and the promotion of kosovar trait of Via Dinarica...

AITR's ROLE

AITR will contribute with actions oriented to the development of sustainable tourism in Kosovo: mapping activities, tourism design, branding, territory promotion through events, educational tour and educational pathways addressing the service managers of the territory.

OTHER INFORMATION

FINANZIATORE: AICS - AGENZIA ITALIANA COOPERAZIONE ALLO SVILUPPO

DURATA: 2021 - 2023

CAPOFILA: RTM - RETE VOLONTARI MONDO

PARTNER:

CELIM

Utalaya Foundation

Club Alpino Italiano

Corpo Nazionale Soccorso Alpino e Speleologico

NATURKOSOVO
NATURAL AND
CULTURAL
CAPITAL of Via
Dinarica

NATURKOSOVO
CALL FOR PROPOSALS

L'ITALIA PER LA TUTELA E LA VALORIZZAZIONE DI VIA DINARICA

FIRST MILE PROJECT

A project to contribute to ecological transition of touristic sector, implementing the development of sustainable tourism, the adoption of digital tools and the sharing of good practices by the touristic PMI

AIM

Support tourism SME in the initial management of their own sustainability pathway through the adoption of smart tactics from a behavioural point of view and the monitoring of their performances in terms of sustainability

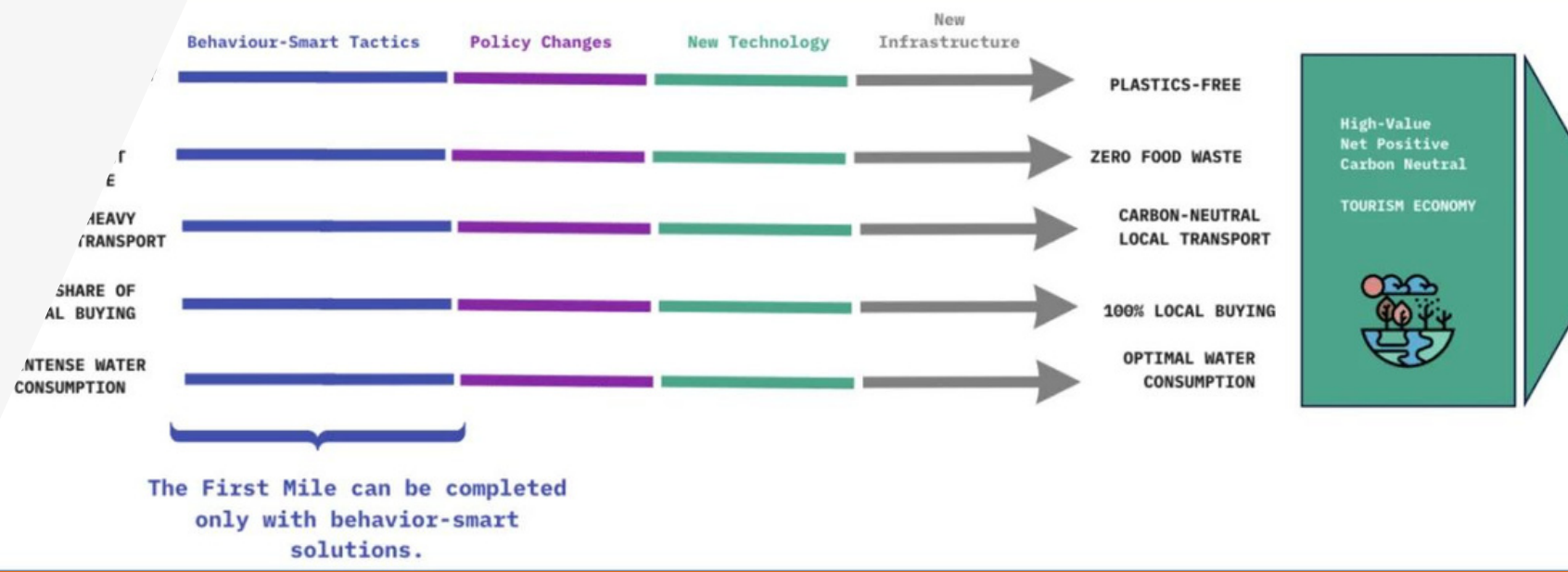
AITR's ROLE

AITR will take care, together with other partners, of the realization of the educational courses for the SME; from the experimentation of behavioural tactics by SME and continuous coaching; facilitation of community building and exchange of experiences and good practices, monitoring of performances and sustainability of the SME

FIRST MILE
supporting
tourism SMEs in
walking the first
mile in improving
their sustainability
footprint

OTHER INFORMATION

FINANCIER: AICS - AGENZIA ITALIANA COOPERAZIONE ALLO SVILUPPO
DURATION: 2022 - 2025
COORDINATOR: AvITeM
BehaviorSMART (BES)
MIMIR AS
Open Tourisme Lab (OTL)
Turizem Bohinj DMO



AITR'S EDUCATION SCHOOL

TRAINING



WHAT IS IT:

AITR's education school is the operational tool of the association, dedicated to the spreading of responsible tourism values. Every year it organizes a basic course of three days and fine-tuned specific training modules available on request of institutions, operators and schools. Takes care of the relationships with the universities and various training institutions interested in the values of responsible tourism.

WHO ARE THE TRAINERS:

Roberto Dati (school coordinator), Daniela Campora, Sergio Fadini, Renzo Garrone, Manuela Bolchini, Yasmin Abo Loha, Gianni Cappellotto.

THE SCHOOL STARTED PARTNERSHIPS WITH:

the member ACT – Accademia Creativa Turismo, the member COSPE onlus, the platform Sostenablitaly, l'AIGAE, il CERPA Italia onlus , l'Università di Tor Vergata MEMATIC, the member Palma Nana soc. coop, l'istituto Alberghiero “R. Virtuoso” di Salerno.

PROMOTION



DIGITAL COMMUNICATION IN AITR

AITR makes use of some digital communication channels, to favor the promotion of the values of sustainable tourism, the activity of its members and of its own projects.

WEBSITE - www.aitr.org : here is possible to find the list of the members, the news relative to the initiatives of AITR, the list of projects, travel proposals of the members, the events, the field pages: responsible hospitality, educational tourism, etc.

SOCIALMEDIA : facebook, instagram, linkedin, twitter, youtube.



15.400 LIKES, 17 K FOLLOWER



2.570 FOLLOWER



2.450 FOLLOWER

NEWSLETTER : Aitr sends 3 newsletter every month: dedicated to travels, educational tourism, events and news. It has 3000 subscribers. The newsletter are read by approximately the 30% of the subscribers every month.

PROMOTION

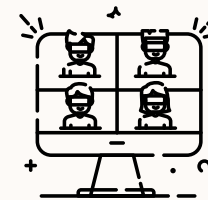


CATALOGUES AND OTHER PROJECTS



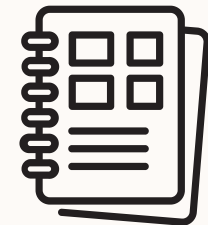
AITR has undertaken several activities to promote the activities of its members:

THE CICLE OF ONLINE EVENTS AITR INCONTRA:



From 2020 until 2022 AITR has organized the cycle of online events ***AITR meets*** dedicated to the theme of sustainable tourism. There have been carried out 40 events, with the involvement of over 50 members and 35 partners.

ELABORATION OF CATALOGUES :



In 2022 AITR in collaboration with the table "responsible hospitality" has drawn up the catalogue IN ITALY with AITR. In 2023 there have been under development the catalogues dedicated to SCHOOL AND EDUCATIONAL TOURISM and to TOUR OPERATORS.



CICLE OF PODCAST "RESPONSIBLE TOURISM 2030 AGENDA GOALS"

10 podcat, from January until December to face the theme of the bond between responsible tourism and sustainable development goal in collaboration with the members, that will present their own good practices.

AMIDST CONSULTATIONS, CONFERENCES AND PUBLIC DEBATE

ADVOCACY



AITR is constantly involved in conferences, consultations, debates to face and disseminate the principles of responsible tourism. For three years AITR partook to consultations and auditions on legislative and project proposals, at times singularly, other times together with the network AMODO to which it belongs. The President Davolio is also member of CNCS - Consiglio Nazionale Cooperazione e Sviluppo (National Council of Cooperation and Development)

Hereinafter the main partners with which we collaborate and the main partner initiatives for the spreading of our values:



Thank you!

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