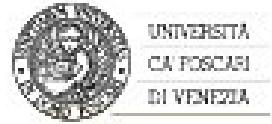


# European Tourism Day

**8th October 2009**

**Brussels**



# EARTH – European Alliance for Responsible Tourism and Hospitality 2009-2010



Financed by the  
European  
commission

# EARTH aisbl – Legal status



The association is an international non-profit association ruled by the Belgian law (27 June 1921).

Association internationale sans but lucratif"  
[International non-profit association] or  
"AISBL" for short;



## **WHAT IS EARTH**

Earth stands for European Alliance for Responsible Tourism and Hospitality, the first European network about sustainable tourism, as a partnership for development. Officially launched on 16 October 2008, during the important international fair of responsible tourism organized in Brussels by "Tourism Autrement", it aims at laying the foundations of a European Network for Responsible Tourism.

## **WHAT IT AIMS TO BE**

Earth will deal with the organization and structuring of responsible tourism networks all over Europe and will represent a centre where competencies and professionalism will help the creation of new initiatives and partnerships in the field of responsible tourism.

# MISSION



*Its main purpose is to promote the concept of responsible tourism and the principles stemming from it adopting several procedures, such as:*

**Improving** the quality of trips from an ethical viewpoint, through the adoption of good practices inspired by the principles of responsible tourism;

**Ensuring** collaboration among responsible tourism operators and communities in the South of the world and their organizations;

**Dialoguing** with public institutions at European, national and local level in defining tourism development policies based on the principles of sustainable development and responsibility.

## **RESPONSIBLE TOURISM AS A TOOL FOR FIGHTING POVERTY**

EARTH is promoting a debate on the constitutive elements of the Network adopting the perspective of the fight against poverty. Several European associations are already taking part to the network and its activities, as well as partners from Brazil, Senegal, Egypt, China, Mongolia, Nepal.

- EARTH and its members actively support development projects on tourism;
- Research and publications are developed within the network and among its members;
- Conferences, seminars and workshops on tourism and poverty are organized and promoted by trying to involve all sort of stakeholders.

# ACTIVITIES



- Promoting** the concept of responsible tourism through publications, information and awareness-raising campaigns, meetings and conferences and by participating in the international debate on tourism policies;
- Training** tourist operators, following the principles of responsible tourism, through the organisation of courses and seminars, through the organisation of training in Universities and schools and by encouraging hosting placement periods;
- Supporting** the activities of tour operators, travel agencies and associations specialising in responsible tourism, notably by participating in events and projects such as trade fairs, scholarships and other public initiatives and by assisting in collaborative relations;

**Dialoguing** with traditional tourism industry, with the aim of improving the quality of trips from an ethical viewpoint, through the adoption of good practices, which would partially, and increasingly be inspired by the principles of responsible tourism;

**Lobbying** and **collaborating** with public institutions to define tourism according to principles of sustainability and responsibility.

**Representing** its member organizations with EU institutions;

**Carrying** out research projects, awareness campaigns, travel education and other public initiatives;

**Ensuring** collaboration between responsible tourism operators and local communities in the South of the world and their organizations;

**Participating** in international cooperation projects;

**Adhering** to other European networks;

**Distributing** services to associated organizations.

# *Founding associates*



- AITR - Italy
- ATES - France
- Borghi Autentici d'Italia - Italy
- Cart'Armata - Italy
- CLIMA – Spain
- COSPE - Italy
- CTS - Italy
- DIESIS – Belgium
- ERMES - Italy
- ICEA – Italy
- ICEI - Italy
- Intervita ONLUS – Italy
- ISMALAR – Spain
- KATE - Germany
- KOAN –Spain
- Legacoop - Italy
- Lo Spirito del Pianeta Viaggi – Italy
- Pandora –Spain
- Paralleli – Italy
- Planet Viaggi – Italy
- Quidamtur – Spain
- RAM Viaggi - Italy
- Sociedad Española de Ecoturismo – Spain
- Sustainable Tourism – Ireland
- Tourism Concern - UK
- Tourisme Autrement - Belgium
- Viaggi Solidali – Italy

# EARTH project



## Aims of the project:

- Implementation at European scale of the Corporate Social Responsibility concept in companies operating in the sector of tourism, on the base of a common methodology and communication strategy.
- Exchange of tools and good practices for responsible and competitive tourism within SMEs.
- Carry out a survey about the demand for responsible tourism

# *Project Partners*



- Ciset, Italy
- Kate, Germany
- Cospe, Italy
- Diesis, Belgium
- CISV, Italy
- Quidamtur, Spain

# Activities of the project



- Improvement of knowledge and skills to increase the quality of Responsible Tourism offers
- Research activities to deepen the study of the European tourist market
- Research on the capitalization of CSR implemented by European SMEs adhering to EARTH (France, Italy, Spain, Germany, Belgium)
- Tourism CSR is spread and promoted among SMEs through sensitization, communication and training.
- Good practices on sustainable tourism are gathered and spread within the network and in Europe.

# Towards Responsible Tourism



Malaga, 2<sup>nd</sup>-5<sup>th</sup> June 2009 – EARTH European seminar

## Objectives of the Malaga seminar

- Create a list of common indicators to measure CSR in tourism through the presentation of systems developed and used by project partners
- Create ethical standards
- Raise awareness on responsible tourism among entrepreneurs, students, public entities and others
- Create an exchange platform

# Different systems: a common objective



## KATE - Germany

- 8 criterions and 56 indicators, as questions in order to get numeral answers: the company's profile and durability, CSR, environment, work, services

## AITR- ITALY

- 5 principles, 13 criterions, 23 indicators: centrality of the welcoming place, cultural diversity, travellers' sensitization, reduction of the environmental and social impacts, maximum impact on the local economy

## ATES - FRANCE

- 3 principles, 10 criterions, 29 indicators: sensitization, communication and transparency, relations with the local communities, commitment for local development. Environmental and socio-economical balance, promotion of fair, responsible tourism, price transparency, information and sensitization, funds for development financed by a part of the travel's total cost.

## QUIDAMTUR – SPAIN

- 4 principles, 4 indicators, 4 study objectives, 19 variables and 85 sub-variables : socio-economical criterions, as well as environmental and cultural ones. Clients' self evaluation. Study objectives : housing, restauration, transportation and activities.

# Towards European standards of Ethics



- Harmonizing the management of tourist activities through a common certification , consistent with the principles of responsible tourism.
- Distinguishing itself from traditional tourism, which uses the concept of responsible and sustainable tourism in order to increase sales.
- Presence of 3 components of sustainable development among partners: environment, society and economy.

*“There are no bad tourists, but only tourists that are not properly informed!”*

**Maurizio DAVOLIO**

EARTH project coordinator

AITR - President