



## CORRIE - Community Of Responsible Recreational Initiatives in Europe

Tourism is one of the world's largest and fastest growing economic sectors. In 2012 the number of international tourist arrivals surpassed 1 billion, and is forecast to reach 1.8 billion in 2030 according to the UNWTO. Within this continuing growth of tourism there is a growing trend & a raising consumer awareness for sustainable and responsible tourism. Responsible tourism is tourism that minimizes negative economic, environmental and social impacts, brings economic benefits to host communities and preserves the cultural and natural resources of the destinations.

CORRIE project aims to create new innovative approaches to address competitiveness and unemployment, in particular at regional and local levels. This will result in a reduction of rural depopulation. Finally, the project aims to build high value/low volume (specialized) rather than high volume/low value (mass) tourism.

### Need for innovative strategies due to economic crisis

The impact of the economic crisis is ongoing. There is a need for innovative strategies due to the economic

crisis. However, small and medium-sized enterprises face the challenges of skill development and innovation without necessarily having adequate resources or the strategic vision to cope with fierce market competition. With responsible tourism small businesses in the sector increase their competitiveness due to cost savings, Corporate Social Responsibility and targeting a niche-market, namely a sustainability-conscious market.

### Connection to several EU objectives, initiatives and priorities

The project correlates with the one of the main priorities of the Europe 2020 strategy "**Sustainable Growth**" which aims for a "**Resource efficient Europe**" and "**Industrial policy for the globalisation era**" to improve the business environment, especially for SMEs and to support the development of a strong and sustainable industrial base able to compete globally.

It also perfectly matches one of the main principles of the Small Business Act for Europe (Entrepreneurship 2020 Action Plan): "**the EU and Member States should enable SMEs to turn environmental challenges into opportunities.**"

## Target group

The main target group are small businesses in specialized tourism from rural regions with diminishing populations and/or regions which suffer from economic crisis. This target group include the end-users and can directly benefit from the project results that will be developed in this project.



## Intermediary target group

Trainers and other staff of tourism-related associations and consulting & business supporting organisations will benefit from CORRIE as well. It is through them as intermediary target group the outputs will be delivered to the final beneficiaries.

A special Intellectual Output will be created to support trainers (IO5). This will ensure a complete and integrated set of materials and support tools.



## Transnational approach

European added value lies in the fact that the subject covered by it address issues that are of European wide vital importance and which demand a European wide effort. The role of the tourism sector is growing in importance and a responsible and sustainable economy is seen as vital.

The variety of countries the project partners represent ensures valuable input from all sides. By gathering 7 partners from different countries, with expertise and different fields and knowledge areas, the CORRIE project aims to provide learning materials specifically developed to empower the SMEs in all countries of the EU.

To carry out the project on EU level provides support for the EU 2020 objectives of a shared economic vision to create a strong competitive, innovative and sustainable Europe. A national approach on this topic alone will limit itself by its nature and therefore will not reach the final objectives of the project.



## Results

Sustainability - The CORRIE project results will indirectly have a positive impact on the:

### Local community

through greater economic benefits for the local community



### Environment

through the sustainable use of resources



### Tourist

through a positive and valuable experience living up to or overachieving their expectations



### World

minimisation of negative economic, environmental and social impacts



## Methodology and results

**CORRIE will develop a comprehensive and absolute programme for SMEs in the tourism sector, providing all materials, tools and support that is necessary to successfully implement responsible tourism in their organizations.**

The project uses a clear, complete and high quality work programme, including the 3 phases: Strategy, Development and Implementation. This is expressed in the construction of the Result as all Results contain activities (for preparation, research, development, testing, implementation and dissemination) covering above mentioned phases.

### **O1 CORRIE Campaign**

*Awareness raising for responsible tourism*

A promotional campaign with the purpose of awareness raising for responsible tourism among SMEs in specialized tourism. This campaign will be supported by tools including a powerful promotional video & a PowerPoint presentation. The aim is to inform SMEs active in specialized tourism about the opportunity of responsible tourism.

### **O2 CORRIE Manual**

*How to become responsible?*

Hands-on and practical applicable manual for SMEs in tourism describing step-by-step how to become responsible. This manual facilitates SMEs to successfully apply responsible tourism in their organisations.

### **O3 CORRIE Manual**

*How to promote my responsible image?*

Hands-on and practical applicable manual for SMEs in tourism describing step-by-step how to promote the responsible image. This manual facilitates SMEs to successfully promote their image of Corporate Social Responsibility.

### **O4 CORRIE Manual**

*How to set up a local network of responsible tourism companies?*

Hands-on and practical applicable manual for SMEs in tourism describing how to set up a local network of responsible tourist companies with the aim to represent itself as a responsible and sustainable region. The manual will facilitate and stimulate SMEs in

tourism to cooperate and join forces to increase the impact of responsible tourism.

### **O5 CORRIE Training kit**

This Result ensures that the project results are available for the intermediary target group. This Result will include a hands-on and practical applicable manual for tourism-related associations, consulting and business supporting organizations that facilitates them to implement a comprehensive training for SMEs on the topic of responsible tourism (R1, R2, R3 and R4). This Result together with the previous four Results will form a complete training kit which can be offered as a product to the intermediary target group.

### **O6 CORRIE**

*Online platform of resources and community*

The heart of the project is the CORRIE Responsible Tourism platform. The platform will have 2 main functionalities:

1) The platform will serve as an Open Educational Resource (OER) and publish all developed Results. This ensures that SMEs and other interested parties can download the materials developed and legally and freely copy, use, adapt and re-share them. By uploading all developed Results on the CORRIE platform, they will be offered in the public domain with an open license.

2) The platform will have a forum area with the aim to create a community. This area facilitates communication and reciprocal learning between SMEs, stakeholders and other interested parties and thus serve as communication tool.

## Last events

### **SPI organizes kick-off meeting of the CORRIE project**

The first meeting of the CORRIE project (ERASMUS+ programme) took place in Porto, at SPI premises, on 9 and 10 December 2015. This meeting was attended by the project consortium members from 7 European countries, including Portugal, Bulgaria, Malta, Italy, Spain, Ireland and the Netherlands and allowed to define objectives and plan further steps in the development of the project.



## Consortium

The consortium was set up to complement each other in experience, expertise and position in society. The group is composed by 7 partners from 7 different countries: Bulgaria, Netherlands, UK, Italy, Spain, Portugal and Malta.

The consortium is characterized by its experience and competences in project management and participation, including projects covering topics related to CORRIE such as sustainable development and alternative tourism. Together with their extensive established networks the partners represent an immense regional, national and European network that is of high importance to the project.

