

Community Of Responsible Recreational Initiatives in Europe



CORRIE

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About the project

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 it is forecast to reach 1.8 billion in 2030 according to the UNWTO. Within this continuing growth, there is an upward trend and a raising consumer awareness for sustainable and responsible tourism. Responsible tourism minimizes negative economic, environmental and social impacts, and brings economic benefits to host communities, preserving the cultural and natural resources of the destinations.

CORRIE project is necessary because it addresses several needs and it helps to obtain the objectives that have been set out in several European and National policy documents:

- Need for innovative strategies due to economic crisis
- Connection to several EU objectives, initiatives, and priorities
- National, regional and institutional needs in partner countries

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Objectives

The main objectives of the project are:

- raise awareness on the topic of responsible tourism and recognize the inherent business opportunities
- increase business skills and foster a "responsible" mentality among people and communities active in tourism
- create new innovative approaches to address competitiveness and unemployment, in particular at regional and local levels
- reduce the rural depopulation
- build high value/low volume (specialized) rather than high volume/low value (mass) tourism.

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Methodology

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 by implementing the following activities:

- preparation,
- research,
- development,
- testing,
- implementation,
- dissemination.



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Target Group

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



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Activities and Results

During the project lifespan the team will develop several activities and products as:

- Campaign – ‘Awareness raising for responsible tourism’
- Manual – How to become responsible?
- Manual – How to promote my responsible image?
- Manual – How to set up a local network of responsible tourist companies?
- Training kit
- Online platform of resources and community
- Stakeholder events
- Training programme
- Final Conference
- Brochure
- Poster
- Newsletters

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Partners

