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# BRIDGE IT

bridging the gap between local people and global tourism business

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# BRIDGE IT

bridging the gap between local people and global tourism business

X Y Y  
 X i a n g  
 Y u a n  
 Y o u



china



italy



nepal



mongolia

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a project implemented by





## The project in brief

Bridge-It acts to promote the diffusion of European know-how on tourism among the Asian private sector and intermediary business organisations. It envisages to reinforce micro and meso-level links between the two Regions, and to foster local development.

It particularly aims at involving Asian local sources and at promoting enterprise development in the tourism sector through the encouragement of local people participation and a responsible approach.

To achieve this, the Project sets up and enhances partnerships among European Tour Operators and their Asian counterparts by creating “Responsible Tourism proposals/products” that will be managed by local SMEs and micro businesses belonging to the four Asian regions involved in the Project.

## Asian regions involved

- Regions Hunan Province (China)
- Region Gobi Altay (Mongolia)
- Region Kailali (Nepal)
- Regions Mustang and Dolpa districts (Nepal)



## Strategy

Give European technical assistance to Asian SMEs to improve their position in the local tourism supply chain by upgrading their capacities and services.

This will allow their participation in a tourism-product which provides a first access to international markets in terms of Responsible and Sustainable Tourism. The Asian intermediaries will expand their marketing strategies overseas and set up new partnerships with their European counterparts.

European Tour Operators will increase their products towards new destinations and new types of responsible tourism.

## Activities

1. Analysis. Asian local recognition of tourism supply chain, target groups recruitment and preparatory activities for on-field capacity building actions
2. Training for Asian local trainers in Italy
3. Capacity building and training sessions for a number of Asian SMEs and local intermediaries (including tourism-related micro business)
4. Identification of 15 responsible tourism itineraries, quality and standard tested.
5. Partnerships between Asian intermediaries and European Tour Operators
6. Dissemination seminars in Italy and Belgium targeting European Responsible Tour Operators.



## Local advantages

- Tourism-related Asian SMEs get support through capacity building and training activities
- Upgrading of local capacities and the quality of tourism services supply on behalf of other local actors. Aim is to make them meet all necessary conditions to be steadily included into the tourism supply chain
- Responsible tourism itineraries targeting European responsible travellers will help kick-off new local development paths
- Enhanced Euro-Asian business relations in the tourism sector
- Promotion of the Asian regions involved in the project within Europe and a facilitated access to international tourism flows.

## How to apply

Individuals, SMEs, NGOs or other organisations interested in participating in the project programme have to contact the nearest project partner to get registered.

You can also register directly by the internet site: [http://www.local-global.it/project/bridge-it/contact\\_inscription.htm](http://www.local-global.it/project/bridge-it/contact_inscription.htm)

