

Who has to be trained?

As local development is a major objective of the project, the construction of the tourist itineraries should always try to involve local productive activities as much as possible. In particular, you should try to get into contact with local artisans, with small enterprises working in the service sector (transport, communication, restaurant industry, accommodations) and use their products/services within the itineraries. In the schedule E02 you can find the elements that have to be taught to all the people who directly supply a service within the itinerary. You should also organize some training for those small enterprises and people who will benefit from the flow of tourists by selling their products (souvenirs) to them.

Goals of Training Sessions:

- introduce the local producers to the meaning of the project, the principles of Responsible Tourism
- explain the potential opportunity that lies in a constant flow of tourists
- enhance the capacity of local producers to meet the tourists' demand

Elements of Detailed Training:

In what follows, some elements of the training are outlined. In general, you can use the didactical material (schedules) of the TOT for designing the content of the training. Here is a checklist of what should be included into the training of local producers.

- Make sure local producers get to know the “spirit” of the BRIDGE-IT project and of Responsible Tourism in general (A01, C01)
- Explain the profile of the responsible tourist, and explain that he/she is looking for discovering your culture/tradition/beliefs/beauties. Local producers should learn to “give their products local meaning”. This means connecting the particular product to some aspects of your everyday life, your history or religious habits, etc...
- Try to promote networking and associative behaviour among producers
- Try to promote reliable communication between the producers and the itinerary manager. This will help in tailoring supply of products according to the periods in which tourists come, the quantity of tourists arriving. Reliable communication is also essential if you plan specific activities in which the tourists meet local producers.