

## TRAINING LOCALS – GUIDELINES

### HOW TO ORGANIZE A WORKSHOP

1. Decide the dates during which the workshop will take place
2. Decide who will be teaching the participants
3. Define the content of the workshop
4. Prepare the handouts and other material that you will need during the training
5. Prepare a time-plan for the workshops with a detailed programme
  - 5.1. Who is teaching what
  - 5.2. What are the topics that will be touched
  - 5.3. Which is the methodology that will be used  
(examples are: regular teaching; practical exercises, discussion of materials, analysis of case-studies)
  - 5.4. What auxiliary material and tools are necessary?  
(can be for individual or collective use like: pens, paper, templates, projector or boards...)
6. Inform the participants about the exact time-plan of the workshops
7. Collect the confirmations of participants
8. Implement the workshop
  - 8.1. Register present people
  - 8.2. Distribute material
  - 8.3. Deploy the programme as envisaged
  - 8.4. Always foster moments of discussion, give enough time to deal with problems, questions and doubts
9. Write a report of the workshop
10. Archive the material of the workshop

Please find also the informative material in pdf format for the workshop organization.

## SUGGESTIONS FOR THE PROGRAMME OF THE WORKSHOP

### TOPICS

#### 1. The BRIDGE-IT project

#### 2. Responsible tourism:

- why Responsible Tourism?
- what is it about?
- principles and standards

#### 3. Local benefits of Responsible Tourism

- for the people involved
- for the territory

lower environmental impact, sustainability, externalities, ownership on behalf of locals, active involvement of

local resources in itinerary infrastructure and activities

(accommodation structures, feeding, interaction with the tourists)

#### 4. Supplying services within an itinerary:

- the concept of service
- duties
- standards
- behaviour towards the European tourist

#### 5. The role of the local population and of local culture within Responsible Tourism: collateral activities that involve the population:

- production/selling of souvenirs
- animation
- interaction

#### 6. Open discussion and solution-shaping for questions, problems and doubts expressed by the participants.

## SPECIFIC OBJECTIVES OF THE WORKSHOPS

After the workshop, participants should

- a) feel enthusiastic about the project, the idea of responsible tourism and the itinerary
- b) know who they have to contact or refer to if they have doubts
- c) know who they have to work with together
- d) know what they have to do in the upcoming months
- e) have an idea of how it will be when the tourists arrive
- f) know what you and the tourists will expect from them

## THE DIDACTICAL HANDBOOK

Training sessions move a lot of thoughts in the participants, but it is hard for them to remember them afterwards. One solution is to make them take notes (if they can read and write), but it is likely they will lose them in the successive months. For this reason it is useful to give out short and easy handouts where most important elements of the training are summarized and presented in an understandable way. It would be best to use drawings instead of long explanations. This will make understanding likely also among women and children and other people that have difficulty with reading.

## SUGGESTIONS

You can easily prepare small handbooks yourself by printing two word-pages on one and folding the pages to a book. We prepared a BRIDGE-IT template for you that you can easily use. You could structure the handbook in this way:

Page N° 1: Name of the project, of your organization, your address and contact numbers/means

Page N° 2: Two phrases where you explain that responsible tourism is a two-way benefit approach, where

TOURISTS get the opportunity to really see and experience different cultures

LOCALS get employment opportunities

Then you could prepare some pages (5-15) in which you have one sketch and one phrase (in English and in local language). In this you should stick to the arguments that you deal with during the workshop and the ABC (see

TOT-schedule E02). Hereafter you find some suggestions, but it really is you that know better how to get to the heart and mind of your people! ☺

TOPIC	Possible sketches	Possible phrases
The BRIDGE-IT project	Asian and European people meeting on a bridge.	Cooperation and the BRIDGE-IT project bring together Asian and European people
Responsible tourism:	An Asian (child?) leading the tourist by the hand to somewhere	Let's show the tourists the beauties of our country and its people
	A tourist sitting in the middle of local people doing some activity with them (artisany, washing, cooking...)	
principles and standards	Tourists and Guide on a track collecting their garbage	Leave the environment as it was before the tourists passed
	Tourists in front of a wild (...) animal, the guide holding the animal/ Guide putting safety ropes on tourists when trekking Etc.	Prevent tourists from getting hurt
	Someone cleaning the house where tourists will sleep in Someone boiling vegetables Someone giving fresh water to tourist	Tourists come from a different background. What is normal to us might harm them: take care of hygiene.
Behaviour towards the European tourists and interaction with them	The guide going towards a tourist that is unhappy	The guide must always perceive if a tourist is unhappy or unsatisfied
	The guide giving something to the tourist that makes him happy	Find solutions to the tourist's problem. The solution must not have negative effects on the other tourists, the local population, the environment
	The guide explaining to the tourist	If there is no solution, always explain why.
	The guide holding the tourist by the hand helping the tourist overcome an obstacle (like canyon, river, etc)	Gain the tourists' trust.
The role of the local population and of local culture within Responsible Tourism: collateral activities that involve the population: - production/selling of souvenirs - animation - interaction	Locals selling souvenirs to tourists	Give the tourists something to take home to remember us
	Locals performing a show/celebration in front of tourists	Let's show the tourists how we live!
	Locals and tourists talking	Share your knowledge and experience with the one of the tourist

## RESPONSIBLE TOURISM

## Definition

**Responsible Tourism:** A type of tourism that is practiced by tourists who make responsible choices when choosing their vacations. These choices reflect responsible attitudes to the limiting of the extent of the sociological and environmental impacts their vacation may cause. (Source: Pearson Education, The Business of Tourism Management).

## The broad concept of responsible tourism

A good way to explain what responsible tourism is about is to explain WHICH WORRIES the tour operators being active in responsible tourism have. The following set of questions should always be in the mind of those designing and later implementing the itinerary. Locals should know these principles.

What is it that remains in a country once the tourism season is over? Do tourism businesses pay their staff living wages that can support a family? Do accommodation structures dispose of their waste in an environmentally sustainable manner? Are natural resources being taken into consideration when planning a holiday product, e.g. with regard to water and energy supply? Are the food supplies in a restaurant typical for this country really sourced nationally? How much CO2 is emitted by taking tourists to their destination? How many jobs are created and to what conditions? Does tourism contribute to capacity building and does it increase the level of employment? In what ways and to what extent does it contribute to the economic development of under-developed regions? How does tourism protect natural ecosystems instead of destroying them? How can economic development and intercultural understanding in tourism destinations be promoted? Does tourism contribute to poverty alleviation and does it respect local people's rights to decent livelihoods and decent work?

Tourism enterprises are responsible for the conditions under which a holiday package is being produced. This responsibility extends to social, ecological and economic aspects.

Tourism is a service sector sustained by encounters between human beings. Only a healthy environment and committed employees and local hosts who are convinced of their work will be successful service providers, leaving satisfied customers. This is why the role of the locals is so important. Everybody in place should be committed to

- maintaining the environment
- making tourists experience their culture

- exchanging knowledge with the tourists

### **Principles and guidelines for RT-Tourism**

#### 1) Travelling in an environmentally friendly manner

Environmentally friendly transport to and from the destination is given preference. The length of stay depends on the distance travelled and is being decided on the basis of ecological criteria. Air travel is an option only if necessary and only for long-haul travel with relatively long periods of stay.

#### 2) Carefully selecting accommodation

Local accommodation is being selected in a targeted manner. It should be managed by the respective owner and should meet environmental and social standards.

#### 3) Comparing destinations

Preference is given to destinations with a sustainable development perspective as well as verifiable environmental and human rights standards.

#### 4) Involving local communities

Respect society, culture and the needs of the local population in the destination countries. Assure local people's participation in developing tourism and in its economic benefits.

#### 5) Paying adequate prices

Adequate prices cover all the costs, ensure living wages and contribute to community development.

#### 6) Respecting labour standards

Fair labour conditions include minimum standards such as respecting legally established labour rights as well as the ILO core conventions, support for disadvantaged groups of the population and women, and protection of children against sexual and economic exploitation.

#### 7) Economic partnerships

In their own business operations, all stakeholders in tourism deal with each other in a fair manner, build staff capacity and constantly improve their environmental and social standards. Relationships are characterised by mutual respect, reliability, transparency, and accountability.

#### 8) Creating transparency

Tour operators actively communicate with their customers in a transparent manner regarding social responsibility.



## ENVIRONMENTAL PROTECTION

Relevant aspects in Responsible Tourism are:

- energy consumption (electricity, oil, gas)
- electricity consumption (source of electricity, e.g renewables, other)
- water consumption
- paper consumption
- recycled paper (in percent)
- overall number of catalogues printed (recycled paper?)
- Catalogue weight (in g) per tourist
- Mobility on business trips: km travelled per means of transport (flight, train, car)
- CO2 emissions (in total and per employee)
- CO2 compensation<sup>1</sup>
- Sourcing: eco-fair products (in percent)

## EMPLOYMENT

Take care of the following

- number of staff
- women employed
- number of training programmes/ hours of training/ number of employees trained
- rate of fluctuation among employees
- ILO core labour standards in the supply chain
- Adequate wage rates

## TRANSPORT

Take care of the following

- number of tourists per means of transport transferred to the departure airport
- distance in kilometres and emissions per means of transport *to* the destination
- distance in kilometres per means of transport *in* the destination

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<sup>1</sup> Some operators chose to pay compensation for the emissions they produce when taking tourists to destinations and attractions.



EuroAsian Responsible Tourist Venture [www.cospe.it/project/bridge-it](http://www.cospe.it/project/bridge-it)

- Flights should be used only when the stay is longer. More than 3 day for 700 - 2000 km travel
- More than 8 days for more than 2000 km travel

## PRODUCT RESPONSIBILITY

If you are selling a Responsible Tourism product you are responsible for the fact that principles are maintained throughout the production chain of the product. This means that all subjects involved into the itinerary have to be informed and have to apply these criteria.

- partner agencies
- accommodation structures
- tourist guides
- etc.



## ENVIRONMENTAL CRITERIA FOR QUALITY STANDARDS

The following criteria apply to different elements of the itinerary and should be considered throughout activities and transfers. The following should be taught to all people that will be actively involved in the itinerary. If you want more information, check out the webpage <http://www.sustainabletravelinternational.org/documents>

### DRIVING

- reduce driving times where possible. Use bicycles, or other low-emission transport means,
- teach the drivers to adopt good driving habits (never to drive too fast – higher security, less emission)
- Plan tour routes that minimize travel distances.
- Purchase or lease energy efficient appliances and equipment.
- Rent, purchase or lease fuel-efficient vehicles, such as hybrid gas-electric, hydrogen fuel cell, diesel bio-fuel, or other low emission alternatives.
- Bio diesel is much better for the environment, affords better mileage per gallon than gasoline, but check out if there are re-fuelling networks. The main problem with bio diesel and natural oil fuel, however, is that they can only be run through a diesel engine. But reprocessed vegetable oil is readily available and is oftentimes free as restaurants actually pay others to dispose of their old fryer oils.
- Keep your vehicles maintained, your engines tuned-up, and your tires properly inflated and aligned.
- Avoid the use of ozone depleting chlorofluorocarbons (CFCs) including refrigerants, aerosols, and the like.

### WASTE DISPOSAL<sup>2</sup> IN ACCOMMODATION/FEEDING STRUCTURES

This has to do with Reduce, Use/Reuse and Recycle habits:

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<sup>2</sup> **Solid Waste:** Any garbage, refuse, sludge and other discarded material, including solid, liquid, semi-solid or contained gaseous material, resulting from industrial and commercial operations, or from community activity.

**Solid Waste Reduction:** A systematic approach used to decrease solid waste resulting from industrial and commercial operations, or from community activity.

**Waste Management:** Products, systems and services for the collection, handling, treatment (including recycling) and disposal of municipal, commercial and industrial wastes. Examples include landfill liners and composters (products), landfill gas extraction (systems), and collection and disposal (services). (Source: Envirolink UK)

**Wastewater:** Water with waste materials or pollutants dissolved in it, containing waste including gray water, black water or water contaminated by contact with waste, including process-generated and contaminated rainfall runoff, water that has been used in sewage systems, and in industries and businesses that is not suitable for reuse unless it is treated. (Source: British Columbia Ministry of Water, Land, and Air Protection).

- avoid disposable items and goods that utilize excess packaging
- donate unused food to a community food bank or charity
- avoid using disposable (plastic) food service items
- purchase locally produced goods; imported products typically require more packaging and energy for transport
- utilize cloth bags for shopping, laundry and the like
- purchase cloth towels instead of paper towels. Utilize roll towels instead of folded paper towels. People use less paper with a roll towel system.
- Use reusable air filters for eventual heating, ventilation, air-conditioning systems
- Utilize liquid soap and shampoo dispensers in guest rooms
- Reuse damaged towels and sheets as cleaning rags
- Consider crafting torn or worn linens into other usable items (sheets into pillowcases)
- Reuse newspaper, shredded paper and incoming packaging materials to package goods for your consumers.
- Consider starting an own recycling programme for the waste you produce.
- If you use batteries make sure they are disposed of properly. They contain toxic material that should not be disposed of thoughtlessly.
- Ask clients if they want their towels & sheets to be changed less than every day
- Use efficient installations to reduce your water-consumption (low-flow showerheads, taps, toilets, urinals)
- If you have washing machines, use them only when they are full
- Find and fix leaks. A great way to check for leaks is to turn off your water, check your water meter, and then after several hours re-check your meter to see if it has changed. If it has, then you have a leak or a drip that needs to be fixed.
- Try to use only natural, biodegradable soaps that do not harm the environment.
- Do not dispose of household chemicals down the sink or toilet.
- Use only phosphate and bleach free, nontoxic, biodegradable, concentrated liquid or powder laundry detergents and cleaning products.



- Tock up on safe ingredients that can be used in most cleaning situations, including soap, baking soda, vinegar, lemon juice, borax, and a coarse scrubbing sponge.
- Use only dishwashing detergents that are biodegradable and do not contain nitrilotriacetic acid or chlorine bleach.
- Avoid disposing of chemicals into the sink or toilet. Check with the local health board regarding the correct disposal of cleaning chemicals.
- Unclog your drains using a quarter cup of baking soda followed by a half cup of vinegar instead of using a standard drain cleaner.
- If you must use a hazardous product, use as little as possible and dispose of it properly at a hazardous waste recycling or treatment centre.
- Train yourself and your employees to turn off lights when not in use or where windows provide sufficient daylight. Take advantage of natural light and install new lighting where it will be most effective. Use light or pale colors in your facilities to increase light reflectivity.
- turn off and unplug coffee machines, desk lamps, fans, etc.
- Use heating and air-conditioning efficiently. Keep doors and windows closed while your heating, ventilation, and air conditioning (HVAC) systems are running. Train your employees to turn off heating and air-conditioning when not in use. Try to avoid using air conditioning by having your employees dress for variable, cooler or warmer temperatures. And regularly check HVAC pumps, fans, coolers, etc. for proper operation and maintenance needs.
- During the cooling season, set your thermostat to 78 degrees Fahrenheit. Also, close your blinds and shades on windows that are exposed to direct sunlight (east-facing in the morning, south-facing mid-day, and west-facing in the afternoon). Maximize natural airflow for cooling whenever possible. And when night-time temperatures are cool outside, shut off your fans during unoccupied hours and use ventilation to cool your facility.
- During the heating season, set your thermostat to 68 degrees Fahrenheit. Also, open your blinds and shades on your windows during daylight hours. And keep in mind that you should avoid using space heaters. They are horribly inefficient, using as much electricity as 40 fluorescent light fixtures.
- Insulate your facilities, including your pipes, interior and exterior walls, ceilings and wall cavities. And consider shading sun-exposed windows on the outside of your facility using deciduous trees, awnings, etc.

### Composting<sup>3</sup> Organic Waste

The benefits of composting include: complementing your recycling program and further reducing solid wastes; it will also help to improve the quality of your soil; it will lower your waste disposal-related bills; and less material in waste stream will extend the useful life of existing landfills.

What can be composted? Kitchen food scraps and yard waste including leaves, pine needles, twigs, grass, weeds, and plants. What options do you have for composting?

- Open-air composting - simply building piles of materials in a designated place.
- Compost bins, totally or partially enclosed - may be built or purchased commercially.
- Worm composting or vermiculture - creates a more nutritious soil supplement and is best for large operations since this method tends to be faster than others.
- Composting toilets - toilets or septic systems that compost human waste.

### Open Air and Bin Composting Do's and Don'ts

- Do contact local authorities regarding local laws and regulations.
- Do mix grass clippings with other yard waste.
- Do introduce kitchen wastes to the pile immediately to avoid odors.
- Do compost small amounts of sawdust.
- Do add topsoil to layers.
- Do compost manure.
- Do occasionally add crushed eggshells or wood ashes - they help neutralize odors.
- Don't compost diseased plants.
- Don't compost weeds that have a lot of seeds.
- Don't compost meat, fish, fat, bones, grease or dairy products.
- Don't compost newspaper.
- Don't ignore strong odors.

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<sup>3</sup> **Composting:** Process whereby organic wastes, including food wastes, paper, and yard wastes, decompose naturally, resulting in a product rich in minerals and ideal for gardening and farming as soil conditioners, mulch, resurfacing material, or landfill cover (Source: Natural Resources Defense Council).

### *Low Cost, Energy Saving Actions*

- Purchase or replace your existing light bulbs and / or incandescent lighting with energy efficient or compact florescent bulbs. They cost a little more, but they'll save up to 70-90% of the energy used by the bulbs you replace, which translates to savings on your electric bill. They also last longer and use less energy than standard bulbs.
- Perform scheduled maintenance on heating, ventilation, and air conditioning (HVAC) systems, including replacing and cleaning air filters, cleaning burners and air conditioner coils, and checking duct and pipe insulation for damage.
- Weatherize your facilities by ensuring that your doors and windows have tight seals and remain closed, and seal unused windows and doors.
- If you have an older water heater, buying a water heater insulation blanket can save energy and money. The water in the tank will stay hot longer, and the blanket will reduce the amount of energy needed to heat the water. Also, when properly installed, it will usually pay for itself in energy saved within 1 year.

### *Noise Reduction<sup>4</sup>*

The noise created by vehicles, generators, amplifiers, audio systems and other equipment can disturb your clients, neighbours, and other visitors as well as animals that live in close proximity to your business. To control your noise levels, consider the following:

- use sound insulation around loud equipment and generators
- use hand tools as much as possible when doing work
- minimize air conditioner usage
- Have designated quiet hours at night and early in the morning
- Limit amplified sound, ensuring you don't impact your clients, employees, or neighbours

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<sup>4</sup> **Noise Pollution:** Unwanted, harmful or offensive sounds that are unreasonably intrusive. It is recommended that humans not be exposed to noise levels exceeding 85 decibels for a maximum period of six continuous hours.



## ECONOMIC BENEFITS TO THE POPULATION

### *Direct Economic Impacts*

- Form partnerships with locally owned, responsible businesses (e.g., restaurants, hotels, etc.) and avoid importing food and goods by purchasing these items locally where feasible and non-threatening to local ecosystems.
- Encourage clients to visit cultural attractions, and publicize and promote local cultural activities that are open to the public.
- Encourage clients to buy locally produced products by orienting them to visit locally owned businesses, artisans, city centres, and markets.
- Designate an area where local organizations and artisans can display their tourism projects, culture, handicrafts, and other initiatives.

### *Indirect and Induced Economic Impacts*

- Help create jobs, upgrade infrastructure, improve health and transport, and fund community facilities and public spaces.
- Train and employ local and indigenous people in the regions where your company offers its services. Provide them with opportunities for advancement.
- Support the training of local and indigenous people for tourism activities that complement your company's services.
- Ensure that hiring practices and labour and contractual arrangements are not exploitive. Do not discriminate based on race, sex, religion, or political affiliation. Conform to local laws and international labour standards. Exceed minimum legal conditions (i.e., employee's wages, salaries and benefits are equal to or higher than the industry's minimums for the respective region and country, according to the employees' tasks, experience and level of responsibility). Do not permit employment or contract of the services of minors under the age of 14.
- Use handicrafts and other works of art produced locally to decorate your facilities and/or accommodations.
- Ensure that operational demand for basic services (water, electricity, roads, food, and other resources) never competes with local community needs.
- Discourage clients from giving money to beggars. This only reinforces a "we are poor, tourists are rich" mentality. Tell clients that if they really want to economically help the local people, they should support a local philanthropic initiative.
- Require employees to buy locally produced products and services for business and encourage it for personal purchases.