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Learning Mobility of Individuals (KA2)
Training course for future mentors in Responsible tourism

Report

**"Take your chance: Go responsible! Unlocking the potential of Youth
Entrepreneurship through Responsible Tourism"**

Training course for mentors: Greece 8-15/09/2019



The training course for mentors brought together 12 future Mentors from the 3 partner countries (Martinique, Bulgaria and Greece). During the TC the participants had the chance to acquire competencies and knowledge on the techniques of Mentoring in order that in the next stage of the project they will be able to support youngsters with difficult background who wish to create their own enterprise in the field of responsible tourism. The TC was hosted by Solidarity Tracks organization and took place in two different location Larisa and Lefkada, Greece from 8th to 15th of September 2019. The partners from Bulgaria, France and Greece were gathered to work, reflect and share good practices on the topic of responsible and alternative tourism development in our countries and various supporting methods for future entrepreneurs who wish to invest in this field.



Day One – 08/09/2019

We started with a short Getting to know each other activity, which was continued by the getting to know the programme.

Martinique was represented by Lavinia, Emilie and Pascal, Bulgaria by Eleonora, Nikolaj, Dimitrov and Saska, while Greece by Ioanna, Kostas, Reka, another Kostas and Mohamed. All the participants later on reflected and shared their, Hopes/Expectations, Fears and Contributions related with the project.

Following the reflection it was presented the program of activities, training objectives and evaluation methods.



Presentation of the project

The project promoter presented on large scale the GO responsible projects aims and general objectives like to strengthen the key competences of young people and promote the creation of Business in the field of responsible tourism through mentoring, e- training modules and non-formal education and on the other hand to provide professional youth workers tools and resources adapted to their needs to support young people in their entrepreneurial journey.

Besides, research is conducted by the consortium members in their local contexts to identify employment opportunities related to responsible tourism and to contribute to the development of public's policies on the issue.

The presentation of the project was continued by:

Presentation of the Partner organizations

FR D'Antilles et Ailleurs: The NGO D'Antilles & D'Ailleurs works for the education and promotion of active and democratic participation, especially of women and young people with fewer opportunities, by promoting gender equality, inclusion and strengthening the fight against discrimination.
www.dantillesetdailleurs.org

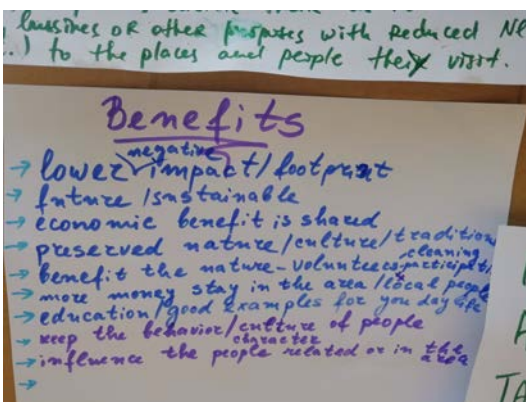
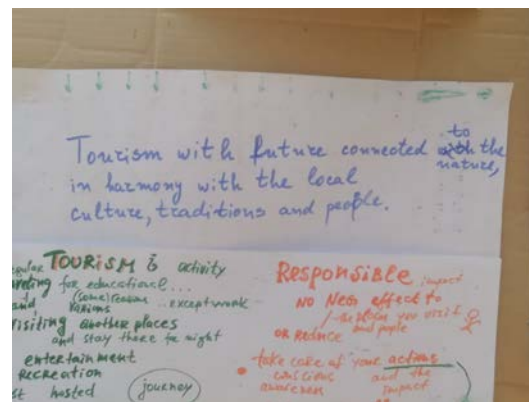
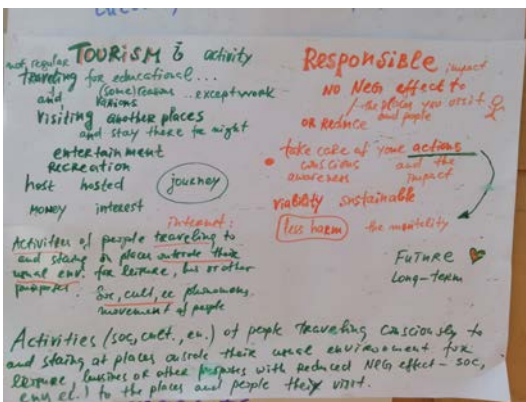


BG BAAT: Bulgarian Association for Alternative Tourism is a non-profit public benefit organization established in 1998. BAAT unifies over 100 members: national and regional tourist councils, nature parks directorates, touroperators for specialized tourism, family hotels, guesthouses and individuals. www.baatbg.org

EL Solidarity Tracks: Solidarity Tracks is nonprofit civil company active in non-formal education of youth focusing to promote the value of sustainable development, local development human right and sustainable entrepreneurship. Main objective: to promote sustainable development and solidarity values (inclusion, social cooperation, local activities (involving ESC) as weekly workshops on environmental education with kids, youths in a disability center and elderly people). We organize Youth exchanges and Training courses based on non-formal education to develop the capacities of youth leaders and youngsters. We have a good networking on Europe and around the world (strategic and long-term cooperation). <http://tamonopatia.org>

Defining the concept of responsible tourism

In order to understand what really means responsible tourism we have to understand and we have to define for ourselves. For this there was a small reflection in group activity where we conceived our own definition about responsible tourism.





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Reflection and intervention

We approached the concept of responsible tourism and to determine its contents. We have focused on the advantages and disadvantages of its development. The partner organizations presented their own perspective on the possibility of developing responsible tourism in their countries.

Reflection & debate on exchanging good practices:

An open dialogue on responsible tourism took place and what exactly each country can offer. Each participant suggested good practices and already existing examples of responsible tourism from Bulgaria, Martinique and Greece. The dialogue between the participants help us to clarify the definition of responsible tourism and we were able to determine what are the keys for categorizing a tourism activity, or a touristic accommodation in the field of responsible tourism.

Evaluation of the day

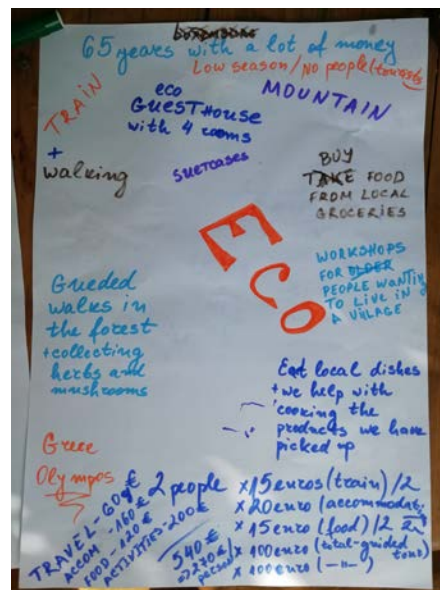
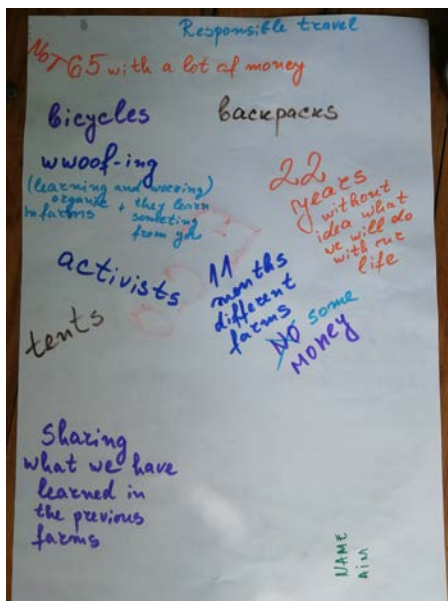
In the end of the day, we summarized our thoughts and ideas on the definition of responsible tourism, its advantages and disadvantages, the existing examples of good practice in the participating countries and we shared our first thought and feelings.

Day 2 – 09/09/2019

Energizer

The objectives of the proposed exercises were to get to know each other better and to work on the energies.

After energizer the day started with the **Open space**: where were discussed the characteristics of sustainable holidays & the profile of responsible tourists. A central topic of discussion was what are the characteristics of a responsible tourist, what is he looking for and what is he offering at the touristic destination. **Responsible tourist is the one who respects the place he visits, is not involved in mass tourism and is looking for an alternative way to enjoy and relax.**



Reflection: How you choose your responsible holiday

The day later on was dedicated to gain practical experience on various methods how responsible tourism can be practiced. We took part in the daily activities of the natural farm where the group was hosted in the first part of the TC. The owner Kostas is practicing this work and travel way of tourism in his self-sustained farm.

Practical experience in RT:

Voluntarism. Working in natural building farm

As written above in this ecological farm, you can be a volunteer and tourist at the same time. It is an alternative type of responsible tourism where the people offers voluntary work and is provided to them free accommodation and food. The volunteers who are living in this farm involved the group in several activities like: making clay bricks, picking vegetables for preserving, and making vinegar from apples.



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The afternoon was a discovery of good practices around Larissa. We met with entrepreneurs who are working in this field, and we had the chance to ask direct questions about challenges and ways how to make your enterprise more responsible.

Meeting and exchange with local producers

The first visit we had to the traditional Soap Laboratory “Rosmarino”. The laboratory is situated in her house in one wing where it used to be a barn. The group was welcomed with grapes from her garden...a sweet welcoming. Meni the owner informed us about her first attempt and how she made her hobby a profession. She also informed us about the materials she uses and the way of making soaps.



Visit and Workshop:

After the traditional soap company, the group visited a marmalade factory called “Yiam Yiam”. Avra the owner informed us about the procedure of production and promotion of the main product, and she offered us a workshop where the group could make their own marmalades, which later they could take as a souvenir.





Day 3 – 10/09/2019

Speech and debate:

Entrepreneurship in RT: Realities & challenges

How to involve and support young people to invest in responsible tourism

Kostas the host in the eco-building farm shared his ideas and experience in responsible tourism field. The focus was more on what kind of businesses are currently in the field of responsible tourism and what other types of tourism businesses can be created. How youth entrepreneurship can be promoted and how it is possible to make changes to the existing businesses. What are the difficulties of young entrepreneurs in tourism and how they can face them. What will be the benefits for themselves but also, for the tourists and for the place where they will start their business.

Group focus and role play

After speech and discussion in order to release our creative ideas, the group was separated in 3 teams. The teams had the task to plan a holiday which will be as much responsible as possible. There had to be detailed description where the groups are planning to go, location, how much money they will use, where they will stay, what they will eat, how much time would it last, what transport they would use etc. After the planning the groups presented their responsible holiday with theater method.

Later on to focus more on the topic of the TC we had group reflection on the Mentor/profile of the mentor.

What an who is Mentor in RT?

The participants tried to determine the characteristics that a mentor should have in the field of responsible tourism. The benefits of his character, he should improve and how he will promote the idea of responsible tourism to the new entrepreneurs or to the existing ones.

We collected all the characteristics of a good mentor and we created a draft guide for who is able to become a mentor in responsible tourism and what special skills he needs to improve.





The TOOL/ The GUIDE for Mentors

The day continued with the discussion and setting up common goals of the tool using the **5W** method: on why we need the tool for what we need the tool, for whom, when, where and how. We set up some basics and clarified that the tool is for mentors (us) to support youngsters in the next stage of the project to start their own initiative. The tool should contain definitions related with topic based on activities that later on the mentors can put in practice in their own countries. Following the set up of 5W the common task was to define the draft content of the guide as follows: Content:

Mentor

- Defining what is a mentor
- Skills and competences
- Responsibilities of the mentor

Responsible Tourism

- Definition
- Good practices (our workshops)
- Tips and tricks

Business

- Idea/passion
- Mind mapping - identifying the needs of your community
- Tools - Swot ANALYSIS, Smart goals, Experiential circle, Human-centred design

Evaluation (methods)

Resources

The afternoon was dedicated again for practical workshop, just in minutes a whole laboratory was set up for creating soaps and ointments using olive oil.

Practical experience in RT:

[Workshop making bio soaps & ointments](#)

The participants, with the help of Theodora one of the owners of the farm in Larissa, made their own natural soaps and ointments from olive oil.





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Day 4– 11/09/2019

The day four started early for the group. As the saying is who wakes up early can find gold, this was the main idea to go to the local fishermen to see the catch of the morning and help him to gather his net. The trip was by the coast line close to Larrissa area which are quite undeveloped in terms of tourism especially the responsible ones. Unfortunately due to some health issues this was not possible so the group find the second solution to buy fish from other local fishermen. Following this we discovered the area which has the need and has the capacity to promote and start new responsible tourism businesses. Connected the trip with small walks the group picked up from the beach the greens for the meal which was planned to be cooked in a place where tourist are hosted in tree house (the tree house is an initiative of cooperation between public and private sector) and or in ecological house in the forest.

After a locally cooked lunch prepared in a traditional way by the host we turn our path to the second hosting destination, to Lefkada.

Going to Lefkada

Visiting Meteora

Meanwhile travelling the group made a small stop at Meteora which is a touristic destination all over the year.



Day 5- 12/09/2019

The activity in Lefkada started with:

Visit to Periferia – Tourism sector of Region administration of Lefkada



Mr Zabelis Spiros, the head of the tourism office of the region's administration informed all the participants about:

- The touristic situation in Greece, particularly in Lefkada.
- Statistical surveys on tourist arrivals in the country and on the island Lefkada
- Rules and good behavior for tourists and for businessmen in touristic sector.
- Number of tourists in Greece by season
- Preferences of tourists in Greece, which tourism sector is developing nowadays.
- Number of accommodation, touristic offices and touristic businesses
- Training for tourism professions, (university, seminar etc.)

Working on the mentoring tool

Following the visit all the team started to work on a specific parts on the Mentoring guide, parts which the groups has experience and is needed for the mentoring guide. The participants also were preparing to put all the practical workshops that were attended in a structure which will be part of the guide as good practice/practical workshops that later on can be used as workshops in a similar way.

The structure was the following:

Name of the workshop

Aim

Target group

Number of recommended participants

Responsible tourism aspects

Expected results

Methodology used

Steps (detailed)



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Bicycle route in the town

The afternoon the participants had the opportunity to tour in the city of Lefkada by bicycle, guided by Ioanna one local volunteer and meantime they were informed about the cultural and historical background of the island. During their journey they made small stops and tasted traditional products and foods at small local businesses. Later this activity was also added to the structure mentioned before and will be added to the guide as other practical activities.



Day 6 – 13/09/2019

Practical experience

Walk & clean - Discovering the Lagoon of Lefkada in responsible way

The participants of the TC in cooperation with the volunteers of “Solidarity Tracks” organization and Lefkogeia organization organized the cleaning of the lagoon of Lefkada. It was an excellent example of responsible tourist's behavior, who respects the place he visits and he keeps it clean.



http://aromalefkadas.gr/%ce%ba%ce%b1%ce%b8%ce%b1%cf%81%ce%b9%cf%83%ce%bc%cf%8c%cf%82-%cf%84%ce%b7%cf%82-%ce%bb%ce%b9%ce%bc%ce%bd%ce%bf%ce%b8%ce%ac%ce%bb%ce%b1%cf%83%cf%83%ce%b1%cf%82/?fbclid=IwAR1B822E_egd-bVmtAcr6acaR-O07Zpv6etOEmne7_Bd-A2lw9e1MbsvSrw



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Working on the mentoring tool

Cleaning the surrounding meanwhile understanding the importance of behaving responsible, later the group came back to continue to work on the pedagogical tool for the E-mentors.

Day 7 - 14/09/2019

Day seven was mostly dedicated for how to make your business plan. A workshop was set up of the planning stages when setting up a business. The Workshop had several small session. After a session



ended the ideas were presented according to the business structure and were discussed what are the part that there still needs to be worked on. The groups came up with real ideas that they believe it can be put in the future as responsible tourism initiative.

To make a little break while business planning was in progress there was a trip connected with traditional lunch in the mountain villages of Lefkada.



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Round trip visiting traditional villages in Lefkada

We visited the villages of mountainous Lefkada, Platistoma, Karia, Eglouvi. They are small traditional villages, away from mass tourism because most of the tourists in Greece prefer the combination of sea and sun. So this small route, it was an alternative way to discover an island and small non



famous places. To close the visit there was a lentil tasting lunch. The lentils of Eglouvi are special and can be found only in the village.



Day 8 – 15/09/2019

On the last day of the training there were held reflections on small teams and at the end a common discussion summing up all the ideas were mentioned and worked on during the training. The first reflection was focusing on the following aspects:

- conditions for successful mentoring
- creation of the internal charter of cooperation for RT mentors
- develop a collective vision to preserve the active participation of RT mentors



- define the tasks of the mentors during the next activities and after the implementation of the project

Reflections and discussion on the issue of mentoring

Through this discussion we tried to find out what are the best ways to approach the young people who want to get involved in tourism, how the mentor can push them into the field of responsible tourism. The main question we answered were:

"What should be the relationship between mentors and young people?"

We also determine the methods of cooperation between mentors in responsible tourism and the methods of cooperation between the mentors, the investors and the grant holders.

There was an open discussion on the How we will use the mentoring tool of responsible tourism in our countries and how we will update it?

We defined the tasks of mentoring in the field of responsible tourism and we determined some future steps.

Evaluation of the day

The training ended up with evaluation of the training. The evaluation was made in two ways, one using the oral version expressing our thoughts and feelings. This was followed by a written report individually.

