Research

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"State of play and good practices:
Undertake in Responsible Tourism,
an opportunity to seize?"

Go Responsible

Unlocking the potential of Youth Entrepreneurship
through Responsible Tourism

D'ANTILLES & D'AILLEURS

SOLIDARITY tracks
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Research

"State of play and good practices: Undertake in Responsible Tourism, an opportunity to seize?"

In collaboration with Beth Wright, External Evaluator

Produced in January 2020
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Table of Contents

Project Synopsis

Project Title: Take your chance: Go responsible! Unlocking the potential of
                         Youth Entrepreneurship through Responsible Tourism
Reference Number: 2018-2-FR02-KA205-014604
Partner Organizations: D'Antilles et D'Ailleurs (DA&DA), Solidarity Tracks, Bulgarian
                         Association of Alternative Tourism (BAAT)
Countries: Martinique (France), Greece, Bulgaria
Start Date: May 15, 2019
End Date: August 30, 2020
Intellectual Output Type: Research "State of play and good practices: Undertake in Responsible
                          Tourism an opportunity to seize? "

List of Figures and Tables

Icon Legend

| Travel Company/ Tour Operator | Arts & Crafts | Sports & Recreation | Restoration Infrastructure | Food Gastronomy | Nature | Transportation |

| Accommodations | Tour Guide | Cultural Heritage | Agrotourism | Destination Management Organization | Retail | Community Center |

Executive Summary

Responsible Tourism is an emerging and dynamic sector within the Travel and Tourism Industry. Like other industries that are taking a decisive shift to develop and exist in a more sustainable way, Responsible Tourism holds in equal parts serious challenges, and immense opportunities. The sector is comprised of future-conscious stakeholders across the entire tourism economic ecosystem, from large private sector hotels, restaurants and products to government entities, educational institutions, non-governmental organizations, and entrepreneurs developing small businesses that provide authentic tourism experiences and services, while maintaining high quality standards for people, culture and nature.

"Take Your Chance: Go Responsible! Unlocking the Potential of Youth Entrepreneurship through Responsible Tourism!" is a multinational, multi-stakeholder project designed to reinforce the key competencies and entrepreneurial knowledge of young people within Responsible Tourism (RT) through mentoring, non-formal education, e-permanence support, and e-commerce tutorials. The project provides Responsible Tourism and Youth Entrepreneurship professionals with efficiency-focused tools and resources.

This research represents the Intellectual Output (IO) One of the present project, and reports findings based on surveys, focus groups, and interviews conducted. The purpose is to provide an overview of the current situation of entrepreneurship in the field of RT targeting youth and

provide the foundational knowledge to refine the targeted goals of the remaining Intellectual Outputs 2-6. The research's findings provide an overview of the foundational knowledge of the development ecosystem and will inform good practices, challenges, solutions and opportunities for youth entrepreneurs in the field of Responsible Tourism.

Background & Purpose

Responsible Tourism is an emerging and dynamic sector within the Travel and Tourism Industry. Like other industries that are taking a decisive shift to develop and exist in a more sustainable way, Responsible Tourism holds in equal parts serious challenges, and immense opportunities. As one of the survey respondents described it, "[Responsible Tourism is] quality tourism that supports the local culture, economy and nature." And stated by another respondent, "[Responsible Tourism is] tourism that satisfies the needs of today without sacrificing tomorrows resources." The sector is comprised of future-conscious stakeholders across the entire tourism economic ecosystem, from large private sector hotels, restaurants and products to government entities, educational institutions, non-governmental organizations, and entrepreneurs developing small businesses that provide authentic tourism experiences and services while maintaining high quality standards for people, culture and nature.

The purpose of the present Intellectual Output is to provide an overview of the current situation of entrepreneurship in the field of RT targeting youth and provide the foundational knowledge to refine the targeted goals of the remaining Intellectual Outputs 2-6. The research findings provide an overview of the foundational knowledge of the development ecosystem and will inform future good practices, challenges, solutions and opportunities for youth entrepreneurs in the field of Responsible Tourism.

The method

The Research is based on key primary findings based on surveys, focus groups, and interviews conducted by project partners and involving three main stakeholder groups in the Responsible Tourism Industry of their respective country: youth entrepreneurs, institutions, and business enterprises.

In additional to these surveys, each partner conducted a minimum of one focus group.
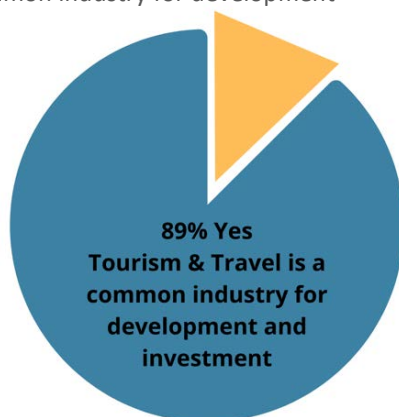
Key Findings

Over the course of six months 166 individuals completed one of three questionnaires, providing a first-hand understanding of the current economic climate for the development of Responsible Tourism businesses in Martinique, Bulgaria, and Greece. For the business questionnaire, 64 respondents representing tourism and travel businesses such as travel agencies, marketing companies, tour companies, hotels & guesthouses, farms, and nature and sport guides provided their insights on the resources and trainings available in their country. Of those who responded to the business questionnaire, 67% are either directly involved or indirectly benefitting from the Responsible Tourism sector, with 33% of respondents not connected to the sector at all.

The second largest group surveyed, 59 youth entrepreneurs, provided valuable information as to the challenges, opportunities, and support needed for youth to develop Small and Medium Enterprises (SMEs) in the Responsible Tourism sector in Martinique (France), Bulgaria, and Greece. Specific key findings for the entrepreneur stakeholder group are presented in the section: The Entrepreneur Perspective.

Institutions were another important stakeholder group surveyed, with 43 respondents from a range of organizations such as the Ministry of Tourism and the World Wildlife Fund with professionals working as training consultants, community and NGO project managers, youth and social workers, and educators. When asked, "How does your institution support young entrepreneurs?" over 88% of institution respondents stated they provide one or more of the following services: consulting, trainings, internships, partnerships, and business development and marketing support.

The Responsible Tourism Sector & Small Business Development

Figure 1: Tourism & Travel as a common industry for development

89% Yes
Tourism & Travel is a common industry for development and investment

Key Finding #1: Tourism & Travel as a major industry
The vast majority of participants recognize that the Tourism and Travel Industry is a sector with many opportunities for business development and investment. This perception is valid for all three project locations demonstrating the need for resources and training support for young entrepreneurs looking to build responsible tourism businesses. In Martinique Travel and Tourism comprised 13.5% of GDP as of 2017, and has only

1

grown since (Montanez, 2019). In 2018, Travel and Tourism in Bulgaria rose to 11.7% of GDP (Knoema 2020). And lost but certainly not least, Greece's Travel and Tourism Industry rose to 19.7% of GDP in 2017 with forecasts of reaching 22.5% by 2028 (GTP, 2018).

Key Finding #2: The Responsible Tourism Ecosystem
When asked, "What types of Responsible Tourism companies exist in your country?" the 144 respondents to this question identified ten types of travel/tourism companies in their country that they would say are part of the Responsible Tourism sector including: accommodations, culture, guides, arts & crafts, sports, gastronomy, attractions/sites, travel companies/tour operators, restoration, and transportation. The highest voted for types of businesses who could be seen as part of the Responsible Tourism sector were accommodations (107), guides (90) and culture (70). Respondents were able to choose as many business types as they wished.

Figure 2: Known Tourism company ecosystem

74%   63%   49%

38%   37%   35%   33%   26%   13%   6%
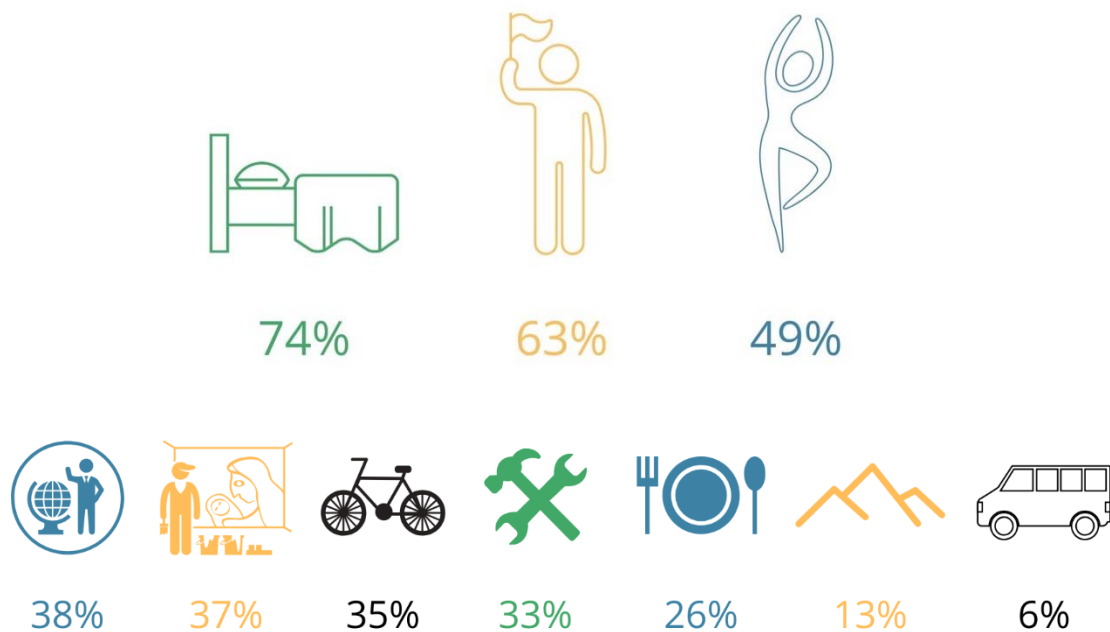
Key Finding #3: Development Resources for Responsible Tourism
To gauge knowledge of possible development resources, all stakeholder groups were asked, "What development resources exist in your country to support a new Responsible Tourism company?" and given five general development support areas to choose: in-person mentorship, in-person networking, online resources/mentorship, training programs, or resources unknown. The responses varied greatly per country, but overall training programs were the most well-known support resource. In Martinique the majority of respondents did not know what type of resources were available. For the Greek respondents the largest chosen resource was training programs. And overwhelmingly for Bulgarian respondent's online resources/mentorship was the highest chosen resource with 83%. These results demonstrate a need for educating all stakeholders, from business people to educators and

nonprofit leaders, and most importantly young entrepreneurs themselves, in the development resources available and how to apply for and use them to support creating and maintaining sustainable RT businesses.

Figure 3: Known Development Resources, Bulgaria, Greece & Martinique

Known Development Resources to Support Responsible Tourism Businesses

Martinique (40 Responses) ■ Greece (43 Responses) ■ Bulgaria (80 Responses)

- I don't know of any resources: Martinique 45%, Greece 42%, Bulgaria 4%
- in person mentorship: Martinique 13%, Greece 26%, Bulgaria 49%
- In-person networking: Martinique 30%, Greece 5%, Bulgaria 20%
- Online Resources/mentorship: Martinique 20%, Greece 16%, Bulgaria 83%
- Training Programs: Martinique 35%, Greece 51%, Bulgaria 79%

Key Finding #4: Financial Resources for Responsible Tourism

When asked, "What financial resources are available for young people interested in starting up a business in Responsible Tourism in your country?" 96% of the 166 respondents stated they knew funding was available in one or more of the following sources:

Table 1: Known Financial Resources for Responsible Tourism business development

Known Funding Sources	Government funding Public funding	Foundation nonprofit funding	Private funding investment	Prize-based competitions	I don't know of any resources
Bulgaria	100%	59%	63%	39%	0%
Greece	65%	16%	42%	7%	5%
Martinique	60%	15%	23%	21%	9%
Total	80%	36%	46%	26%	4%

Note: respondents were asked to choose all that apply. Percentages represent ratio of respondents who answered 'yes' for each category listed by their country.

Key Finding #5: Funding and Finances are the biggest challenges for business development

Figure 4: Primary internal challenges for small businesses

Primary Internal Challenge of a Small Business Enterprise

46% Funding & Finances
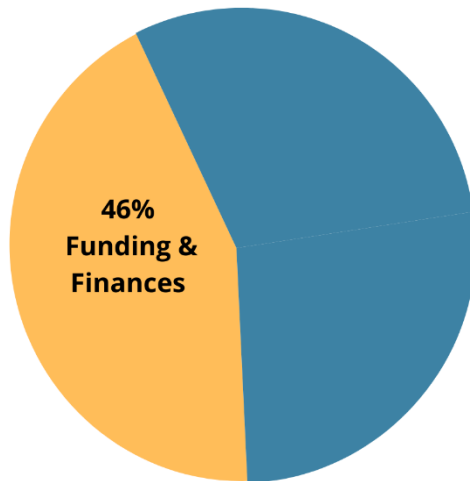
When also asked, "In general, what would you say are the primary internal challenges of a small business/Start Up in your country?" almost half (46%) of respondents stated that "funding and finances," were one of the primary challenges for a small business enterprise. This demonstrates a clear need for training and information access to assist small businesses and entrepreneurs in researching and securing the necessary funds for their business development.

Key Finding #6: Primary external and internal challenges for small business development
The survey broadly requested respondents from all three stakeholder groups: business, institutions, and entrepreneurs in all three countries to describe what they see as the primary external (systems) challenges in the industry, as well as the primary internal challenges for a small business or start up to develop and be successful. Key themes emerged from across all three countries and stakeholder groups. Most notably the greatest external challenges noted by respondents are bureaucracy, the financial system, and the lack of government support for small and medium enterprises in the tourism industry, with most support and resources going towards mass tourism development, and little systematic or policy support for the smaller Responsible Tourism sector. When asked to reflect on the internal challenges for a small business, in addition to funding and finances, most respondents stated that lacking skilled workers and a strategic plan for development and/or marketing were also major challenges to the successful development of a small business enterprise.

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Figure 5: Infographic, internal and external challenges for business development

Other challenges mentioned included climate change, an unpredictable tourism workforce, ignorant tourists, and seasonality. These reflections show the need for this project to provide mentorship guidance and resources to support young entrepreneurs in overcoming these issues with greater access to strategic trainings in staff/team management, finances, networking, stakeholder engagement, marketing & branding, and strategic business planning.

Developing a Responsible Tourism Enterprise: The Entrepreneur Perspective

A total of 59 young entrepreneurs from Martinique, Bulgaria and Greece attended focus groups, participated in interviews, and completed surveys to provide a deeper understanding of the specific challenges, needs, and opportunities for them to develop business enterprises in the Responsible Tourism sector. The following section focuses on key findings specifically for the entrepreneurs involved in the Intellectual Output One research.

5

Key Finding #7: Diversity in Responsible Tourism business ventures

Entrepreneurs from all three countries were asked to describe their business idea/new venture, and the responses ranged across ten key areas: eco-accommodations, nature tours, cultural heritage tours, locally sourced gastronomy experiences, sustainable sport experiences, agriturism, community/youth centers, local handicraft sales, and the development of local Destination Management Organizations. It was identified that all business ideas involved a service our product that directly serves the visiting tourist population.

Figure 6: Infographic, Respondent business venture ideas
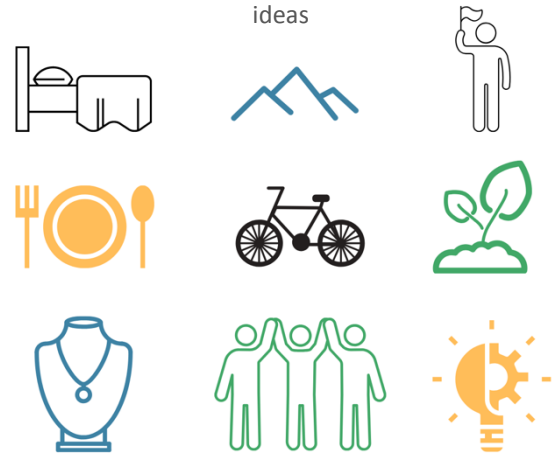
Key Finding #8: The internet is the most accessible source for support

Figure 7: Best source of Responsible Tourism development information

Best Source of Information on Responsible Tourism
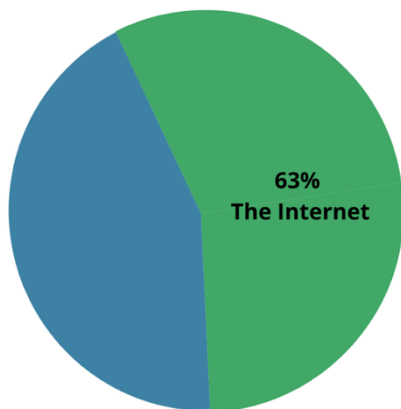
63% The Internet

The survey asked entrepreneurs what, in their opinion, is the best source of information to learn about the Responsible Tourism sector and other support resources; with 63% of respondents stating "the internet, websites." This further demonstrates the value of a comprehensive online resource that is accessible for entrepreneurs throughout the European Union to learn about the RT sector and how to develop a business in their economic ecosystem.

Key Finding #9: Three ways to better support Responsible Tourism entrepreneurs

All stakeholder groups were asked to list three ways which they felt entrepreneurs and small Responsible Tourism businesses could be better supported in their respective country. Regardless of their country there was general consensus among responses for:

 A change in government policies to reduce bureaucratic processes and provide greater support (financially and programmatically) to small and medium enterprises, especially in the emerging Responsible Tourism sector

 The development of a network of entrepreneurs, tourism professionals, and community members for the exchange of ideas and creation of professional partnerships (locally and online)

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Access to easy to understand information (preferably online) that outlines the requirements and recommendations for successful business development, funding access, financial management, marketing and promotion, and professional partnerships

Focus Groups

The purpose of the Focus Group phase for IO 1 Research was to increase understanding of how young entrepreneurs and other stakeholders perceive the challenges and opportunities within the Responsible Tourism industry, and identify areas for further research and focus for the project.

Bulgaria
BAAT of Bulgaria held a variety of events for young entrepreneurs and other RT stakeholders over the course of the six months for the Intellectual Output One. At the culmination of each event, participants filled out the online survey. These findings are incorporated into the key findings section of this research.

Greece
Solidarity Tracks of Greece hosted two local focus groups over the course of the six months for the Intellectual Output One.

The first focus group Solidarity Tracks organized as a closing and promoting event following the Training for mentors hosted in Greece, Lefkada. The focus group was organized in a cultural coffee, Z bar where more people could be reached. As introduction the project promoter representative, Lavinia together with Solidarity Tracks representative Reka, presented the main idea, flow of the GO responsible project. The presentation was followed by presenting main topics, questions from the frame of the questionnaire which was also shared at the end of the session to be filled by the participants. Main topics included: overtourism, infrastructure development, and natural resource extraction in relation to the destination and local tourism industry (Solidarity Tracks, 2019). A complete summary of the First Focus Group held in Greece can be found in Appendix 2.

The second focus group Solidarity Tracks organized in their new, freshly painted office in order to attract more people. The event started with a very small presentation about the main topic: tourism and over tourism. After the short presentation the documentary movie: Crowded

Out: the story of over tourism was projected. (https://youtu.be/U-52L7hYQiE). The documentary shows us some main problems when we speak about tourism in the last 30 years when this term over turism born because the lack of sustainable way of thinking. There is a huge negative impact due to the increasing number of tourists on the environment, culture and infrastructure of vacation hotspots (Solidarity Tracks, 2020).

Martinique

D'Antilles et D'Ailleurs of Martinique hosted two focus groups in 2019 over the course of the six months for the Intellectual Output One.

The first focus group discussion began with a presentation about cruise tourism in Martinique and its implications on the local tourism economy. D'Antilles et D'Ailleurs then engaged the group in discussing, "what type of Profile are your customers." The group discussed the need for a common platform for stakeholders in RT to exchange ideas and work together. The need for translators was also identified to interact with cruise ship tourists. (D'Antilles et D'Ailleurs, 2019) A summary of notes from Focus Group One Martinique can be seen in Appendix 4.

For the second focus group, D'Antilles et D'Ailleurs presented on the topic "Marketing and the power of narrative: how to show Martinique to the media?" Participants of the focus group also defined Responsible Tourism and discussed difficulties and opportunities. It was agreed upon that there is a need to build a strong network to support the success of Responsible Tourism businesses in Martinique for the future (D'Antilles et D'Ailleurs 2, 2019). A summary of notes from Focus Group Two Martinique can be seen in Appendix 5.

Martinique Interviews

In the last quarter of 2019, D'Antilles et D'Ailleurs organized three in-person interviews with Martinique entrepreneurs working in the tourism industry: kayaking company, taxi service company, and a villa management company. All interviewees have an educated background, but not within studies that immediately prepared them for business development or working in tourism, let alone responsible tourism. They each saw an opportunity within the local Martinique economy, and through various funding means: personal savings, government funds, and loans, developed their businesses. Some of the similar challenges they all stated specifically in the case of Martinique are:

- Challenges with language barrier (most people only speak French)
- Taxes and high expenses, Martinique uses the Euro and is very expensive
- Lack of knowledge by local population of Responsible Tourism and a lack of network support
- Overworked in the high season, but significantly underworked in the low season

In the next phase of the research more interviews will be conducted in Martinique, and potentially with stakeholders in Bulgaria and Greece as well. To ensure interviewees remain anonymous interview summaries are not included.

Methodology

For IO One, the project partners disseminated questionnaires to three main stakeholder groups in the Responsible Tourism Industry of their respective country: youth entrepreneurs, institutions, and business enterprises. In additional to these surveys, each partner conducted a minimum of one focus group. D'Antilles et D'Ailleurs of Martinique also conducted a pilot series of interviews, based on similar questions from the questionnaire and focus group to gain a deeper understanding from local stakeholders.

Three questionnaires were created with targeted questions for each specific stakeholder group (entrepreneur, business, institution). Eight questions were the same across all stakeholder groups. Based on the specific stakeholder group additional questions were included to provide a more holistic understanding of the Responsible Tourism ecosystem in each country. Each questionnaire was populated into a Google Form and translated into the partner country's primary language. Data from submitted forms was automatically collected in a spreadsheet accessible to all partners. These questionnaires can be found in Appendix 1.

Observations

The results of the survey revealed that most entrepreneurs seek information regarding the Responsible Tourism sector and business development through online resources, but simultaneously noted that they need more trainings and understandable resources for these development topics.

For the entrepreneur responses, most indicated their business idea is to create common "business to consumer" tourism businesses, just with a greater focus on responsible/sustainable practices. Examples of these are ecolodges, sustainable food tours, and agritourism experiences. It was observed that there were no business ideas given that would provide responsible/sustainable solutions to existing tourism businesses, or "business to business" solutions. For those entrepreneurs that are interested in the Responsible Tourism field, but do not have a specific business idea, Business to Business could be an interesting, useful, and lucrative area to develop a business. Support services are an integral part of the travel and tourism industry and can be the greatest area to leverage responsible

practices. Some examples include: waste and water management, supply chain linkages (e.g. connecting local farmers with hotels and restaurants), or sourcing non-plastic single use products to supply local hotels and restaurants.

One example highlighted in the report 'A Century of Unsustainable Tourism in the Caribbean,' describes the Sandals Resort Farmer Programme in Jamaica in collaboration with The Rural Agricultural Development Authority (RADA). Providing sustainable "business to business" services this collaboration develops close, "working relationships between farmers and hotels by improving the quality of produce, developing proper pricing arrangements, and improving communications between farmers and hotels" (Walton, et al, 2018). This particular project meets sustainable tourism goals in improving local supply chains, supporting local farmers, and improving the local economy. Though RADA does many things and this is just one programme within it, this is a good example of a business opportunity to create network linkages and services to improve the long term sustainability of the tourism ecosystem. Starting with only ten farmers the programme is now said to have 80 farmers across Jamaica and, "within three years sales have risen from US$60,000 to $3.3 million. Farmers' income has increased and is more reliable, while hotels have gained from a wider variety of good quality local produce and cost savings." (Walton, et al, 2018). The program is now used as a model for similar destinations.

Most respondents listed the internet as the most accessible way to learn about and develop their responsible tourism business ideas. The internet is the easiest avenue for small tourism businesses to begin marketing their products and services. The most common and accessible online platforms with global reach include TripAdvisor, Bookings.com, Yelp, Airbnb (Airbnb Experiences) Facebook, Instagram, and YouTube. TripAdvisor, Yelp, and Airbnb are platforms run on customer ratings and are usually the first sites to show up if a person googles a particular travel interest or business. Customer ratings are incredibly important in the tourism industry and should be considered as part of the marketing plan. Platforms such as Facebook, Instagram, and YouTube are the most common online marketing platforms today outside of travel publications. As they are free, these platforms provide tourism businesses of any size the opportunity to share their brand and attract customers to book their travel plans from across the globe. Prior to marketing it is essential entrepreneurs take the time to develop their brand and strategy, first by conducting research to know their target markets and positioning. Once this has happened, entrepreneurs can determine which platforms and what style of marketing will best reach their target market and attract them to their product or services.

Appendices

IO 1: Research

Questionnaire and Focus Group Templates

The following are three different questionnaires to be used for the Intellectual Output 1: Research, "State of play and good practices: Undertake in Responsible Tourism, an opportunity to seize? " Each questionnaire will be provided as an easy to complete Google Form in the partner country's language. Data from submitted forms will automatically be collected in a spreadsheet accessible to all partners. These questions can be used both as a questionnaire to be completed by the participant, or within a Focus Group. More information will be provided on Focus Group best practices later on.

The purpose of this research is to provide an overview of the current situation of entrepreneurship in the field of RT targeting youth. It will highlight good practices, difficulties, challenges, solutions and opportunities for young and entrepreneurship in the field of RT.

Questionnaire: Institutions (Government, Academic, Development, Foundation)

1. What is your full name?

2. What is your email?

3. What is your phone number?

4. What do you do for work?

5. In your own words, please define Responsible Tourism.

6. In your country, is the Tourism and Travel industry a common area of business development and investment?
   a. Yes
   b. No
   c. I don't know

7. What types of Responsible Tourism companies exist in your country? Please describe as fully as possible.

8. What development resources exist in your country to support a new Responsible Tourism company?
   a. Training programs

b. In-person mentorship
c. Online resources/mentorship
d. In-person networking
e. Online community
f. I am not aware of any resources

9. Please describe specific resources and programs. Write n/a if you do not know of any.

10. What financial resources are available for young people interested in starting up a business in Responsible Tourism in your country?
    a. Government funding/Public funding
    b. Foundation/nonprofit funding
    c. Private funding/investment
    d. Prize-based competitions
    e. Other

11. Please describe specific resources and opportunities. Write n/a if you do not know of any.

12. How does your institution support young entrepreneurs (of any industry)?

13. How does your institution support young entrepreneurs within the Tourism Industry?

14. What are the primary challenges you see in small enterprise/Start Up development from a systems perspective in your country? How do these relate to opportunities in Responsible Tourism enterprise development? Please provide as much detail as possible.

15. In general, what would you say are the primary internal challenges of a small company/Start Up in your country? How do these relate to the success of a potential or existing Responsible Tourism enterprise? Please provide as much detail as possible.

16. What are three ways you think entrepreneurs and small Responsible Tourism businesses could be better supported in your country?

17. Please describe any Responsible Tourism success stories for entrepreneurs/small companies in your country.

18. Is there anything else you would like to share with us regarding your institution and/or the current state of Responsible Tourism in your country?

Questionnaire: Business Enterprises

1. What is your full name?

2. What is your email?

3. What is your phone number?

4. What do you do for work?

5. In your own words, please define Responsible Tourism.

6. In your country, is the Tourism and Travel industry a common area of business development and investment?
   a. Yes
   b. No
   c. I don't know

7. What types of Responsible Tourism companies exist in your country? Please describe as fully as possible.

8. What development resources exist in your country to support a new Responsible Tourism company?
   a. Training programs
   b. In-person mentorship
   c. Online resources/mentorship
   d. In-person networking
   e. Online community
   f. I am not aware of any resources

9. Please describe specific resources and programs. Write n/a if you do not know of any.

10. What financial resources are available for young people interested in starting up a business in Responsible Tourism in your country?
    a. Government funding/Public funding
    b. Foundation/nonprofit funding
    c. Private funding/investment
    d. Prize-based competitions
    e. Other

11. Please describe specific resources and opportunities. Write n/a if you do not know of any.

12. How does your company interact with the Responsible Tourism (RT) industry?
    a. Directly, my company is a RT
    b. Directly, my company is a vendor for a RT company
    c. Directly, my company provides direct financial support for RT opportunities
    d. Indirectly, my company benefits from RT

e. Indirectly, my company sponsors support programs for RT opportunities
f. My company is not connected to RT

13. What do you see as the primary business challenges in the Travel and Tourism Industry? How do these challenges affect Responsible Tourism companies?

14. In general, what would you say are the primary internal challenges of a small enterprise/Start Up in your country? How do these relate to the success of a potential or existing Responsible Tourism enterprise? Please provide as much detail as possible.

15. What are three ways you think entrepreneurs and small Responsible Tourism businesses could be better supported in your country?

16. Please describe any Responsible Tourism success stories for entrepreneurs/small businesses in your country.

17. Is there anything else you would like to share with us regarding your company and/or the current state of Responsible Tourism in your country?

Questionnaire: Youth Entrepreneurs

1. What is your full name?

2. What is your email?

3. What is your phone number?

4. What do you do for work?

5. In your own words, please define Responsible Tourism.

6. In your country, is the Tourism and Travel industry a common area of business development and investment?
   a. Yes
   b. No
   c. I don't know

7. What types of Responsible Tourism companies exist in your country? Please describe as fully as possible.

8. What development resources exist in your country to support a new Responsible Tourism company?

      a. Training programs
      b. In-person mentorship
      c. Online resources/mentorship
      d. In-person networking
      e. Online community
      f. I am not aware of any resources

9. Please describe specific resources and programs. Write n/a if you do not know of any.

10. What financial resources are available for young people interested in starting up a business in Responsible Tourism in your country?
      a. Government funding/Public funding
      b. Foundation/nonprofit funding
      c. Private funding/investment
      d. Prize-based competitions
      e. Other

11. Please describe specific resources and opportunities. Write n/a if you do not know of any.

12. What is your business idea and/or new venture? How is it related to the Responsible Tourism industry?

13. What resources, training, and networking do you need for your business to succeed?

14. What has been the greatest challenge to your specific business venture to date?

15. Currently, what is the best source of information (that you know of) to learn about the Responsible Tourism Industry and support resources?

16. What do you see as the primary systemic (external) challenges in the Travel and Tourism Industry? How do these challenges affect Responsible Tourism companies?

17. In general, what would you say are the primary internal challenges of a small business/Start Up in your country? How do these relate to the success of a potential or existing Responsible Tourism company? Please provide as much detail as possible.

18. What are three ways you think entrepreneurs and small Responsible Tourism businesses could be better supported in your country?

19. Please describe any Responsible Tourism success stories for entrepreneurs/small businesses in your country.

20. Is there anything else you would like to share with us regarding your company and/or the current state of Responsible Tourism in your country?

Go responsible! 1st Focus group report!

The first focus group Solidarity Tracks organized as a closing and promoting event following the Training for mentors hosted in Greece, Lefkada. The focus group was organized in a cultural coffee, Z bar where more people could be reached. As introduction the project promoter representative, Lavinia together with Solidarity Tracks representative Reka, presented the main idea, flow of the GO responsible project. The presentation was followed by presenting main topics, questions from the frame of the questionnaire which was also shared at the end of the session to be filled by the participants.

The discussion with the guest was running on several main ideas.

First of all, the group identified the main problems in Greece and more specific in Lefkada. We all agreed there is a lack of responsibility when we speak about tourism. Mass tourism is a real challenge for the Lefkadians as well. The reason is the crisis, the locals need money not thinking of the consequences or the sustainability of their business and the place. However not everything is dark and sad, there are a few initiatives done by the locals, like trekking, local festivals, small businesses who are focusing on the authenticity of the place, to act as responsible citizens (organizing beach cleaning activities) etc.

There is also one regulation as positive aspect that is not allowed to build big hotels also due to the seismic area.

Airbnb is taking the market lately also in Greece. But to have and to keep on the market a responsible business is a challenge: (one example what was discussed) if your accommodation is not equipped with air-condition, the rating on Airbnb goes down and is more difficult to find the accommodation in hand. In responsible tourism business is important to be

perseverant, to believe in your ideas and never give up. The way is never easy, but is important that we try. Be on the market and respect values…this is the slogan.

Other important topics that were discussed are the Bridge. Lefkada is connected with the main land through a Moving Bridge. This bridge allows both the cars and boats to enter in Lefkada city or port for free. There is a plan that there will be made an underground tunnel instead of the bridge for which the people should pay a fee. The locals are against this idea, while there is need to pay every time you want to leave or enter the island.

Oil extraction was also on the discussion table as being a recent topic in the Ionian region. People has to be aware that oil extraction will pollute the environment, sea life and there will be no income for the benefit of the locals even the country. One guest, Julie is a main actor in organizing demonstrations in Lefkada to fight against this issue and to aware and mobilize the citizens of Lefkada to act against this decision.

As it was mentioned in the introduction part the event was closed by asking the participants to fill in the printed questionnaires which results will be used in the next steps of the project.

Appendix 3: Greece Focus Group Two Summary

Go responsible! 2nd Focus group report

The 2nd focus group Solidarity Tracks organized in their new, freshly painted office in order to attract more people. The event started with a very small presentation about the main topic: tourism and over tourism. After the short presentation the documentary movie Crowded Out: the story of over tourism was projected. (https://youtu.be/U-52L7hYQiE). The documentary shows us some main problems when we speak about tourism in the last 30 years when this term over tourism born because the lack of sustainable way of thinking. There is a huge negative impact due to the increasing number of tourists on the environment, culture and infrastructure of vacation hotspots.

"Overtourism" can be defined as the rapidly increasing volume of visitors to popular destinations that results in damage to underlined historical sites, a reduced quality of life for residents and the upheaval of local housing markets. As the CEO and founder of Responsible Travel, Francis explores the topic of Overtourism with a variety of experts in the tourism field, as well as local residents who voice their concerns and experiences.

Francis uses Venice [Italy], Barcelona [Spain] and Gili Trawangan [Indonesia] as case studies, and the viewer is exposed to the pressure the local communities are under. The unavailability of long-term flatlets, a lack of everyday amenities and disintegrating cultural authenticity are driving many long-term residents away from their homes, in order to escape the plethora of vacationers who are often disrespectful in their actions: drinking, jostling and littering without regard to the fact that they're holidaying in a place someone else calls home.
https://www.themindfulword.org/2018/hospitality-and-tourism-video-review

The projection had a real effect on the participants, some of them expressed their shock describing that they never thought about this when speaking about tourism that it become so harmful in so many aspects. Most of them being young confessed about the real situation that in general when planning a trip, they do not take in consideration the idea of sustainability or responsibility. *We just want to travel…. we do not have a lot of money.*

The discussion was leaded by question topics. The first was one to identify if there are similar problems in the communities where the participants come from. Of course similarities were, since this mass tourism problem is Global issue. Everybody find and agreed that the problem exists. Airbnb again was mentioned as in the first focus group but there was a mentioning about a new system that it seems will come like bed and breakfast which it should empower the locals and support them. Here also the couch surfing (network) was mentioned as an alternative while traveling.

As a continuation the next topic was what we can do as individuals (tourists), entrepreneurs (hosts) or decision makers to solve this problem or if we cannot totally solve just to reduce the negative effects?
First answer was not our responsibility...is all the responsibility of the government and decision makers.
Later there were diverse answers both positives and negatives: like stay home, there is no solution or low travel – discovering a place with details and staying in this place 1-2 weeks, buy and eat from locals wherever you travel, work and travel (in farms), use public transports, bike, hike with local guide, visit not popular places, plan your holiday outside of the high season etc.
The last question was focusing if they ever thought about creating their own business related with tourism and if yes what kind of ideas they would like to make it happen. Some of the participants spoke about guiding which actually they make just for free as a hobby, others to create traditional handcrafts and local food.

After this the project GO responsible was presented using the Prezi presentation: https://prezi.com/yhiwhxzbtwh2/?utm_campaign=share&utm_medium=copy

The presentation was followed by signing presence and filling out the questionnaire related with Responsible tourism.

Focus Group (notes in En)
24/08/2019

Intervention: Tourism in Martinique is only made by cruises, therefore only in Fort-de-France. The lady that is speaking works in Le Lamentin where before there were initiatives from the local people, but this is no longer the case.

Intervention by Marie-Line, the travel agency "Voyager Vrai":
She spoke about some problems for her on the tourism sector in Martinique:
-Tourism represents less than 10% of Martinique's GDP.
-It is impossible to undertake activities alone.
-If we don't have tourists, it's because there are no offers.
-We have a big lack of local guides, especially local guides that speaks English or other languages.
-Travel agencies spread false communication about the West Indies (Example: hurricanes in June), when the 80% of people who sell trips to Martinique have never been in Martinique, they just repeat what they have read somewhere.
-We need a change in the way we communicate communication
-Huge need for training in English
-Need to focus on short circuits
-Not enough quality hosts
-Night life not sufficiently developed

Emilie from D'Antilles et D'Ailleurs asks what type of Profile are your customers?

1-There are many retired people, who have already travelled a lot in resorts etc. and now want to live the real Martinique. Who don't want to be fooled, want to know that someone is there to reassure them, want to share "moments", stay on average 2 weeks (and go through 4 accommodations) while travelling. They want to see everything but at the same time they want comfort.

2-There are those who have never travelled but are retired and they come to Martinique to finally make a beautiful trip.

3-There are families with children, they are looking for security at the political, health and other levels.

4-Sports couples for hiking, sports stay.

At the same time, whoever offers a service (activity or accommodation, etc.) must ensure that they offer a good service, to give a good impression and to allow people to return to Martinique.

Intervention by Jacques Bajal, Head of the CTM's Yachting, Cruising and Water Sports Division:

Its role is to coordinate actions to promote and animate this sector.
Europe is the second largest market in the world after the United States for cruises.
According to a study, each cruise passenger would bring 69$ to the territory (port tax included)

Its definition of RT: balanced tourism, which takes into account the needs and interests of everyone from all parties, tourists and traders, and respects the environment.

As the person in charge of this pole, he finds that there are things that bother him in the cruise sector, such as wanting to make money and not thinking about the other elements of tourism. There is a new phenomenon, the creation of a platform where you can directly connect between entrepreneurs and cruise passengers.
What makes a destination successful is the ability of that destination to have good will, to work together. A key example for success is the ability to keep the given word, very simple but not always easy to practice.

There are two types of cruise passengers:
-who buys with the help of tourist agencies etc.
-who buys on the internet in an independent way via companies like Beyond the beach etc., so excursions etc.

Exchanges with the audience, opinions, ideas:

-> Need a platform (online or offline) to offer services to cruise passengers without going through companies, to sell products directly to passengers.

->Cruise passengers are now welcomed by small stands selling souvenirs (often made in China): it is necessary to change what is offered when they arrive! like Made in Martinique products. Artisans sell products that are not adapted to what customers want in terms of product but also in terms of price!

-> Need for language facilitators for sales. There is a problem with training and language. There are young people from here who study English, so the trader could hire the young people during the cruise season to facilitate sales, for example.

-> problem of product marketing needs in terms of sales promotion.

-> Is it possible to offer local Martinique activities/animation directly on the cruises when they arrived and just not only on land? the budget is limited to do more for the moment, there is also a cruise policy that does not want to bring artists/animators on board the boat because there are already staff on the boat paid for the animation. There is also the problem of organization and logistics.

-> Use the Internet, media, networks, technologies, to communicate with potential customers.

Appendix 5: Martinique Focus Group Two Summary

Focus Group (notes in EN)
10/08/2019

First intervention: **Petit Cocotier**
4 years of family management activity of 2 families 1 from Morne Rouge, 1 from Vauclin.
Petit Cocotier is a business that offers baskets of fruit, vegetables, spices, local agriculture, permaculture. They have websites to order the baskets that will be delivered.
Message: work in a team with the same vision, the same love for Martinique, our land.
Objective: link between producer and consumer. Show that in the field there are people who do good work, responsible, sustainable, eco. Unite Food and Agriculture.
In agriculture there is a mix between the different cultures that have given life to these lands: European, African, Indian, Amerindian, etc.
Nowadays, on a local and international scale, everyone needs responsible tourism, authenticity of the local, reconnection with our environment.

Second intervention: Jean-Paul offers massages in the heart of nature. He decided to convert his activity into a tourist activity, for example at Cœur Bouliki.

The public is asked for a definition of **Responsible Tourism** (RT):
-Respectful of human beings and the environment.
-Highlight what is different, picturesque, biodiversity, habits and customs.
-Must involve pleasure, discovery, and involve all actors, even the smallest ones.
-Who solicits all the actors.

Tourism before was massive, that means doing a lot without quality with the inclusion of very few actors. Now, thanks to digital technology, we can create another system, a collaboration between different actors - enjoy the small fisherman, farmer etc. - a constructive ecosystem where everybody can have benefits. To do this is necessary to associate with other "small like us" people.

We don't want a massive tourism in Martinique, here we have a wealth of authenticity, culture, music and we want quality and not quantity!

A journalist talks about the creation of content, programs, visibility, to build this ecosystem. The solution is to create a less obsolete model (more cultural programs, more use and costumes to show!).

Géraldine from Culture Egalité :
We don't have to compete with the other islands, but to be allies with them! Be together, united in quality tourism that favours the development of communities. We need to work together. To fight the giants, we have to find partnerships with other people who do the same thing as us, also in other Caribbean islands.

Emilie Albert from D'Antilles and D'Ailleurs asked: What resources exist on the territory to support the creation of new businesses? do you have some ideas?

A proposed solution: Need of Relay Points/Person to promote another aspect of tourism. For example, on the AirB&B website or in the accommodation offered.
A woman answers with her testimony of her entrepreneurial success partly thanks to the mobilization of her entire family. (AirB&B) Promote tourism that is different from that offered by major tour operators.

Lavinia from D'Antilles et D'Ailleurs: what are the difficulties?

One answer: Answer from the Jardin de Trenelle Citron, presentation of the garden and its activities. They always receive groups of young people from high schools... the difficulty is to be overwhelmed with things to do and don't have the time and organization to go and recruit tourism. They need someone who identifies the needs and desires of tourists and directs them towards visits and activities according to their interests. So, it would be necessary to have an entity that identifies the needs of tourists and redirects them to service providers (-> intermediary, relay)

Another answer: The National Education Department had set up a programme (Hotels, Marketing, Catering), but received very little feedback from professionals and students had

great difficulty in finding internships. Students who have difficulty projecting themselves into a professional career in this sector.

Another answer: it is necessary to think that there is a lot of handcraft on the island etc. but how to know them? Who is in his business, is engaged throughout the day in his work and he does not have the time to showcase his products/activities. There is a need for someone who can communicate the fruit of his passions, to allow people to know the activity, to be interested, and thus create a tourism channel in this sense. (intermediary, relay)

Lavinia from D'Antilles and D'Ailleurs introduces the topic: Marketing and the power of narrative: how to show Martinique to the media?

We asked to **Creative Sun Film** to talk: presentation of their company: they focus on telling real stories of passion, business, real life. They make films that aim to tell stories (making a product, knowing the person who works for it, showing production and quality etc.). Production-distribution-marketing, working together for tourism and economic development differ.

Key words of the conference: building, exchanging, sharing, cooperation, support.

Intervention by **Géraldine from Culture Egalité**: we must get out of the capitalist system: I make my money by crushing others. It is necessary to cooperate, to share with other entrepreneurs. Eliminate the idea that if I share an idea someone will take it away from me. No! You have to share, work together, help each other, exchange information, support each other without crashing. The platform proposed by Go Responsible project can be used for this purpose! And at the same time give Martinique an international dimension.
We have to remove the idea of competition...we're all in the same boat, so let's stop fighting and start working together!

Emilie from D'Antilles et D'Ailleurs: Looking at the data/figures there are a lot of tourists in Martinique, the problem is that we can't use this number... Most of them are tourists who come from cruises and stay only 2/3 days maximum without using our services etc. So how do we get them to stay?

Géraldine from Culture Egalité answer to the question: Giving them the curiosity of the local, putting them in contact with the local people, local products, local stories and not just the same history and tourist tour of all the time.
Propose different things to do, and we have to organize them ourselves because the authorities are on the part of mass tourism. We must not wait the institutions with their bureaucratic barriers etc., we must start from us, the citizens!

Testimony of Dominique Island: a lot of ecotourism, a lot of proposals, small companies that offer their products/activities, people who offer special, different services. It is good to create a link/network between the different tourism sectors: audio-visual, agriculture, transport, etc. and between the different islands of the Caribbean as well.

The end: We know the difficulties, the reality that the Giants wants to eat and win always, but we also know the solutions: working together, finding support between us or everyone capable of his art, expert, can give help to others, but it is always difficult to put these solutions into practice.

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