



Coordinator:
PRISM IMPRESA SOCIALE S.R.L
www.prisonline.eu



Co-funded by
the European Union

Universidade de Vigo

Universidade de Vigo
www.uvigo.gal



Petra Patrimonia Corsica
www.petrapatrimonia-corse.com



Enoros consulting limited
www.enoros.com.cy/en



Fondazione Comunitaria di Agrigento e Trapani
www.fcagrigentotrapani.it



ANKO DYTIKIS
MAKEDONIAS A.E.
www.anko.gr/index.php/en



CSONGRAD-CSANAD
MEGYEI KERESKEDELM
ES IPARKAMARA
www.csmkik.hu



Empowering local communities turning
them into laboratories for co-development
of circular and sustainable tourism
ecosystems

Funded by the European Union. Views and
opinions expressed are however those of
the author(s) only and do not necessarily
reflect those of the European Union or the
European Innovation Council and SMEs
Executive Agency (EISMEA). Neither the
European Union nor EISMEA can be held
responsible for them.

Co-funded by the European Union -
Grant agreement n° 101085853.

ABOUT ECOTOURS

Where

The project targets local communities in Italy (Sicily: Enna, Agrigento and Trapani), Greece (Western Macedonia), France (Corsica, Bastia), Hungary (Southern Great Plain), Spain (Galicia, Vigo), Cyprus (Nicosia), including a natural & cultural heritage of international significance, that are currently facing common socio-economic challenges due to the impact of the current COVID-19 pandemic.

Who

The project ECOTOURS enhances the capacity of tourism's SMEs and community tourism's ecosystems to promote circular tourism and to uptake environmental principles, practices and standards in their businesses.

How

Through transnational cooperation, peer learning and capacity building, the project will engage key actors and local communities in Europe in cohesive and collaborative strategies and actions to build-up a support system to tourism SMEs, with a focus on how circular economy principles and standards apply to tourism services and businesses.

OBJECTIVES



To increase sustainability, competitiveness and economic regeneration of rural destinations in Europe through circular tourism.



Specific objectives

To increase the capacity of tourism's SMEs and community ecosystems in EU to incorporate and promote sustainable strategies and practices on circular tourism.

To boost the transition process of tourism's SMEs by increasing their capacity to uptake sustainable and circular principles and standards.

By supporting the transition of SMEs and community ecosystems in the tourism sector to a green, digital and circular economy, the project is in line with the Sustainable Development Goals, the European Green Deal and the Farm to Fork Strategy action plan. In this frame, the project contributes to the implementation of the EU Circular Economy Action Plan, by engaging tourism SMEs and community ecosystems in the transition to a stronger circular economy where resources are used in a more sustainable way.

Overall, ECOTOURS will increase opportunities for social, economic and sustainable development in the cooperation area, while at the same time enhancing protection and valorisation of the natural and cultural heritage

RESULTS & IMPACT

The project will facilitate community participatory processes that engage private and public target groups from the tourism sector in the local communities involved.

Partner organizations will engage n.96 SMEs in total, coming from each local community/region that have a NACE code from the tourism sector.

IMPACT

- The concept of "circular tourism" is better understood in the local communities involved and at EU level, with a view on how circular tourism can respond to community needs and generate sustainable development.

- Co-created and tested an innovative and multi-stakeholder support system to tourism's SMEs and community tourism's ecosystems on circular tourism at both local and EU level.

- Enhanced resilience, key competences and capacity of N.96 tourism's SMEs to incorporate circular tourism's principles and uptake sustainability standards into their businesses, services and practices, with the view of improving and measuring their green, social and sustainable performances.

- Strengthened strategic cooperation, exchange of best practices and synergies between tourism's SMEs and community tourism's ecosystems actively engaged in knowledge-sharing and co-development of sustainable strategies and practices based on circular tourism.

- Increased governance (public/private), multi-stakeholder engagement and cross-sectors coalitions to explore innovative circular business strategies and models in the field of tourism and community development.