



Transforming Tourism Initiative

Online-Seminar
Community Resilience and Change in Tourism
July, 16th, 2020

2030 Agenda on Sustainable Development

State of the world today*:

- increasing disparities in regard to opportunities, wealth and power
- more frequent natural disasters
- climate change threatening the survival of many societies

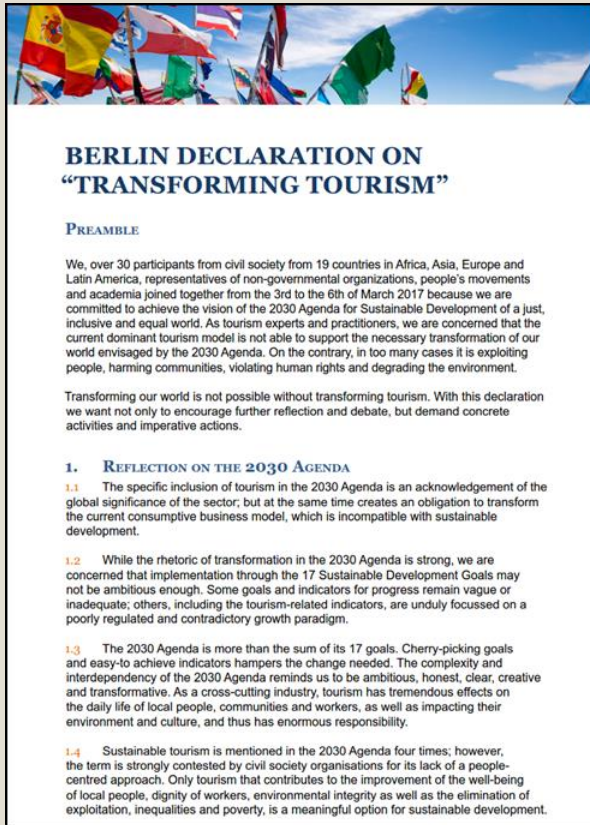
Vision of the world tomorrow (2030)*:

- all people have access to water, food, quality education and health care.
- human rights and rule of law
- natural resources are used responsibly, sustainable consumption and production patterns etc.



* UN (2015): Transforming Our World – the 2030 Agenda on Sustainable Development

Berlin Declaration Transforming Tourism



“The transformation of our world is not possible without the transformation of tourism.”

”The specific inclusion of tourism in the 2030 Agenda is an acknowledgement of the global significance of the sector; but at the same time creates an obligation to transform the current consumptive business model, which is incompatible with sustainable development.”

Core Principles – Transforming Tourism

- **Human rights and self-determination** of communities must be at the core of every tourism development. This includes the right to **meaningful participation** and consultation including free, prior and informed consent on whether, to what extent and in what form tourism takes place.
- If tourism is developed, it needs to seek a widespread and **fair** distribution of economic and social benefits throughout the recipient communities, including **improving local prosperity, quality of life and social equity**.
- Tourism should be a positive and beneficial experience for travellers and hosts alike in order to act as a force for **mutual understanding, empathy and respect**.

Covid-19 and Tourism - A moment of change and transformation

Online seminar

TRANSFORMING TOURISM INITIATIVE

Community Resilience and Change in Tourism

Thursday, July 10th



Moderator: Andy Rutherford, United Kingdom

Fresh Eyes - People to People Travel

Speakers: Claudia Mitteneder, Germany

Managing Director of the Institute for Tourism and Development

Organization of the UN World Tourism Organization

Natalia Narango, Colombia

Expert Advisor to Tourism and Development at COMFAMOT

Mayra Vergotti Ferrigno, Brazil

Chief Advisor to Tourism and Development at COMFAMOT

Sumesh Mangalasseri, India

Founder Director, Kabani the other direction, Kabani community tourism

The Transforming Tourism Initiative is an open global network of NGOs, tourism practitioners and academia, that demands transformation of tourism in line with the 2030 Agenda on Sustainable Development

Zoom Meeting ID: 986 8584 5673; Password: 123456

1.45 - 3.30 pm (Central European Time, CET)

www.transforming-tourism.org

August 2020:

Online Seminar on Labour and Decent Jobs in Tourism

September 2020:

Joint Statement at World Tourism Day

November 2020:

Online Seminar on Climate Crisis, man-made Disasters and Tourism

January 2021:

Online Seminar on Gender, Equity and Tourism

AIM:

Strengthening civil society perspectives in the debates
on a (Post-) Covid Tourism Scenario

The first
webinar was
prepared by:



ALBA SUD *
investigación y comunicación para el desarrollo

FRESH
EYES
PEOPLE TO PEOPLE TRAVEL



Studienkreis
für Tourismus und
Entwicklung e.V.

Brot
für die Welt
TOURISM WATCH

Meeting the participants

Conocer a los /las participantes

Connaître les participants



Break-Out Session

10 Minutes in small group of 6 persons



English:

Please introduce yourself and share with the others in your small working group the item or symbol that is representing your work and the current situation you are in.

Español:

Preséntese y comparta con los demás en su pequeño grupo de trabajo el elemento o símbolo que representa su trabajo y la situación actual en la que se encuentra.

Française:

Veuillez vous présenter et partager avec les autres membres de votre petit groupe de travail l'élément ou le symbole qui représente votre travail et la situation actuelle dans laquelle vous vous trouvez.



Andy Rutherford

**Fresh Eyes –
People to People
Travel
UK**

Andy Rutherford was the Head of International Partnerships of the UK based development and policy agency One World Action for 21 years. He has worked with community based and peoples organisations in Asia, Africa and Central America over the last 35 years.

Since 2012 Andy has established one of the UK's few not-for-profit travel companies, Fresh Eyes – People to People Travel cic. This is encouraging thoughtful, fairly traded, socially responsible travel. It is linking solidarity and travel together.

He contributed to the Transforming Tourism Agenda. Fresh Eyes and Andy are committed to encouraging and campaigning for a global Just Green Tourism to address our current interlinked challenges of Climate Change and growing inequalities.

He is a member of the International Organising Committee of the Asia Europe Peoples' Forum, and a Trustee of TRAIID, The Glacier Trust, and Action Village India.



**Claudia
Mitteneder**

**Institute for Tourism
and Development
Germany**



**Natalia
Naranjo**

**Comunitur
Colombia**



**Mayra Vergotti
Ferrigno**

**SESC Sao Paulo
Brazil**



**Sumesh
Mangalasseri**

**Kabani
India**



**moderated by:
Andy Rutherford**

**Fresh Eyes – People to People Travel
UK**



**Claudia
Mitteneder**

**Institute for
Tourism and
Development,
Germany**

Managing Director of the Studienkreis für Tourismus und Entwicklung (Institute for Tourism and Development). Claudia holds a master's degree in business administration of the Ludwig-Maximilians-University in Munich. She has longtime experience of development-related tourism, marketing and in the field of tour operator management. She is also a member of the trainer team for intercultural tour guide qualifications.

The Institute for Tourism and Development is the organizer of the TO DO Award, the international contest for socially responsible tourism.

Community Based Tourism

More valuable than hardly
ever before...

Community Based Tourism (CBT)

- Participation
- Economic benefit
- Awareness raising
- Gender equity
- Environmental sustainability
- Cultural identity

TO DO Award 2021

26th TO DO Award

- Deadline for submission: 15 August 2020
- Prize money: 5,000 CHF
- Invitation to ITB Berlin 2021 including flights and accommodation

www.todo-contest.org/eng/



**Natalia
Naranjo**

**Comunitur,
Colombia**

Expert advisor in tourism and development. Leader for the development and strengthening of COMUNITUR as an exchange and management platform for development and tourism initiatives in Colombia and Latin America. Currently, she is the Representative for Colombia of the Canadian Executive Service Organization CESO-SACO.

She is a professional in Finance and International Relations from Universidad Externado de Colombia, and has a Master's degree in Environmental Intervention from the Faculty of Social Psychology at the University of Barcelona, Spain. She has more than 10 years of experience in tourism, development, and international relations - Community work, public and private sector, events, capacity building, teaching, and lecturing.



"Small initiatives - Huge difference"

- ✓ Environmental Awareness.
- ✓ Social/Cultural Awareness.
- ✓ Horizontal relations with local community/solidarity.
- ✓ Business model AND Territorial strategy.



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20 a 23 hrs



TURISMO RURAL COMUNITARIO

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Advantages:

- ▶ Local cultural and environmental unique experiences.
- ▶ Agriculture and food sovereignty.
- ▶ Solidarity and local networks.

Challenges:

- ▶ To maintain cultural diversity.
- ▶ To maintain biodiversity.
- ▶ Local economy and wellbeing.
- ▶ Institutional frame and estructural support.



- ▶ Business model
- ▶ Local networks
- ▶ Way of traveling?

AMÉRICA LATINA



**Mayra Vergotti
Ferrigno**

**SESC Sao
Paulo,
Brazil**

Mayra Vergotti holds a bachelor's degree in Social Sciences from the State University of Campinas (Unicamp) and a master's degree in Social Anthropology from the same university.

She is currently technical assistant for Social Tourism at Sesc in São Paulo, being responsible for state supervision of the permanent project Brasileiro que nem eu [Brazilian like me] (which links Sesc São Paulo's Social Tourism actions to community tourism projects in the southeastern region of Brazil), in addition she supports the Social Tourism actions of some Sesc cultural centers in the state of São Paulo, Brazil.



Social Tourism in Sesc São Paulo [Brazil]

Mayra Vergotti Ferrigno | Assistant for Social Tourism

- Sesc: *Serviço Social do Comércio* (Social Service of the Commerce)
- Mission: promote well-being, quality of life and citizenship for the public
- Priority public: trade employees and their family members
- 40 units in São Paulo State (leisure, cultural and educational centers)

The Sesc logo, featuring the word "Sesc" in a bold, black, sans-serif font, with a stylized black arc above the letters "e" and "s".

Social Tourism Program

Tours and excursions

- short, medium and long trips to several cities around the country
- 2017 and 2018: more than 54,000 people in the tours or excursions

Sesc's Holiday Center in Bertioga City

- cultural, artistic, sport and socio-environmental activities
- capacity to serve 1,000 people spending a night and more 450 people to spend the day
- affordability
- 2018: average rooms occupancy: 93%
- 82% of the participants was trade workers and their families
- 85% of low-income workers
- 2017 and 2018: approximately 91,000 people staying at the Holiday Center

Core guidelines

- democratization of access to tourism
- education trough and for tourism
- participants and community's protagonism
- ethics and sustainability practices



Sustainability and Ethics



- in travels: inland transporting; local guides, local facilities
- in the Holiday Center: solar panels; the capture and treatment of the water; Environmental Education Center; educational programs to the community; a protected area (natural reserve)
- 2014: International Social Tourism Congress (ISTO America)
- 2016: tourism issues in *Centro de Pesquisa e Formação Sesc* (Sesc's Research and Training Center)
- 2018: International Rights and Tourism Seminar
- community-based Tourism
- participation in the cities' tourism councils
- COVID-19 pandemic:
 - gradual returning, according to the available employees and the security protocols
 - online activities
 - mask donations, made by vulnerable groups of dressmakers; food distribution (*Mesa Brasil Program*)



**Sumesh
Mangalasseri**

**Kabani – the
other direction**

**Kabani Tours,
India**

A forerunner in sustainable community tourism Sumesh is a practitioner, campaigner, researcher and founder of Kabani – the other direction, a campaign and advocacy organisation and Kabani Community Tourism and Services, a social enterprise facilitating sustainable community tourism.

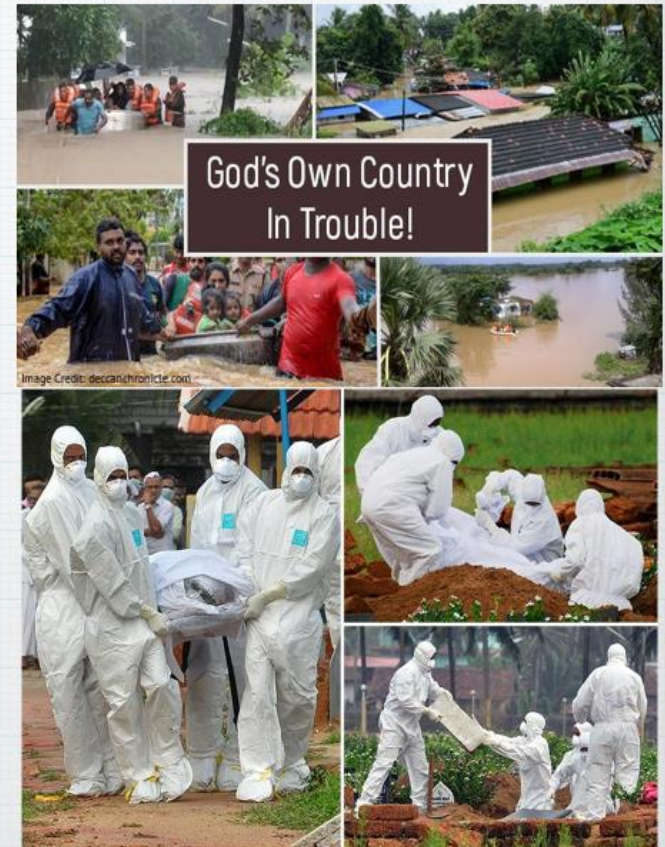
His 22 years of experience in the tourism and development sectors also enabled him to critically participate in and contribute to many discourses about tourism and development, including national and international policy.

He is also associated with Equitable Tourism Options - EQUATIONS, a research, campaign and advocacy organisation working on tourism and development issues in India in various programmes, including facilitating a network of community based tourism practitioners.



Resilience and Tourism

- * Past experiences questions the resilient nature of tourism and the current model not offering much hope
- * The facilitation of Kabani as an organisation is rooted in resilience : Pitfalls of mainstream tourism , its vulnerability as a development model and the agrarian crisis
- * Facilitated mechanisms such as: Diversify income without dependency (Integration of tourism to other occupations) , Home stays with farmers, women storytellers, zero investment in infrastructure ,Village development fund etc.
- * Capacity enhancement as major component
- * Traditional resilient practices as tourist attraction





Diversified income

- * Tourism is community well being
- * Doing agriculture and developing more resilient practices
- * Strengthening the model and entrepreneurship development
- * Producer network and scaling through collaborations
- * Capacity enhancement programs

Enabling environment

- * Need policy recognitions
- * Support for diversifying income (Reduce tourism dependency)
- * Stimulus packages should include CBT and informal sector - Access to credit and resources
- * Decentralisation of powers and that should reflect in various aspects of tourism
- * Market support
- * Sustainable tourism should be mandatory





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India**



**moderated by:
Andy Rutherford**

**Fresh Eyes – People to People Travel
UK**

Get Active!



- Sign the Transforming Tourism Declaration by e-mail to:
Tourism-watch@brot-fuer-die-welt.de
- Share the documentation of this webinar through social media
transforming tourism
- Participate in the next webinar