

# **Tourism Economy and Responsible Tourism**

## **Bluedots Capacity building in Milan**

**Towards a Mediterranean Model of Regenerative Tourism:  
the Regenera4MED Project, Capacity Building at the Service  
of Coastal Communities.**



**Regenera4MED**

**Interreg  
Euro-MED**



Co-funded by  
the European Union

**Daniela Campora Vicepresident**

**Participation foundation for Responsible Tourism - AITR**

**Friday 13 March, 2026 Montedoria building - Milan**



Regenera4MED

Interreg  
Euro-MED



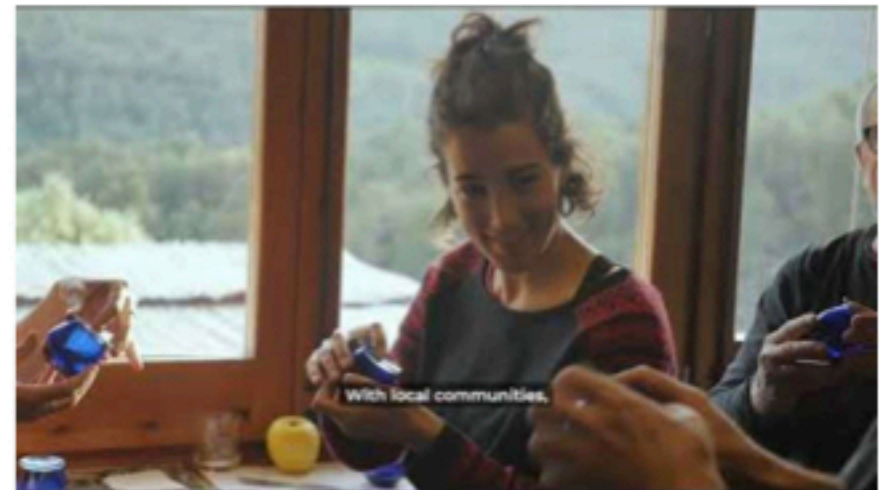
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# Regenera4MED

## Project presentation

Project link:

<https://regenera4med.interreg-euro-med.eu/>



# Regenera4MED



## Regenerative Tourism

Regenerative tourism seeks to ensure that **tourism activities leave a place better than before** — ecologically, socially, culturally, and economically — by **restoring and regenerating the systems** on which it depends (1)

- Bellato et al. (2021)



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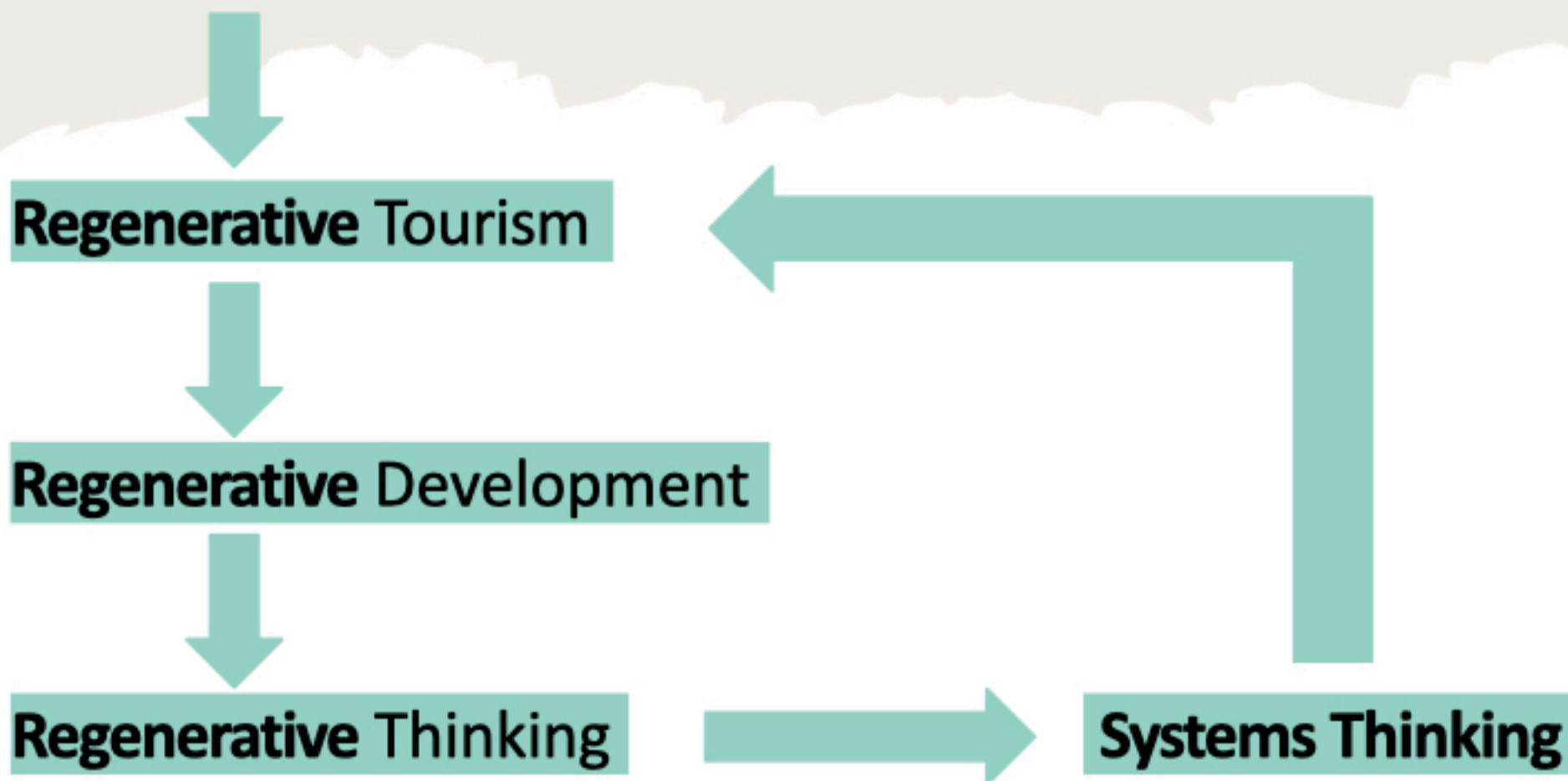
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**“Systems thinking is a way of thinking that helps us understand the complexities of the world by looking at wholes rather than parts, and by recognizing patterns and interconnections.”** (3)

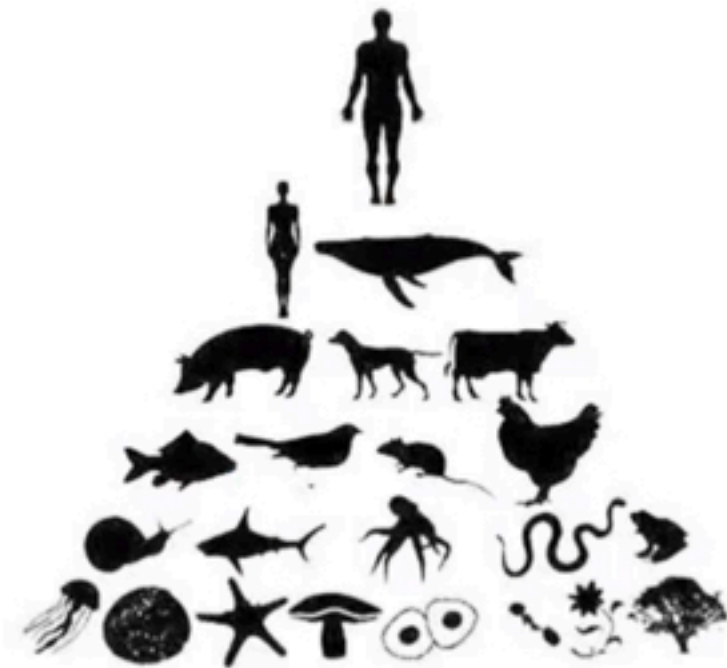
- Donella Meadows – *Thinking in Systems* (2008)



**Systems Thinking**

## Regeneration requires a mindset change

CONCIOUSNESS



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**Regenerative Tourism**



**Sustainable  
Tourism**



**Responsible  
Tourism**



**Circularity in  
Tourism**

How can tourism benefit everyone involved—without degrading the system?

**Now, we want to Regenerate what we damaged**



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## Slovenia

Research Centre of the Slovenian Academy of  
Sciences and Arts

## France

- Conference of Peripheral  
Maritime Regions
- Corsican Tourism Agency

## Spain

- Catalan Tourist Board
- B.LINK

## Italy

- Liguria Region
- Abruzzo Region

## Croatia

Public Institution RERA S.D  
for Coordination &  
Development of Split  
Dalmatia County

## Greece

- Region of Crete
- University of Peloponnese

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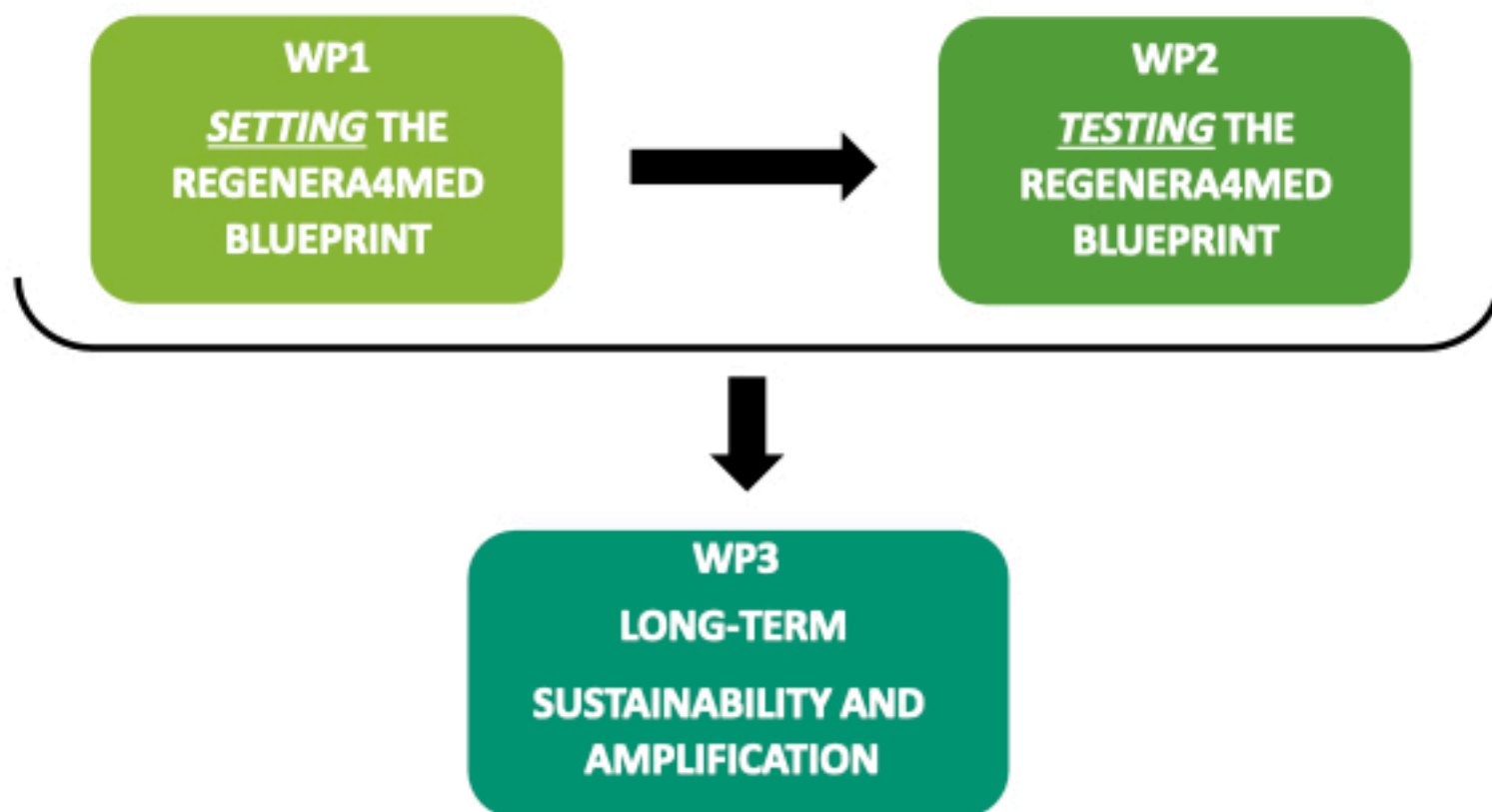


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## The Regenera4MED Project



# Regenera4MED



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## The Regenera4MED Project

WP2

**TESTING THE  
REGENERA4MED  
BLUEPRINT**



- **2.1 INTEGRATED GOVERNANCE AND PARTICIPATORY APPROACH**
  - VULNERABILITY ASSESSMENT (UNIGE)
  - 8-HELIX CREATION (5 GOVERNANCE SESSIONS)
  - LOCAL STRATEGIC PLAN
    - Task Leader: Liguria
  - **CAPABILITY BUILDING FOR STAKEHOLDERS**
  - IDEATION: CO –CREATION WORKSHOPS
  - CONCRETION: MENTORING ASSISTANCE
  - PROMOTION: TERRITORIAL MARKETING AND STORYTELLING



**THE RESPONSIBLE TOURISM WAY**

**CAPACITY BUILDING FOR COASTAL COMMUNITIES**

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**PARTICIPATION FOUNDATION FOR RESPONSIBLE TOURISM – AITR – ETS**

**DANIELA CAMPORA VICEPRESIDENT**

## **A.I.T.R. ITALIAN ASSOCIATION FOR RESPONSIBLE TOURISM**

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- **FOUNDED IN 1998 – IN 2005 DEFINITION OF RT**
- **IN 2025 TRANSFORMED IN PARTICIPATION FOUNDATION FOR RESPONSIBLE TOURISM AITR**
- **100 PROFIT AND NO PROFIT ITALIAN MEMBERS**
- **WORLDWIDE FOCUS**
- **A RESPONSIBLE TOURISM SCHOOL**
- **INTERNATIONAL PROJECTS**



**Responsible. Tourism.**

**Responsible Tourism is about  
“making better places for people to live in  
and better places for people to visit.”**

**Requires that operators, hoteliers, governments,  
local people and tourists take responsibility,  
take action to make tourism more sustainable.**

**Cape Town, 2002**



# WHAT IS THE ITALIAN DEFINITION FOR RESPONSIBLE TOURISM?

*Le tourisme responsable*

## WHAT IS RESPONSIBLE TOURISM?

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RESPONSIBLE TOURISM COMPLIES WITH THE PRINCIPLES OF **SOCIAL AND ECONOMIC JUSTICE** IN FULL **RESPECT OF THE ENVIRONMENT AND DIFFERENT CULTURES**.

IT RECOGNIZES THE **CENTRAL ROLE OF THE LOCAL HOST COMMUNITY** AND THEIR **RIGHT TO HAVE A CENTRAL ROLE IN DEVELOPING SUSTAINABLE AND RESPONSIBLE TOURISM**.

RESPONSIBLE TOURISM AIMS TO CREATE **POSITIVE INTERACTION** BETWEEN TOURISM INDUSTRY, LOCAL COMMUNITIES AND TRAVELLERS.



**AITR Capacity Building for Communities**  
To promote their **RIGHT TO HAVE A CENTRAL ROLE**  
**Diverse participants**  
**Values and practices useful everywhere**

- **NEUROSCIENTIFIC APPROACH**
- **BEHAVIOURAL DESIGN (NUDGING)**
- **LANDSCAPE ASSESSMENT**
- **COMMUNITY MAPPING**



HOW

# CAPACITY BUILDING BEHAVIOURAL DESIGN



- 
- Nudging
  - Good practices
  - First Mile

HOW

# CAPACITY BUILDING LANDSCAPE MAPPING



- Vulnerability Mapping
- Walkabouts
- Narratives - Story telling
- Catalogue of experience

HOW

# CAPACITY BUILDING COMMUNITY MAPPING

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- Elicitive tools
  - Co-creating Focus group
  - Questions Brainstorming
  - Questionnaire techniques
- Convivial Communication
  - Empathy Mapping
  - Experience Personas



# BREATHING?

*Peculiarities in capacity building for coastal communities*

## COASTAL COMMUNITIES VULNERABILITY

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- **ECOLOGICAL AND CLIMATE: PHYSICAL WHAT CANNOT BE NEGOTIATED BECAUSE IT DEPENDS ON NATURAL LAWS.**
- **EXTREME EVENTS BECOMING STRUCTURAL**
- **ECONOMIC WHAT CAN BE DESIGNED BUT CANNOT BE SUSTAINED WITHOUT ADEQUATE RESOURCES**
  - **MONOCULTURE - ESTATE PRESSURE**
- **DEMOGRAPHIC AND SOCIAL DEFINE THE LIMITS OF COMMUNITY — WHO IS PRESENT, WHO IS ABSENT, WHO DECIDES, WHO IS INVISIBLE.**
  - **THE TRANSITIONS GENERATION**

## COASTAL COMMUNITIES VULNERABILITY

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- **INSTITUTIONAL** WHAT CAN BE DECIDED LOCALLY AND WHAT DEPENDS ON DECISIONS MADE ELSEWHERE.
  - **DISTANT FROM DECISIONS**
- **CULTURAL AND IDENTITY MEANING** WHAT THE COMMUNITY IS WILLING TO CHANGE AND WHAT IT WANTS TO PRESERVE AS A NON-NEGOTIABLE CONDITION OF ITS OWN EXISTENCE.
- **NARRATIVE - AUTHENTICITY**

NO CAPACITY BUILDING CAN RESOLVE ALL THESE ISSUES SIMULTANEOUSLY. BUT WE SHOULD HELP THE COMMUNITY BUILD ITS OWN VULNERABILITY MAP WITH ENOUGH CLARITY AND ENOUGH COURAGE TO DESIGN WITHIN THEM, NOT AROUND THEM.

# THANK YOU

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➤ TO LEARN MORE ABOUT OUR ACTIVITIES PLEASE VISIT [WWW.AITR.ORG](http://WWW.AITR.ORG).

FOR INFORMATION ON CURRENT AND FORTHCOMING PROJECTS: [AITR FACEBOOK PAGE](#)

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