

10. Glocalisation/globalisation strategies for in sustainable tourism in rural communities

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Aims

- To support attendants (both from academia and the local tourism industry) to assimilate / share / experience learning about strategies on how to successfully implement sustainable tourism (ST) in rural communities.
- To improve the marketing and communication skills of attendants, both for better awareness about the ST agenda and for improving their efficiency as an agent willing to promote ST in the sector.

Method:

World cafe sessions, focused on the following 4 strands: sustainable business communication and marketing (i.e. creating shared values to drive ST at business level); communication and mediation with the local community level; IT strategies for implementing ST at destination/business level; personal effectiveness, authenticity and awareness.

Deliverables:

The attendants will be able to leave the workshop having gained the following understanding:

- How to create shared values at business/community level, to implement the ST agenda at grassroots level: the organised will share a framework which can help practitioners to consider 4 key elements of guaranteeing a sustainable, not just authentic, transformative tourism experience: hospitality, sustainability, shared values, digital technologies.
- Awareness about the importance of personal motivation and self-confidence: mentoring and networking are very good tools for empowering people to learn about ST, therefore particular focus will be given to the concepts of multi-stakeholders' collaborations among local businesses, local and central government, local community (residents) level.
- Awareness about how local action can link to the SDGs principles.
- ICT and social media skills: how to use ICT/social media for online marketing. Case studies and real example will be provided.