

Best Practices in Tourism

Sustainable tourism development



Local accommodations



Local economy



Social responsibility



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SUSTAINABLE TOURISM– EXAMPLES OF GOOD PRACTICES

NAME OF THE PRACTICE	Green Velo – Promoting Cycling Tourism as a Driver of Sustainable Regional Development
COUNTRY OF IMPLEMENTATION	POLAND
THEMATIC AREA	ESG – Environment (E). Cycling tourism reduces CO ₂ emissions, decreases road congestion, and limits the negative environmental impact of transport on the natural environment.
PRACTICE DESCRIPTION	<p>WHAT DOES THE PRACTICE INVOLVE:</p> <p>The practice focuses on promoting cycling tourism as a low-emission form of travel and as a tool for economic and social activation of regions. Its flagship example is the Green Velo Trail – the longest cycling route in Poland, with a total length of nearly 1,900 km, running through five regions of Eastern Poland: Warmian-Masurian, Podlaskie, Lubelskie, Podkarpackie, and Świętokrzyskie.</p> <p>WHAT WAS THE PURPOSE OF IMPLEMENTING THE PRACTICE:</p> <p>The project was initiated by the regional authorities of the five voivodeships, implementing a joint initiative entitled “Cycling Routes in Eastern Poland”, financed with EU funds under the Operational Programme Development of Eastern Poland.</p> <p>The main objectives were:</p> <ul style="list-style-type: none"> ▪ revitalization of less developed regions in socio-economic terms, ▪ development of low-emission and environmentally friendly tourism, ▪ promotion of local cultural and natural heritage. <p>WHAT ACTIONS WERE TAKEN:</p> <ul style="list-style-type: none"> ▪ Construction and signposting of 1,900 km of cycling routes, including 580 km of new infrastructure (cycle paths and shared pedestrian–cycle routes). ▪ Establishment of 230 Cyclist Service Areas (CSAs), equipped with shelters, bicycle racks, information boards, and service points. ▪ Development and launch of the Green Velo website and mobile application, including maps, route planning tools, and a database of accommodation facilities. ▪ Introduction of the Cyclist-Friendly Places (MPR) recommendation system, covering service providers that meet defined cyclist-oriented standards. ▪ Implementation of a comprehensive promotional campaign (television, online media, outdoor advertising, printed materials), promoting a healthy and active lifestyle and exploration of Eastern Poland. ▪ Delivery of educational programs and local events encouraging

	<p>cycling tourism.</p> <p>WHAT RESULTS / OUTPUTS WERE ACHIEVED:</p> <ul style="list-style-type: none"> ▪ Increase in the number of tourists in Eastern Poland regions – according to evaluation studies, the project resulted in over a 30% increase in tourist traffic in some counties. ▪ Creation and development of local services – within three years of the trail’s launch: <ul style="list-style-type: none"> - over 300 new accommodation and gastronomy facilities were established, - dozens of bicycle rental outlets and service points were opened. ▪ National brand recognition of the Green Velo Trail – over 60% of respondents in a Polish Tourism Organisation survey recognized the Green Velo brand. ▪ Development of local initiatives – local governments, NGOs, and entrepreneurs created joint projects around the trail (e.g. festivals, cycling rallies, educational workshops). ▪ Positive environmental impact: reduction of car traffic in protected areas and promotion of cycling and other low-emission travel forms. ▪ Green Velo contributed to the activation of regions with low levels of industrialization, strengthening tourism based on heritage and landscape.
<p>LINKAGE OF THE GOOD PRACTICE WITH CERTIFICATION</p> <p>Was the practice linked to certification (e.g. national, sectoral, or international)? What competencies were required? What were the effects of certification?</p>	<p>LINKAGE OF THE GOOD PRACTICE WITH CERTIFICATION</p> <p>An important quality component of the project was the voluntary certification of services under the “Cyclist-Friendly Places” (MPR) system. This certificate is awarded by the Green Velo operator to facilities that meet specific cyclist-friendly criteria.</p> <p>SCOPE OF CERTIFICATION:</p> <ul style="list-style-type: none"> ▪ secure bicycle storage, ▪ access to basic repair tools, ▪ availability of water and provisions, ▪ flexible opening hours, ▪ cyclist-friendly service and tourist information. <p>EFFECTS OF CERTIFICATION:</p> <ul style="list-style-type: none"> ▪ By 2024, more than 600 facilities along the trail had obtained MPR status, significantly improving service quality and tourist trust. ▪ Certification contributed to service professionalization, increased staff competencies, and a higher number of returning tourists. ▪ The MPR program stimulated infrastructure modernization in many local facilities (guesthouses, restaurants, museums).

	<p>Local MPR networks were established, jointly promoting offers and organizing events.</p> <p>WHY IS IT WORTH TRANSFERRING THIS PRACTICE TO OTHER MARKETS?</p> <p>The Green Velo model is an example of a well-designed, scalable practice that can be successfully implemented in other regions—both in Poland and abroad—where natural and landscape potential exists alongside a need for sustainable tourism development.</p> <p>POTENTIAL AREAS OF IMPLEMENTATION:</p> <p>In Poland:</p> <ul style="list-style-type: none"> • Lubusz Land and Lower Silesia – extensive forests, trails, and small towns suitable for cycling tourism. • Pomeranian and Masurian Lakelands – ideal for developing combined cycling–kayaking routes and promoting slow travel. • Greater Poland and Kuyavia – regions with flat terrain and dense networks of local roads. <p>In Europe:</p> <ul style="list-style-type: none"> • Czech Republic (Moravia, Šumava) – strong cycling culture with high potential for further service integration through certification. • Western Ukraine (Carpathians, Podolia) – regions with outstanding natural assets but underdeveloped cycling infrastructure. • Croatia (Istria, Continental Dalmatia) – particularly suitable for cycling tourism outside the peak season. • The Balkans (Montenegro, Albania) – growing interest in active and environmentally friendly tourism. • Spain (Andalusia, Catalonia) and Portugal (Alentejo) – development of alternative tourism beyond major urban centers. <p>source: Miejsca - Szlak Green Velo</p>
SOURCE OF THE GOOD PRACTICE	www: https://greenvelo.pl/

NAME OF THE PRACTICE	AGRITOURISM AS A DRIVER OF LOCAL COMMUNITY DEVELOPMENT AND ECOLOGICAL AWARENESS
COUNTRY OF IMPLEMENTATION	POLAND
THEMATIC AREA	Product / ESG – Environment (E)
PRACTICE DESCRIPTION	<p>WHAT DOES THE PRACTICE INVOLVE: The practice focuses on the sustainable development of agritourism in the Low Beskids (Beskid Niski), with particular emphasis on the villages of Ropki and Hańczowa. Local residents, supported by non-governmental organizations and local government institutions, created a coherent agritourism offer that integrates:</p> <ul style="list-style-type: none"> ▪ organic food production (certified organic farms), ▪ accommodation based on traditional wooden architecture, ▪ handicraft and culinary workshops rooted in local traditions, ▪ educational trails promoting biodiversity and the cultural heritage of the region. <p>WHAT WAS THE PURPOSE OF IMPLEMENTING THE PRACTICE? The initiative was launched by local community members, supported by the Polish Federation of Rural Tourism “Guest Farms” and Local Action Groups. The main objective was to counteract depopulation and regional marginalization by creating jobs and promoting local traditions and environmentally friendly practices.</p> <p>WHAT ACTIONS WERE TAKEN:</p> <ul style="list-style-type: none"> ▪ A series of training sessions was organized (over 20 workshops in total) covering agritourism management, marketing, and eco-certification. ▪ 12 farms obtained organic farming certificates. ▪ Infrastructure investments were carried out: 7 residential buildings were renovated and 3 barns were adapted for tourism purposes. ▪ A joint online promotional platform presenting agritourism offers in the region was created (average year-on-year traffic growth of 40%). ▪ Two thematic trails were established: the “Lemko Flavour Trail” and the “Carpathian Biodiversity Trail.” ▪ Cooperation was established with local schools and environmental organizations to deliver educational programs for children and youth.

WHAT RESULTS / OUTPUTS WERE ACHIEVED:

- An average increase of 25% in income among agritourism farms in the region over three years.
- Reversal of negative migration trends – an 8% increase in the working-age population (data from the Uście Gorlickie municipality).
- A 35% increase in tourist arrivals to the region (data from local tourist information centers, 2021–2024).
- Over 1,000 participants annually in ecological and handicraft workshops.
- Increased ecological awareness among guests and residents – 85% of training participants declared a shift toward more environmentally friendly habits (based on evaluation surveys).
- Enhanced biodiversity – restoration of traditional plant varieties and livestock breeds (e.g. Podhale Zackel sheep, Lemko cabbage).

WHY IS IT WORTH TRANSFERRING THIS PRACTICE TO OTHER MARKETS?

The developed practice model is scalable and transferable to various rural regions—both in Poland and in other countries with similar natural and cultural potential. The practice combines economic, social, and environmental benefits, promoting sustainable rural development. It can serve as inspiration for tourism enterprises, local governments, and NGOs operating in ecotourism, environmental education, and rural revitalization.

Key success factors include local engagement, stakeholder networking, and a comprehensive offer integrating nature, culture, and education.

POTENTIAL AREAS FOR IMPLEMENTATION INCLUDE:

In Poland:

- **Bieszczady Mountains** – unique natural assets, strong cultural heritage, and growing interest in slow tourism.
- **Suwałki Region** – diverse landscapes and borderland traditions, ideal for combining culture and ecology.
- **Roztocze and Lublin Region** – low urbanization, rich rural traditions, and local products.
- **Kashubia** – well-developed tourism base with potential for more sustainable tourism forms.

In Europe:

	<ul style="list-style-type: none"> • Romania (Maramureș, Bukovina) – rich folk culture, traditional agriculture, and Eastern Carpathian landscapes. • Bulgaria (Rhodope Mountains) – strong natural and ethnographic heritage with a growing agritourism and handicraft sector. • Slovakia (Spiš, Gemer regions) – mountainous areas with cultural and nature tourism potential. • Lithuania and Latvia (Samogitia, Latgale regions) – traditional agriculture, preserved folk customs, and underinvested rural areas. • Portugal (Trás-os-Montes) and Spain (Galicia) – regions outside main tourist routes with strong local identity and niche rural tourism potential. <p>Due to the flexible nature of the practice and its adaptability to local conditions, the model can also be transferred beyond Europe—to mountainous regions of South America, the Caucasus, or Central Asia, where local communities possess rich cultural heritage but face challenges related to marginalization and environmental degradation.</p>
<p>LINKAGE OF THE GOOD PRACTICE WITH CERTIFICATION</p> <p>Was the practice linked to certification (e.g. national, sectoral, or international)? What competencies were required? What were the effects of certification?</p>	<p>LINKAGE OF THE GOOD PRACTICE WITH CERTIFICATION</p> <p>The practice was closely linked to the agritourism certification process, which played a key role in improving service quality and professionalizing farm operations. A central role was played by the “Guest Farm” certificate, issued by the National Federation of Rural Tourism or regional certification bodies.</p> <p>SCOPE OF CERTIFICATION:</p> <p>This industry certification confirms compliance with specific standards related to:</p> <ul style="list-style-type: none"> ▪ quality of accommodation infrastructure, ▪ aesthetics and maintenance of facilities, ▪ guest safety, ▪ educational and recreational offerings, ▪ care for the natural environment and local heritage. <p>For organic farms, an additional component involved cooperation with organic farming certification bodies (e.g. AGRO BIO TEST, Ekogwarancja PTRE).</p>

REQUIRED COMPETENCIES:

To obtain certification, hosts were required to acquire or demonstrate competencies in the following areas:

- operation of tourism activities in compliance with legal regulations and sustainability principles,
- customer service and guest communication (including foreign languages),
- basic marketing and promotion (offer development, online sales),
- organization of workshops, educational events, and animation activities,
- ecological knowledge—from composting and energy efficiency to promotion of local products.

To support this process, a training program was delivered (120 hours of workshops in total), complemented by individual consultancy and educational materials.

EFFECTS OF CERTIFICATION:

- 12 farms obtained the “Guest Farm” certificate within the first two years of project implementation.
- Certification led to improved service quality, including introduction of ecological heating systems, waste segregation, natural bathroom cosmetics, and local menus.
- Certified farms were included in the national rural tourism database (federation websites), resulting in an average increase in bookings of 20–30%.
- Certification enhanced the credibility of offers among international tourists, particularly those interested in ecotourism and slow travel.
- The process also increased hosts’ engagement in educational and social activities, fostering cooperation with local schools, NGOs, and other farms within rural tourism clusters and networks.

CONCLUSIONS:

Certification not only raises service standards but also integrates the local community around a shared goal—building a recognizable, high-quality, and sustainable regional brand. It is an effective tool for knowledge transfer, development of both soft and hard skills, and for permanently linking tourism activities with environmental protection objectives.

**SOURCE OF THE GOOD
PRACTICE**

www: <https://agroturystyka.pl/>



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NAME OF THE PRACTICE	Barycz Valley – A Model for Promoting Local Traditions and Regional Products through Tourism
COUNTRY OF IMPLEMENTATION	POLAND
THEMATIC AREA	<p>S – Social Responsibility (supporting local communities, culture, and traditions)</p> <p>E – Environment (protection of local heritage and sustainable use of resources)</p>
PRACTICE DESCRIPTION	<p>WHAT DOES THE PRACTICE INVOLVE: The practice consists of integrating tourism with the promotion of local culinary, craft, and natural heritage. The Barycz Valley—one of the largest complexes of fish ponds and protected areas in Europe—has been used as a backdrop for promoting authentic, local tourism experiences.</p> <p>Tourism is treated here not as an end in itself, but as a tool to support local community development and preserve regional identity.</p> <p>WHAT WAS THE PURPOSE OF IMPLEMENTING THE PRACTICE? The initiative was launched by the Local Action Group “Barycz Valley – Together for Development”, operating in cooperation with local governments, non-governmental organizations, and local producers.</p> <p>The objectives were to:</p> <ul style="list-style-type: none"> ▪ activate local communities, ▪ preserve cultural and natural heritage, ▪ promote sustainable tourism based on authenticity, ▪ create additional sources of income for residents of rural areas and small towns in the region. <p>WHAT ACTIONS WERE TAKEN:</p> <ul style="list-style-type: none"> ▪ Organization of the Carp Festival – an annual culinary event promoting regional products, traditional dishes, and freshwater fish-based cuisine. ▪ Development and promotion of thematic trails – including the Carp Trail, Craft Trail, and Barycz Valley Flavours Trail, linking natural attractions with local gastronomy venues and workshops. ▪ Organization of workshops and educational events focused on traditional crafts (e.g. pottery, embroidery, wickerwork) and environmental education. ▪ Creation of a joint promotion system and regional brand “Barycz Valley Recommends”, covering local products, services, and events. ▪ Launch of an online platform featuring maps, an events calendar, offers from farms, and certified producers.

	<ul style="list-style-type: none"> ▪ Promotion of the region in the media and at tourism fairs, including internationally. <p>WHAT RESULTS / OUTPUTS WERE ACHIEVED:</p> <ul style="list-style-type: none"> ▪ Creation and development of new local businesses – restaurants, agritourism farms, craft workshops, and shops offering regional products. ▪ Increase in tourist arrivals to the region by over 40% within five years. ▪ Growth in sales of local products – many producers increased their income through direct sales to tourists. ▪ Increased environmental awareness among both residents and visitors; promotion of sustainable fishery practices and biodiversity protection. ▪ Integration of educational, social, and economic activities around a strong regional brand. ▪ Increased engagement of local communities – many residents became actively involved as guides, instructors, and event organizers.
<p>LINKAGE OF THE GOOD PRACTICE WITH CERTIFICATION</p> <p>Was the practice linked to certification (e.g. national, sectoral, or international)? What competencies were required? What were the effects of certification?</p>	<p>LINKAGE OF THE GOOD PRACTICE WITH CERTIFICATION</p> <p>A key element in the development of the practice was the creation and implementation of a local certification system “Barycz Valley Recommends”, a label awarded to products, services, and initiatives aligned with sustainable development principles and high quality standards.</p> <p>SCOPE OF CERTIFICATION:</p> <ul style="list-style-type: none"> ▪ product origin (local raw materials, traditional production methods), ▪ quality of tourism and gastronomic services, ▪ environmental actions (e.g. low emissions, water management, plastic-free solutions), ▪ consistency with the region’s identity. <p>EFFECTS OF CERTIFICATION:</p> <ul style="list-style-type: none"> ▪ Over 200 certified entities, including restaurants, farms, artisans, and event organizers. ▪ Increased recognition and trust in the regional brand among tourists and residents. ▪ Certification contributed to higher service standards and product quality, as well as increased competencies of entrepreneurs (training in marketing, ecology, and quality standards). ▪ Creation of a shared catalogue and promotional materials for all certified entities. ▪ Strengthening of local identity and integration of producers, service

	<p>providers, and educators.</p> <p>WHY IS IT WORTH TRANSFERRING THIS PRACTICE TO OTHER MARKETS?</p> <p>This model can be successfully implemented in other rural and peri-urban regions—both in Poland and in countries with similar cultural and natural potential. The practice combines heritage promotion with tangible support for local communities, responding to the growing demand for authentic, local tourism experiences and products with social and environmental value.</p> <p>POTENTIAL AREAS OF IMPLEMENTATION:</p> <p>In Poland:</p> <ul style="list-style-type: none"> • Przemyśl Foothills, Podlasie, Northern Mazovia – regions with rich culinary and craft heritage and underdeveloped quality tourism offers. • Kociewie, Opole Region, Sandomierz Land – strong potential for promoting local products and folk culture. <p>In Europe:</p> <ul style="list-style-type: none"> • France (Auvergne, Burgundy) – strong local orientation with potential for educational-tourism integration. • Hungary (Tokaj, Órség regions) – culinary heritage, craft traditions, small scale, and authenticity. • Greece (Peloponnese, Thessaly) – promotion of small olive oil, cheese, and wine producers within slow tourism models. • Lithuania and Estonia (nature–culture regions) – development of local regional brands with an educational component.
SOURCE OF THE GOOD PRACTICE	www: https://dnikarpia.barycz.pl/

NAME OF THE PRACTICE	Preserving Cultural Heritage through the Development of Historical Tourism – The Eagle Nests Trail Case
COUNTRY OF IMPLEMENTATION	POLAND
THEMATIC AREA	ESG – Social Responsibility (S)
PRACTICE DESCRIPTION	<p>WHAT DOES THE PRACTICE INVOLVE: The practice focuses on the protection and promotion of cultural heritage through the development of historical tourism. A strong illustration of this approach is the Eagle Nests Trail—one of the oldest and most recognizable tourist routes in Poland, connecting medieval castles and ruins located in the Kraków–Częstochowa Upland. The objective is to prevent the degradation of historical sites and to assign them new tourism, educational, and cultural functions, while simultaneously stimulating the development of local communities.</p> <p>WHAT WAS THE PURPOSE OF IMPLEMENTING THE PRACTICE? The initiative was implemented by local governments of the Silesian and Lesser Poland (Małopolska) regions in cooperation with tourism organizations, cultural institutions, the Polish Tourism Organisation, and heritage conservation authorities.</p> <p>The motivations included:</p> <ul style="list-style-type: none"> ▪ rescuing deteriorating historical monuments, ▪ increasing the attractiveness of the region, ▪ developing cultural tourism, ▪ strengthening local identity and historical education. <p>WHAT ACTIONS WERE TAKEN:</p> <ul style="list-style-type: none"> ▪ Revitalization of historical sites, including the castles in Ogródzieniec, Bobolice, Mirów, Olsztyn, and Rabsztyn. ▪ Development of over 160 km of walking and cycling routes integrating historical sites with landscape attractions. ▪ Creation of tourism infrastructure: information boards, viewpoints, and educational trails. ▪ Development and implementation of mobile educational applications and online guides. ▪ Organization of recurring historical events—reenactments, fairs, and knight tournaments. ▪ Development of local gastronomy and accommodation offers, and promotion of crafts and handicrafts. ▪ Cooperation with schools and local groups through educational programs and volunteering initiatives.

	<p>WHAT RESULTS / OUTPUTS WERE ACHIEVED:</p> <ul style="list-style-type: none"> ▪ An increase in the number of tourists visiting the region by over 50% within five years. ▪ Revitalization and protection of more than 10 historical sites, restoring their functional use (museums, information centers, galleries, event venues). ▪ Creation of new jobs in tourism and service sectors (e.g. guiding, gastronomy, cultural animation). ▪ Increased community engagement—residents actively participated in heritage promotion as volunteers, organizers, and guides. ▪ Improved historical knowledge and cultural awareness in the region, supported by interactive educational formats. ▪ The Eagle Nests Trail gained the status of one of Poland’s flagship cultural tourism products.
<p>LINKAGE OF THE GOOD PRACTICE WITH CERTIFICATION</p> <p>Was the practice linked to certification (e.g. national, sectoral, or international)? What competencies were required? What were the effects of certification?</p>	<p>LINKAGE OF THE GOOD PRACTICE WITH CERTIFICATION</p> <p>The practice was linked to the national tourism product certification system administered by the Polish Tourism Organisation (POT).</p> <p>SCOPE OF CERTIFICATION:</p> <p>The Eagle Nests Trail received:</p> <ul style="list-style-type: none"> ▪ the POT Certificate “Best Tourism Product”, ▪ a nomination for the POT Gold Certificate, awarded to the most valuable and unique tourism initiatives in Poland. <p>REQUIRED COMPETENCIES AND CERTIFICATION-RELATED ACTIVITIES:</p> <ul style="list-style-type: none"> ▪ Ensuring narrative and visual consistency of the trail (branding, signage). ▪ High-level tourism product management—visitor flow management, monument conservation, cross-sector cooperation. ▪ Inclusion of local communities and educational components in project activities. ▪ Innovation and attractiveness of the offer (e.g. mobile applications, immersive events). ▪ Sustainable development—heritage protection combined with accessibility for diverse visitor groups. <p>EFFECTS OF CERTIFICATION:</p> <ul style="list-style-type: none"> ▪ Increased prestige of the trail, resulting in higher interest from domestic and international tourists. ▪ Improved opportunities for obtaining additional funding and public–private partnerships. ▪ Strengthening of the trail’s position as a tool for regional promotion and civic education. ▪ Standardization of tourism service quality and development of competencies within local organizations. <p>WHY IS IT WORTH TRANSFERRING THIS PRACTICE TO OTHER MARKETS?</p> <p>The Eagle Nests Trail model is scalable and can be implemented in any region with rich</p>

	<p>historical and landscape heritage. It effectively combines monument protection with tourism, education, and economic development, activating communities and strengthening regional identity.</p> <p>POTENTIAL AREAS OF IMPLEMENTATION:</p> <p>In Poland:</p> <ul style="list-style-type: none"> • Piast Trail (Greater Poland, Kuyavia) – development of historical education and family-friendly accessibility. • Warmia and Masuria – adaptation of Teutonic and Prussian castles for thematic tourism. • Lublin Region and Subcarpathia – renovation of fortifications and sacred sites, promotion of multicultural heritage. • <p>In Europe:</p> <ul style="list-style-type: none"> • Czech Republic and Slovakia – use of castle and ruin networks in border regions. • Hungary (Danube region, Tokaj) – cultural routes combining heritage with wine tourism. • Western Ukraine – revitalization of fortresses and monasteries through educational tourism. • The Balkans (Serbia, Romania) – historical routes as tools for local economic development and identity promotion. <p>Sources: https://www.pot.gov.pl/pl/dzialalnosc/konkursy/najlepszy-produkt-turystyczny https://orlegniazda.pl/news/21956/szlak-orlich-gniazd-zdobył-złoty-certyfikat https://www.poland.travel/wp-content/uploads/2024/03/Certyfikaty_POT.pdf</p>
<p>SOURCE OF THE GOOD PRACTICE</p>	<p>www: https://orlegniazda.pl/</p>

NAME OF THE PRACTICE	Climate-Neutral Tourism – The Case of the Vorarlberg Region, Austria
COUNTRY OF IMPLEMENTATION	AUSTRIA
THEMATIC AREA	ESG – Environment (E)
PRACTICE DESCRIPTION	<p>WHAT DOES THE PRACTICE INVOLVE:</p> <p>Climate-neutral tourism is an approach that aims to minimize greenhouse gas emissions generated during travel, stays, and the use of tourist attractions, and then compensate for or fully eliminate the remaining emissions. In the Vorarlberg region, located in western Austria, this practice has been implemented comprehensively—covering transport, accommodation, gastronomy, spatial planning, and education of both tourists and residents. The key objective is to protect the sensitive Alpine ecosystem and to build a recognizable brand of climate-responsible tourism.</p> <p>WHAT WAS THE PURPOSE OF IMPLEMENTING THE PRACTICE?</p> <p>The initiative was launched by the regional authorities of Vorarlberg in cooperation with Austria Tourism, industry organizations, hoteliers, and certification bodies. The practice is based on the assumption that tourism can operate in line with climate protection goals while delivering economic benefits without placing an excessive burden on the environment.</p> <p>The main objectives of implementation were:</p> <ul style="list-style-type: none"> ▪ reduction of the tourism carbon footprint, ▪ development of “green” services and infrastructure, ▪ attraction of a new segment of environmentally conscious tourists, ▪ strengthening the region’s position as a leader in responsible tourism. <p>WHAT ACTIONS WERE TAKEN:</p> <ul style="list-style-type: none"> ▪ Development of public transport: tourists receive free regional public transport tickets as part of their stay (e.g. the Bregenzerwald Guest Card). ▪ Promotion of travel by train and coach instead of air travel and private cars. ▪ Green architecture – new tourism facilities and hotels are constructed using local, renewable materials (e.g. wood) in accordance with energy-efficient standards (e.g. Passive House standards). ▪ Renewable energy – hotels and tourism facilities use green energy sources (hydropower, solar energy, biomass). ▪ Support for local, organic food – restaurants and farms offer dishes based on seasonal local products, reducing transport-related emissions. ▪ CO₂ emission monitoring systems and compensation programs – including investments in afforestation, social projects, or certified carbon offsets. ▪ Training programs for tourism entrepreneurs in sustainable management, eco-marketing, and certification.

	<ul style="list-style-type: none"> ▪ Tourist education – information campaigns, eco-route and facility signage, and mobile applications providing climate-friendly travel tips. <p>WHAT RESULTS / EFFECTS WERE ACHIEVED?</p> <ul style="list-style-type: none"> ▪ An increase in the share of tourists using public transport—exceeding 60% in some areas. ▪ Over 300 tourism facilities operate in line with climate-neutral principles. ▪ A reduction of the average travel-related carbon footprint by 15–20% over five years. ▪ Vorarlberg has become a leader in climate-responsible Alpine tourism, recognized beyond Austria’s borders. ▪ The region is recognized as a model example by the GSTC (Global Sustainable Tourism Council) and promoted by European sustainable tourism networks (e.g. Alpine Pearls). ▪ Increased trust in the regional brand and a clear competitive advantage over mass tourism destinations.
<p>LINKAGE OF THE GOOD PRACTICE WITH CERTIFICATION</p> <p>Was the practice linked to certification (e.g. national, sectoral, or international)? What competencies were required? What were the effects of certification?</p>	<p>LINKAGE OF THE GOOD PRACTICE WITH CERTIFICATION</p> <p>The practice is closely linked to ecological certification systems at both national and international levels. The Vorarlberg region makes use of, among others: GSTC – Global Sustainable Tourism Council</p> <p>An international standard for sustainable tourism. Facilities and regions meeting these criteria must demonstrate:</p> <ul style="list-style-type: none"> ▪ responsible environmental and resource management, ▪ engagement of local communities, ▪ protection of culture, heritage, and landscapes, ▪ control and minimization of emissions and waste. <p>Austrian Ecolabel (Österreichisches Umweltzeichen) A certification for tourism facilities meeting high environmental standards, including:</p> <ul style="list-style-type: none"> ● energy efficiency, ● reduced water consumption, ● use of local products and materials, ● guest education on climate protection. <p>EU Ecolabel and regional certifications These complement local actions and promote environmentally friendly tourism at the EU level.</p> <p>EFFECTS OF CERTIFICATION:</p> <ul style="list-style-type: none"> ▪ Improvement of ecological standards across the regional tourism sector.

	<ul style="list-style-type: none"> ▪ Increased competencies of entrepreneurs and staff (training sessions, workshops, access to consultancy). ▪ Promotion of certified facilities through official Austria Tourism channels and European “eco-friendly destinations” databases. ▪ Certification as a market advantage—certified hotels are increasingly preferred by climate-conscious tourists. <p>WHY IS IT WORTH TRANSFERRING THIS PRACTICE TO OTHER MARKETS?</p> <p>The climate-neutral tourism model implemented in Vorarlberg can be easily adapted to other regions—mountainous, urban, or coastal—wherever there is a need to reduce tourism-related environmental pressure.</p> <p>POTENTIAL AREAS OF IMPLEMENTATION:</p> <p>In Europe:</p> <ul style="list-style-type: none"> • Switzerland (Alpine regions) – development of rail connections and eco-tourism. • Scandinavia (Norway, Sweden) – development of rural regions using renewable energy and local food systems. • Italy (Dolomites) – reduction of car traffic and promotion of green hotels. • France (Alps, Pyrenees) – support for transforming ski regions toward low-emission tourism. <p>In Poland:</p> <ul style="list-style-type: none"> • Podhale, Beskids, Sudetes – reduction of car-based tourism and support for green guesthouses. • Masuria and Pomerania – promotion of water-based ecotourism and support for local eco-initiatives. • Kłodzko Valley and Lower Silesia – strong rail connectivity and readiness to implement carbon footprint compensation models.
<p>SOURCE OF THE GOOD PRACTICE</p>	<p>Holidays in Vorarlberg, Austria – Official Travel Guide https://www.vorarlberg.travel</p>

NAME OF THE PRACTICE	Promoting Social and Inclusive Tourism – The Case of the Village Vacances Network in France
COUNTRY OF IMPLEMENTATION	FRANCE
THEMATIC AREA	ESG – S (Social), Accessibility
PRACTICE DESCRIPTION	<p>WHAT DOES THE PRACTICE INVOLVE:</p> <p>The practice involves the creation of affordable tourism resorts that enable people with lower incomes, families, persons with disabilities, and senior citizens to enjoy full-value leisure and holiday experiences. Village Vacances is a network of over 100 holiday resorts in France, created and managed by non-profit organizations, trade unions, local governments, and social foundations. Its objective is not only to ensure equal access to leisure and holidays, but also to support social integration, civic education, and pro-environmental activities.</p> <p>The initiative was developed in the 1960s and 1970s by social organizations and public institutions as a response to inequalities in access to holidays and recreation. Today, it is supported, among others, by the National Agency for Holiday Vouchers (ANCV) and is linked to the broader social tourism movement in France.</p> <p>WHAT WAS THE PURPOSE OF IMPLEMENTING THE PRACTICE?</p> <ul style="list-style-type: none"> ▪ Ensuring equal access to leisure and recreation for all social groups. ▪ Promoting intergenerational and intercultural integration. ▪ Environmental education and promotion of local resources. ▪ Development of sustainable tourism and support for local communities. <p>WHAT ACTIONS WERE TAKEN:</p> <ul style="list-style-type: none"> ▪ Creation of a network of holiday resorts offering financially accessible stay packages (often supported by public or trade union funding). ▪ Introduction of animation programs and educational workshops, including environmental, health-related, and intercultural topics. ▪ Adaptation of facilities to the needs of persons with disabilities, large families, and senior citizens. ▪ Promotion of local products and services—regional cuisine, local handicrafts, and guiding services. ▪ Cooperation with educational and social institutions in organizing camps, green schools, and family holidays. ▪ Implementation of environmental responsibility principles—recycling, reduction of water and energy consumption, and actions to protect local nature. ▪ Development of barrier-free infrastructure and staff training in inclusive guest services.

	<p>WHAT PRODUCTS / EFFECTS WERE ACHIEVED:</p> <ul style="list-style-type: none"> ▪ Thanks to the ANCV support system, more than 4.8 million people benefit from the offer annually, including 267,000 people at risk of social exclusion. ▪ Village Vacances significantly reduced financial and social barriers to access to leisure and holidays. ▪ The resorts promote a community-based tourism model, bringing together people of different generations, cultures, and social backgrounds. ▪ Increased local income in host communities through support for local gastronomy, crafts, and services. ▪ Strong educational impact: participants acquire social, environmental, and cultural competencies that often translate into greater civic engagement after returning home. ▪ Strengthening of France’s image as a leader in inclusive and socially responsible tourism.
<p>LINKAGE OF THE GOOD PRACTICE WITH CERTIFICATION</p> <p>Was the practice linked to certification (e.g. national, sectoral, or international)? What competencies were required? What were the effects of certification?</p>	<p>LINKAGE OF THE GOOD PRACTICE WITH CERTIFICATION</p> <p>The practice works closely with the National Agency for Holiday Vouchers (ANCV)—a French public institution whose mission is to promote equality in access to leisure and holidays.</p> <p>SCOPE OF CERTIFICATION / COOPERATION:</p> <p>Key elements of certification and cooperation with ANCV include:</p> <ul style="list-style-type: none"> ▪ The Chèque-Vacances system, enabling co-financing of recreational and educational trips. ▪ Special programs for people in difficult financial or social situations (e.g. seniors, single persons, youth). ▪ Requirements related to service quality, accessibility, safety, and the educational character of holidays. ▪ Support for resorts that pursue social and environmental objectives, not solely commercial ones. <p>EFFECTS OF CERTIFICATION:</p> <ul style="list-style-type: none"> ▪ Over 500,000 overnight stays per year delivered with ANCV support. ▪ Standardization of service quality and development of a network of professional inclusive resorts. ▪ Increased staff competencies (training in accessibility, social inclusion, and sustainable management).

	<ul style="list-style-type: none"> Greater trust from clients and public institutions in inclusive tourism as a sustainable, long-term solution. <p>WHY IS IT WORTH TRANSFERRING THIS PRACTICE TO OTHER MARKETS?</p> <p>The Village Vacances model demonstrates that tourism can serve as a tool for social integration and democratization of access to culture and nature. In times of growing social inequalities and rising living costs, such initiatives are essential to ensuring social justice and inclusion.</p> <p>POTENTIAL AREAS OF IMPLEMENTATION:</p> <p>In Poland:</p> <ul style="list-style-type: none"> Support for family holidays through local social programs (e.g. using family benefits as partial financing for social tourism). Creation of municipal recreational centers with subsidies for families in difficult situations. Development of networks of accessible holiday homes in rural and post-industrial areas. <p>In Europe:</p> <ul style="list-style-type: none"> Spain (Andalusia, Galicia) – development of social tourism for retirees and seasonal workers’ families. Italy (Southern regions, Sicily) – support for family tourism in areas with high unemployment. Central and Eastern Europe (Hungary, Bulgaria, Romania) – promotion of affordable holiday resorts with educational and pro-environmental components. Ukraine and Moldova (in the future) – social recovery through inclusive tourism.
SOURCE OF THE GOOD PRACTICE	National Agency for Holiday Vouchers (ANCV) – https://www.ancv.com <i>Vacances pour tous</i> – https://www.vacances-pour-tous.org

NAME OF THE PRACTICE	Sustainable Culinary Tourism
COUNTRY OF IMPLEMENTATION	ITALY
THEMATIC AREA	ESG – Environmental (E), Social (S)
PRACTICE DESCRIPTION	<p>WHAT DOES THE PRACTICE INVOLVE:</p> <p>Sustainable culinary tourism is a form of travel that combines culinary experiences with care for the environment and local communities. The practice implemented in the Emilia-Romagna region—renowned for its rich culinary and agricultural traditions—focuses on the Slow Food Trail, which promotes regional, seasonal products created in accordance with the “good, clean and fair” philosophy of the Slow Food movement.</p> <p>The main assumptions of the practice include:</p> <ul style="list-style-type: none"> ▪ promotion of local culinary traditions and food-related knowledge, ▪ support for ecological, family-run farms and artisanal food producers, ▪ reduction of emissions related to food transportation, ▪ education of consumers and tourists, ▪ development of tourism based on authenticity and social responsibility. <p>WHAT WAS THE PURPOSE OF IMPLEMENTING THE PRACTICE:</p> <p>The practice was initiated and is being developed by the international association Slow Food International, in cooperation with local partners—producers, restaurants, local authorities, and non-governmental organizations.</p> <p>The Emilia-Romagna region was selected as a model area due to its outstanding culinary heritage, strong agricultural sector, and communities committed to preserving local traditions.</p> <p>WHAT ACTIONS WERE TAKEN:</p> <ul style="list-style-type: none"> ▪ Creation of the Slow Food Trail, connecting farms, small-scale producers, restaurants, and retail points offering products certified under the Slow Food Presidia system. ▪ Organization of culinary workshops, educational visits, and tastings—allowing tourists to learn about the production processes of Parmigiano Reggiano cheese, traditional balsamic vinegar of Modena, and traditional pasta varieties. ▪ Promotion of seasonal festivals and fairs dedicated to local vegetable varieties, freshwater fish, and smoked products. ▪ Support for regenerative and organic agriculture, eliminating the use of pesticides and chemical fertilizers. ▪ Development of a network of Slow Food restaurants, cooking in line

	<p>with the principles of locality and sustainability.</p> <ul style="list-style-type: none"> ▪ Creation of culinary tourism maps and guides with recommendations of venues supporting ethical food production. ▪ Education of residents and tourists in biodiversity, responsible consumption, and culinary heritage. <p>WHAT PRODUCTS / EFFECTS WERE ACHIEVED:</p> <ul style="list-style-type: none"> ▪ An increase in the number of tourists choosing gastronomy based on local products—according to regional data, up to +30% in selected rural areas. ▪ Development of over 200 partnerships between producers, restaurants, and tourism operators in the region. ▪ Protection of traditional species and recipes—e.g. through the registration of dozens of Slow Food Presidia, safeguarding products at risk of extinction. ▪ Increased environmental awareness among tourists—studies show that 70% of workshop participants declared changes in their eating habits. ▪ Support for small family farms—growth in income and employment driven by culinary tourism. ▪ Strengthening of the regional culinary brand—Emilia-Romagna is perceived as a destination for high-quality and responsible gastronomy.
<p>LINKAGE OF THE GOOD PRACTICE WITH CERTIFICATION</p> <p>Was the practice linked to certification (e.g. national, sectoral, or international)? What competencies were required? What were the effects of certification?</p>	<p>LINKAGE OF THE GOOD PRACTICE WITH CERTIFICATION</p> <ul style="list-style-type: none"> ▪ The practice is closely linked to the Slow Food Presidia certification, an international labeling system promoting: <ul style="list-style-type: none"> ▪ high-quality local products, ▪ ethical and ecological production methods, ▪ protection of biodiversity and culinary culture. <p>SCOPE OF CERTIFICATION:</p> <p>Additional certification systems operating in the region include:</p> <ul style="list-style-type: none"> ▪ Bioagricert and ICEA – Italian organic farming certification systems, ▪ EU Ecolabel – awarded to selected accommodation facilities supporting sustainable culinary tourism, ▪ Slow Food Travel – certification of tourism experiences aligned with Slow Food values (authenticity, low emissions, education, locality). <p>REQUIRED COMPETENCIES:</p> <ul style="list-style-type: none"> ▪ knowledge of sustainable agriculture and gastronomy principles, ▪ compliance with quality standards and production ethics, ▪ ability to educate and engage guests in conscious consumption, ▪ cooperation within local networks of producers and gastronomic businesses. <p>EFFECTS OF CERTIFICATION:</p>

	<ul style="list-style-type: none"> ▪ Increased recognition and trust in products and services bearing the Slow Food label. ▪ Improved marketing position of certified producers and restaurants. ▪ Development of educational forms of culinary tourism—such as cooking courses, farming experiences, and guided tastings. ▪ Easier access to grants, promotional opportunities, and the international Slow Food network. <p>WHY IS IT WORTH TRANSFERRING THIS PRACTICE TO OTHER MARKETS?</p> <p>The sustainable culinary tourism model based on Slow Food values is flexible and easily adaptable to various cultural and geographical contexts. It works well in both rural and urban regions, and its implementation:</p> <ul style="list-style-type: none"> ▪ supports the local economy, ▪ protects culinary traditions and heritage, ▪ reduces emissions related to food transport, ▪ responds to growing tourist demand for authentic and responsible experiences. <p>POTENTIAL AREAS OF IMPLEMENTATION:</p> <p>In Poland:</p> <ul style="list-style-type: none"> ▪ Podlasie, Roztocze, Lesser Poland, Lower Silesia – regions with rich local cuisine and agricultural traditions. ▪ Kuyavia and Greater Poland – areas with developed agriculture and potential for culinary route development. <p>In Europe:</p> <ul style="list-style-type: none"> ▪ Portugal (Alentejo), Spain (Galicia, Asturias) – regional cuisines supported by strong networks of small producers. ▪ The Balkans – high potential for protecting local flavors and developing educational tourism. ▪ France (Provence, Auvergne) – opportunities to build culinary routes based on ecology and biodiversity.
<p>SOURCE OF THE GOOD PRACTICE</p>	<p>Home – Slow Food Emilia-Romagna https://www.slowfoodemiliaromagna.it</p> <p>Homepage – Slow Food International https://www.slowfood.com</p>

NAME OF THE PRACTICE	Regenerative Tourism – The Case of TUI Field to Fork Greece in Crete
COUNTRY OF IMPLEMENTATION	GREECE
THEMATIC AREA	ESG – Environmental, Social, Governance (with particular emphasis on the environment and local communities)
PRACTICE DESCRIPTION	<p>WHAT DOES THE PRACTICE INVOLVE:</p> <p>The practice combines tourism with regenerative agriculture and support for local communities through joint actions with residents, environmental education, and promotion of local products. The “TUI Field to Fork Greece” project, implemented in Crete, focuses on sustainable olive oil production, soil restoration, and tree planting, while actively engaging tourists in environmental and educational activities.</p> <p>WHAT WAS THE PURPOSE OF IMPLEMENTING THE PRACTICE?</p> <ul style="list-style-type: none"> ▪ The main objectives of the practice were: ▪ reduction of CO₂ emissions and improvement of environmental conditions, ▪ support for local producers and their transition toward regenerative agriculture, ▪ integration of tourists with local culture and nature, ▪ promotion of healthy, local products and a sustainable lifestyle. ▪ The initiative is jointly implemented by: ▪ TUI Care Foundation – the philanthropic arm of the TUI Group, ▪ Futouris – a non-profit organization supporting sustainable tourism, ▪ local communities and producers from Crete. <p>The goal was to transform tourism from passive consumption into active engagement for the benefit of the environment and local communities.</p> <p>WHAT ACTIONS WERE TAKEN:</p> <ul style="list-style-type: none"> ▪ Implementation of regenerative farming practices among local olive oil producers (including composting, agroforestry, olive tree planting, and reduction of chemical inputs). ▪ Organization of workshops for tourists, including: ▪ tree planting, ▪ olive oil and local product tastings, ▪ farm visits and demonstrations of traditional olive oil pressing. ▪ Training programs for farmers covering sustainable agriculture, marketing, and quality management. ▪ Promotion of short supply chains—local food delivered directly to hotels, restaurants, and shops. ▪ Environmental and cultural education for guests, including children and youth, through outdoor games, mobile applications, and interactive

	<p>presentations.</p> <ul style="list-style-type: none"> Cooperation with hotels supporting the initiative by promoting eco-excursions and purchasing local products. <p>WHAT PRODUCTS / EFFECTS WERE ACHIEVED:</p> <ul style="list-style-type: none"> Thousands of olive trees were planted in the region as a form of CO₂ sequestration and ecosystem restoration. Participation of over 1,000 tourists per year in educational and regenerative activities. Increased income for local producers—driven by growing interest in “regenerative olive oil” and cooperation with hotels. Increased environmental awareness among farmers and tourists—80% of participants declared changes in dietary and consumer habits. Improved soil condition and reduced pesticide use on farms participating in the program. Enhanced recognition of the region as a destination for responsible and climate-positive tourism.
<p>LINKAGE OF THE GOOD PRACTICE WITH CERTIFICATION</p> <p>Was the practice linked to certification (e.g. national, sectoral, or international)? What competencies were required? What were the effects of certification?</p>	<p>LINKAGE OF THE GOOD PRACTICE WITH CERTIFICATION</p> <p>Although the “TUI Field to Fork” initiative is not based on a single specific certification, it works with partners and applies standards recognized within the international ESG and sustainable tourism ecosystem.</p> <p>SCOPE OF CERTIFICATION:</p> <p>Applied certifications and standards include, among others:</p> <p>GSTC (Global Sustainable Tourism Council) – sustainability assessment frameworks used by TUI in partner selection and impact evaluation.</p> <p>Agricultural product certifications:</p> <p>BIO Hellas – organic farming certification in Greece, Olive Oil Certifications – quality and ecological labels for olive oil producers. CSR and ESG reporting – the initiative forms part of TUI Group’s non-financial reporting.</p> <p>REQUIRED COMPETENCIES:</p> <ul style="list-style-type: none"> knowledge of regenerative agriculture and sustainable supply chains, ability to educate tourists and conduct workshops, skills in cross-sector cooperation (NGOs, tourism, agriculture, education), understanding of ecological certification and quality management principles. <p>EFFECTS OF CERTIFICATION:</p> <p>Effects of certification and ESG-aligned operations include:</p>

	<ul style="list-style-type: none"> ▪ improved access to partnerships, grants, and financing, ▪ increased customer trust in TUI’s responsible tourism initiatives, ▪ standardization of processes and the ability to measure impact (e.g. CO₂ reduction, number of trained farmers, biodiversity indicators), ▪ product certification enabling producers to increase revenues and export products under the recognizable brand of “sustainable olive oil from Crete.” <p>WHY IS IT WORTH TRANSFERRING THIS PRACTICE TO OTHER MARKETS?</p> <p>The regenerative tourism model—combining environmental action, support for local communities, and guest education—is universal and scalable.</p> <p>It is particularly suitable for regions that are:</p> <ul style="list-style-type: none"> ▪ strongly connected to agriculture, ▪ attractive to tourists, ▪ threatened by soil erosion, drought, or monoculture farming. <p>POTENTIAL AREAS OF IMPLEMENTATION:</p> <p>In Poland:</p> <ul style="list-style-type: none"> • Lesser Poland and Subcarpathia – rural tourism and orcharding. • Kuyavia and Lublin Region – areas with intensive agriculture transitioning toward regeneration. • Kashubia and Pomerania – ideal for agroecological and educational tourism routes. <p>In Europe:</p> <ul style="list-style-type: none"> • Spain (Andalusia) – olive tourism and restoration of degraded soils. • Italy (Sicily, Apulia) – combining traditional farming with cultural tourism. • Croatia and Montenegro – strong potential for regenerative agritourism. <p>Outside Europe:</p> <ul style="list-style-type: none"> • Mexico, Indonesia, Morocco – regions linking agriculture, tourism, and climate adaptation needs.
<p>SOURCE OF THE GOOD PRACTICE</p>	<p>Futouris – TUI Field to Fork Greece https://www.futouris.org/en/project/tui-care-foundation-field-to-fork-greece TUI Care Foundation https://www.tuicarefoundation.com</p>