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www.cospe.org/italiano/siti.php
www.local-global.it/project/bridge-it



bridging the gap between local people
and global tourism business



china



italy



mongolia



nepal

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bridging the gap between
local people and global
tourism business

Responsible Tourist Venture



a project implemented by





The project in brief

Bridge-It acts to promote the diffusion of European know-how on tourism among the Asian private sector and intermediary business organisations. It envisages to reinforce micro and meso-level links between the two Regions, and to foster local development.

It particularly aims at involving Asian local sources and at promoting enterprise development in the tourism sector through the encouragement of local people participation and a responsible approach.

To achieve this, the Project sets up and enhances partnerships among European Tour Operators and their Asian counterparts by creating "Responsible Tourism proposals/products" that will be managed by local SMEs and micro businesses belonging to the four Asian regions involved in the Project.

Asian regions involved

- Regions Hunan Province (China)
- Region Gobi Altay (Mongolia)
- Region Kailali (Nepal)
- Regions Mustang and Dolpa districts (Nepal)



Strategy

Give European technical assistance to Asian SMEs to improve their position in the local tourism supply chain by upgrading their capacities and services.

This will allow their participation in a tourism-product which provides a first access to international markets in terms of Responsible and Sustainable Tourism. The Asian intermediaries will expand their marketing strategies overseas and set up new partnerships with their European counterparts.

European Tour Operators will increase their products towards new destinations and new types of responsible tourism.

A NEW TOOL FOR CAPACITY BUILDING

In addition to thorough desk-analysis and on-field research and work, the BRIDGE-IT project has designed a new tool for capacity building that enables local tour operators to build up Sustainable Tourism activities, whether they already have experience or start from scratch.

The BRIDGE-IT tool comprises:

- 1) concise data-collection schedules
- 2) a user-friendly budgeting-tool
- 3) an evaluation tool.

The BRIDGE-IT method enables local tour operators to develop managerial competences and thus assures sustainability and local ownership of newly designed itineraries and their compliance with Responsible and Sustainable Tourism criteria.



Local advantages

- Tourism-related Asian SMEs get support through capacity building and training activities
- Upgrading of local capacities and the quality of tourism services supply on behalf of other local actors. Aim is to make them meet all necessary conditions to be steadily included into the tourism supply chain
- Responsible tourism itineraries targeting European responsible travellers will help kick-off new local development paths
- Enhanced Euro-Asian business relations in the tourism sector
- Promotion of the Asian regions involved in the project within Europe and a facilitated access to international tourism flows.

How to apply

Individuals, SMEs, NGOs or other organisations interested in participating in the project programme have to contact the nearest project partner to get registered.

You can also register directly by the internet site: http://www.local-global.it/project/bridge-it/contact_inscription.htm

