

MANUAL



S.T.R.A.T.E.G.Y.

SUSTAINABLE TOURISM IN RURAL AREAS
THROUGH EUROPEAN GREEN FOR YOUNG

D I S C L A I M E R

The Project S.T.R.A.T.E.G.Y Sustainable Tourism in Rural Areas Through European Green for Young Booklet has been funded by the European Union.

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I N D E X

<u>Intro</u>	4
<u>Culture Clash Activity</u>	6
<u>EcoTrip</u>	11
<u>Craft & Consciousness</u>	15
<u>BEE Challenge</u>	23
<u>Conclusion</u>	29

I N T R O

The S.T.R.A.T.E.G.Y project took place in Sapri, Italy, from November 15 to 22, 2024, with participants from five countries: Italy (Cilento Youth Union and Mimma Dreams), Croatia (Mladi za Marof), Bulgaria (Zarika Association), Romania (CERT), and Lithuania (Tavo Europa). The project aimed to address the challenges of sustainable tourism in rural areas.

Sustainability is crucial because it safeguards resources for future generations, reduces environmental harm, and promotes long-term economic and social development. In the context of tourism, it helps preserve natural landscapes, and cultural heritage and supports the well-being of local communities.

This manual presents four engaging activities specifically designed for young people, focusing on raising awareness and developing practical skills in sustainable tourism. Each activity explores different aspects of sustainable tourism, encouraging participants to understand their role in preserving natural and cultural resources while supporting local economies. Through hands-on experiences and collaborative learning, these activities empower young people to become advocates for sustainable tourism in their own communities.

I N T R O

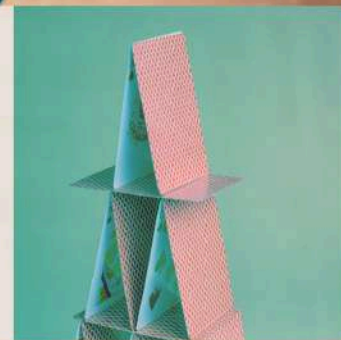
The main objectives of this manual are to:

- Promote awareness of sustainable tourism
- Equip youth with practical skills
- Empower young people as change-makers

The impact of the S.T.R.A.T.E.G.Y project will be multifaceted, creating lasting change for both participants and the communities involved. By engaging young people and youth workers from diverse countries, the project will establish a network of motivated individuals equipped with the knowledge and skills to implement sustainable tourism practices in rural areas. This will lead to increased environmental awareness, cultural preservation, and local economic development, benefiting both individuals and communities in the long term.



CULTURE CLASH ACTIVITY



Developed by:

- Cashy, Bulgaria
- Bistra, Bulgaria
- Nace, Bulgaria
- Madalina, Romania
- Asia, Croatia

Overview:

Participants, divided into three groups or "cultures" must figure out how to work together and achieve a common goal despite each group having unique communication norms and rules.

Themes

- Intercultural understanding
- Challenging assumptions about other cultures and critically analyzing them
- Building cultural awareness

Target Group:

- Multicultural groups
- Young people

Aims:

- Learn effective communication among different cultural groups
- Understand differences and how to tackle them
- Learn respectful interaction with local cultures and traditions

CULTURE CLASH ACTIVITY

Learning outcomes

- Knowledge about customs in different cultures
- Appreciation about cultural differences
- Critical thinking without judging
- Awareness about differences between cultures

Group Size:

6–18 participants (3 groups of 2–6 people)

Time:

60 minutes (10 min energizer, 40 min activity, 10 min reflection)

Energizer 10 min

Follow the leader

One person leaves the room, and the group stands in a circle and chooses a leader to show dance moves which everyone needs to follow.

They start dancing and invite the person from outside to enter and observe the people and they have to find who is the leader by 3 guesses.

The leader needs to change moves from time to time.

When they guess, the leader leaves the room and the game starts again.

Preparation 10 min

Group Assignment:

Divide participants into three groups. Each group represents a "culture" with its own communication rules.

CULTURE CLASH ACTIVITY

Rules for Culture:

Each group is given a set of cultural communication rules that they must follow during the game. Examples:

Culture A: Warm and friendly; always hug or make physical contact when communicating.

Culture B: Reserved; avoid eye contact and keep physical distance.

Culture C: Loud and expressive; scream or raise their voice if someone touches them.

Scenario Setup:

Create a shared challenge or task that requires all three Cultures to collaborate, such as building a structure, solving a puzzle, or completing a scavenger hunt.

You can ask them to build a tower of cards – with 2 or 3 stories, each participant is given a card and must use it in building the tower. It is a water tower that will collect rainwater and provide water for the three cultures living together for the next water crisis.

Physical Boundaries:

Designate areas for each Culture. When participants cross into another Culture's area, they must adopt the cultural norms of that Culture.

Introduction of Rules:

Secretly brief each group on their cultural norms. Ensure they do not share their rules with other groups initially.

C U L T U R E C L A S H A C T I V I T Y

Gameplay 30 min

Interaction Phase

Allow groups to start mingling and communicating to achieve the shared goal. As they interact, the cultural differences will create challenges, confusion, and frustration.

Adaptation and Problem Solving

Over time, participants must figure out how to adapt, negotiate, and develop a shared "language" or method of collaboration while respecting the rules of each culture.

For example, each interaction phase can last up to 5 minutes, followed by an adaptation phase of up to 3 minutes. Adapt the length of each phase according to group size and experience.

Debriefing 10 min

After playing the game, we will host a discussion to reflect on the topic and share our experiences. Questions to ask:

- What challenges did you face while communicating with others?
- How did those differences impact teamwork?
- How did you overcome the barriers?
- How could this exercise relate to your real life?
- How could you use the learnings in daily cross-cultural communication?

C U L T U R E C L A S H A C T I V I T Y

Space requirements and training materials

A room where people can comfortably walk around with spaces for each culture

Materials for the main task (e.g. for the tower of cards we need a deck of cards where every participant gets one card and they need to use it for building the tower, they can use just the cards as building resources, no additional materials)

Tips for facilitators

- Have different options for Cultures to match the specific needs of the group, e.g. if there are people who don't want to be touched or to touch, then no Culture should have the characteristic of being touchy. Consider and be informed about other specific needs, etc. intolerance to loud noises, etc.
- Come up with a task that is not too simple to execute and requires longer communication between teams but not too complex as it can take away from the communication to the task itself
- Remind the participants to act according to the norms of their Culture continuously

E C O T R I P



Developed by:

- Igor Markovi'cs - Lithuania
- Aya Sied - Syria
- Agne Daunoraite - Lithuania
- Meryem Kasbaoui - Italy

Overview:

The participants will work in small groups to plan the same trip by using different types of transportation.

Every group will have a different type of transportation (plane, bus, train or car sharing) and the same scenario for the trip, for example: from Rome to Lisbon.

Each group will create an itinerary with the type of transportation they were given and they will find the pros, cons, environment and personal impact. After, they will have 3 minutes to present their work and finish with a debate on which is the most sustainable and efficient way to plan the trip.

Themes:

- Awareness of sustainable practices
- Problem-solving skills
- Eco-conscious decision making
- Teamwork and collaboration

Target Group:

- Young people from 18 to 30 years old

E C O T R I P

Aims:

- Raise awareness about the impact of transportation methods
- Encourage participants to use sustainable options for transportation and make eco-conscious choices when travelling
- Reduce environmental impact while ensuring efficient mobility

Learning Outcomes:

- Participants will gain a better understanding of sustainable practices.
- Knowledge of eco-friendly transportation options and accommodations.
- Improving Presentation and communication skills
- Reflection on the importance of reducing tourism's carbon footprint.
- Finding new approaches and ideas.

Group Size:

20 participants (4 groups of 5 people)

Time: 1h 30 min

90 minutes (Introduction of the session: 5 minutes, Division in groups and energizer: 10 minutes, Explanation of the activity: 5 minutes, Work in Groups: 30 minutes, Presentations: 12-15 minutes (3 minutes for each group), Discussion: 15 minutes, Debrief and reflection: 10 minutes)

E C O T R I P

Energizer: 10 min

Energizer: The participants will be divided in 4 groups (car, bus, train and plane). Every group will bring 4 chairs, then music is played and when the music stops, everyone has to sit down. After every turn, one chair is taken out, leaving one chair to every group, the four chairs remaining will be grouped together till one person wins.

Main session

The facilitators will choose two cities as departure and destination, for example from Rome to Lisbon and the participants will work in the same groups as the energizer and they will have to plan a trip using their assigned transportation vehicle. Each group will research the duration, costs, convenience and challenges of the trip, finding the pros and cons of using those methods along with the environmental impact (like CO2 emissions) and personal impact (stress, comfort, accessibility).

After the research, each group will have 3 minutes to present to the others their results. After every presentation, the facilitators will write the main information (cost, duration, environmental and personal impact) for each group on a board, so everyone can see the main details for every type of transportation and can make an easy and fast confrontation. The activity concludes with a group discussion, where the facilitators can ask whether the organization of the trip was easy or not, what they think about the differences about the vehicle and which could be the best option to make the trip in a sustainable way.

E C O T R I P

Debriefing and evaluation:

Group discussion with open questions to encourage participants to share insights and reflections:

1. What have you learned from this experience?
2. Will this experience affect in some way how to see things?

Space requirements

The session will require a conference room big enough to fit 23 people, with chairs and at least 5 tables. There will be needed pens, paper to take notes and to write. Wifi connection, laptops or phones (brought by the participants) to make researches.

Tips for facilitators

The facilitators should ensure all materials are ready in advance. They also have to provide all the informations clearly and make sure every group knows what to do and answer any possible questions. They need to take the time and give reminders to keep everything on track.

Additional information, notes

The instructions on the trip could have more details, for example the trip could be done for one single person in a specific period of time and with a specific amount of money, like: Organize a trip from Rome to Lisbon for one person with a budget of 200 euros and from february 13th to february 20th.



CRAFT & CONSCIOUSNESS



Developed by:

- Gintare Stepanaviciute, Lithuania
- Giusy Del Giudice, Italy
- Jana Sied, Syria
- Maddalena Anna Didonè, Italy

Overview:

This workshop focuses on teaching young adults (25-35 years) how to choose and buy sustainable souvenirs. Participants will explore what makes a souvenir eco-friendly and culturally meaningful through interactive activities. They'll engage in a hands-on experience with a local artisan, brainstorm sustainability principles, and reflect on their learning. The session emphasizes critical consumer thinking, cultural appreciation, and group collaboration to inspire mindful purchasing practices.

CRAFT & CONSCIOUSNESS

- **Themes**

- *Sustainability in Consumerism*

- Understanding the environmental and social impact of purchasing decisions.
- Promoting eco-friendly and ethically sourced products.

- *Cultural Appreciation vs. Appropriation*

- Learning to value and respect local traditions and artisanry.
- Recognizing the importance of supporting authentic, local artisans.

- *Critical Thinking as a Consumer*

- Encouraging participants to question the origins, materials, and ethics behind the products they buy.

- *Environmental Responsibility*

- Highlighting the role of sustainable materials and reducing waste.
- Discussing how tourism impacts the environment and ways to minimize harm.

- *Strengthening Community Connections*

- Building deeper relationships with local cultures through mindful purchases.
- Supporting small-scale artisans and fostering equitable economic practices.

Target Group:

- Young Adults (25-35 years)

CRAFT & CONSCIOUSNESS

Aims:

- *Knowledge & Critical Thinking:* Understand the impact of consumer choices and identify sustainable products.
- *Cultural Appreciation:* Build connections with local traditions and artisanship.
- *Collaboration & Reflection:* Strengthen group dynamics and share perspectives.

Learning outcomes

- Awareness of the environmental and cultural impact of souvenir choices.
- Practical understanding of sustainable product characteristics.
- Deeper appreciation for local cultures and artisans.
- Enhanced critical thinking as consumers.

Group Size

- Max 20 participants, split into 2 groups

Time

- ~1.5 hours

Energizer: 5min

Oma Gè Gè"

Facilitate participation in the movements and singing:

- Hands up: "Oma Gè Gè!"
- Hands on shoulders: "Ge ge gole!"
- Hands on hips (move hips): "Gole issa!"
- Hands on knees: "Issa issa manda!"
- Hands on ankles: "Sassa manda!"

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Main session

Welcome & Introduction (10 min)

Mentimeter or sticky notes:

- Ask: "When you buy a souvenir, what's your top priority? (e.g., price, uniqueness, story, sustainability)."
- Categorize responses visually (ex., cluster similar answers).
- Discuss results briefly to reveal current consumer attitudes.
- Transition into why sustainability matters for souvenirs, setting the tone for the workshop.

Activity: Exploring Sustainable Souvenirs (30 min total)

Setup: Split participants into Group A and Group B for rotational activities.

Group A: Practice with a Local Artisan

- Participants collaborate with a local artisan to create or observe how traditional souvenirs are made.
- In our pilot workshop, participants collaborated with a talented local artisan who demonstrated how to create a natural body scrub using materials sourced directly from her garden.

Focus: Explore sustainable materials, techniques, and cultural storytelling behind the products.

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Group B: Brainstorm "What makes a Souvenir Sustainable?"

- In the workshop room, brainstorm key characteristics of sustainable souvenirs (e.g., eco-friendly materials, cultural significance, ethical sourcing).
- Use a large paper sheet or online tool for collaboration.

Switch Groups (15 min each)

- After 15 minutes, groups switch.
- Group A: Reviews Group B's brainstorm notes and refines or adds to the ideas.
- Group B: Engages with the artisan experience.

Reconvene (5 min)

- Combine both groups to create a shared definition of a sustainable souvenir.
- Use a flipchart or shared screen to finalize the key points.

Debriefing and evaluation:

Yin-Yang Reflection (10 min)

- Draw a large Yin-Yang symbol on a board or paper:
 - Yin (Low moments, challenges)
 - Yang (High moments, breakthroughs)
- Silent writing (3 min): Participants write anonymous reflections on sticky notes or a digital tool:
 - How did the experience affect you?
 - What was the highest moment of the experience?
 - What was the lowest moment of the experience?

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Facilitator Task:

- Read responses aloud (anonymously).
- Open the floor for a brief group discussion on lessons learned and lingering thoughts.

Space Requirements

To ensure a smooth and comfortable workshop experience for all participants, consider the following space requirements:

Room Size: Large enough to accommodate 20 participants with space for group activities and movement.

Seating Arrangement: Flexible seating (e.g., chairs in a circle or small group clusters).

Work Areas: Two distinct areas:

- Group A Area: Hands-on artisan activity (e.g., a crafting table or demonstration setup).
- Group B Area: Brainstorming space with a large table or open floor area.

Specific Zones

Artisan Zone: Enough space for crafting tools, materials, and seating for ~10 participants.

Brainstorming Zone: A large table or wall space for writing and displaying notes (flipchart, sticky notes, or whiteboard).

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Whole Group Space

Central space for opening and closing activities (e.g., energizer, group discussions and debriefs).

Training Materials

For the Energizer: "Oma Gè Gè"

- Speaker or laptop with audio output to play the video.
- A screen or projector (optional) to show the video.

For the Artisan Activity (Group A)

- Provided by the Artisan: Tools and materials for crafting (e.g., clay, fabric, wood, paints).
- Optional: Protective coverings for tables and participants (aprons, tablecloths).

For the Brainstorming Activity (Group B)

- Flipchart or large sheets of paper.
- Markers or pens in various colours.
- Sticky notes (preferably eco-friendly options).
- Whiteboard or corkboard for displaying ideas.
- Optional: Laptops or tablets for digital brainstorming tools (e.g., Jamboard, Mentimeter).

For the Welcome & Poll Activity

- Sticky notes or access to a digital polling platform (e.g., Mentimeter).
- Large board or wall space to cluster responses.

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For the Debriefing Activity

- Pre-drawn Yin-Yang symbol on a flipchart or large paper.
- Extra sticky notes or small cards for anonymous reflections.
- Markers or pens for participants.

Facilitator Tips

- **Keep It Relatable:** Use examples of unsustainable souvenirs (e.g., mass-produced plastic keychains) versus sustainable ones (locally crafted, natural materials).
- **Encourage Open Discussion:** Create a safe space for participants to share opinions without judgment.
- **Visual Aids:** Use posters, slides, or props to highlight examples of sustainable souvenirs.
- **Time Management:** Stick to the schedule to ensure each section flows seamlessly.

Decor/Props (Optional): Cultural items or examples of sustainable souvenirs for visual inspiration.

Accessibility: Ensure the space is accessible to all participants, including those with mobility needs.



BEE CHALLENGE

Developed by:

- Martin Trubelja
- Sabina Kolak
- Emilia Titu
- Mariana Ivanova

Overview:

Engage youth in playful way to learn about bees and their interaction with humans and nature

Themes:

- Increase sales
- Harder to sell price completion of big supermarket
- Increase awareness about bee production and benefits
- Educate people about bees, honey and sustainable production

Target Group:

- 15 - 30 years old people

Aims:

- Attract families and more customers to come to experience country sustainable honey production
- Educate people about healing possibilities with nature and benefits of the honey and other bee products

B E E C H A L L E N G E

- Trigger curiosity about bees and awareness about their impact on human life

Learning Outcomes:

- Importance of bees in cycles of nature
- Understanding bee colony and their roles
- Benefits of bee products for health
- How to check if honey is real
- Learn a recipe with bee products
- Use examples of bee communities and examples of their communication in society

Group Size:

20 people

Energizer 5min

Split the groups into flowers and bees (bees should be 3 times more than the flowers, for each flower should be at least 3 bees).

Play a song with bee sounds, and the facilitator says the keyword: fly or pollinate.

Song: <https://youtu.be/-d3ABrrlklS?si=qSWGlsPb939HsQ9z>

Fly: bee fly freely around the room

Pollinate: every bee needs to find a flower to pollinate.

One flower should have 3 bees.

The flower stays with hands up, and the bees are in a diving position with hands up towards the flowers.

B E E C H A L L E N G E

Kahoot Quiz (15 min)

Facts to add to the quiz – all facts are true

- It takes from 2-4 years for humanity to be extinct if bees disappear
- Bees have five eyes
- Bees communicate by dancing
- All bee workers are female
- One colony is having 40-60 thousand bees
- The new queen is born by the bees feeding a larva with royal jelly

Video you can use in Kahoot

Workers and Feeders:

<https://youtu.be/9ePic3dtykk?si=sLbfhVkH-Hkh1rGm>

Queen:

<https://youtu.be/PcDF23HdlUY?si=OByFqSqUyK4c8tse>

Microscope Activity (20 min)

Show 5 types of honey, so people can see the difference between good and bad honey.

Theatre Bee Play (30 min)

Introduce the roles of the bees

Queen: She is producing larvae from which the bees are born. When she is hungry, the feeders are bringing her food. If you take the queen from one hive to another, the bees from her family will follow her. She is going around within the hive.

B E E C H A L L E N G E

Soldiers: Their role is to protect the hive and make sure other bees or unidentified insects will not enter the wrong hive.

Feeders: They feed all other roles with honey within the hive

Searchers (The drone bee): The searchers go search for flowers come back to the hive and give instructions to the collectors where to collect pollen.

Collectors: They go from flower to flower to collect pollen and bring it back to the hive. The collectors are always females, and they also build the hive.

Introduce Theatre Scenarios

- 1.If the hornet gets in, the bees understand that there is an invader, the wasp is bigger, then the bees surround the hornet and create higher temperature around him, so he cannot move anymore
- 2.Bees protect the honey when the beekeeper goes to collect the honey
- 3.Bees are more active during the hot part of the day and can sleep in the morning, so cutting the grass in the morning, while they are sleeping, is not disturb them. When you start to cut in the morning, only a few bees come out to inspect if is there a danger.

Split people into teams of 5-6-7-8 based on the group

Give each team a separate scenario

Give 15 minutes for each team to prepare the play.

B E E C H A L L E N G E

Each team presents their play for 3 minutes

After each play explain what is the scenario of the theatre

Debriefing

5-minute sharing and discussion about what they saw, learned and experienced.

Lessons from each scenario:

- living and immersing into the role
- awareness of how to collaborate with nature

Infused honey preparation and tasting degustation (20 min)

Have a jar with raw cacao powder

Jar with honey

Split the honey into small cups for each participant

Give everyone the jar one by one to take a teaspoon and infuse the cacao into the honey.

Explain the benefits of eating healthy honey

6. Sharing Circle / Debrief

Invitation to come to "Day with the Bees" (dancing Queen)

B E E C H A L L E N G E

Debriefing and evaluation:

- What was the most surprising thing you learned?
- How can we apply bee colony communication and collaboration into our daily life

Space requirements and training materials:

- Big room, where chairs can go to the side
- Projector
- Microscope
- Cups, spoons for each participant
- cacao and honey

Tips for facilitators

Go and support each group when making the theatre if they have questions



This project highlighted the importance of combining education, collaboration, and cultural exchange to address complex challenges such as

sustainability and rural development.

Through a mix of interactive activities, practical workshops, and hands-on experiences, participants gained valuable insights into sustainable practices and innovative approaches to rural tourism.

By fostering teamwork, critical thinking, and cultural understanding, the project served as a model for how different groups can come together to create meaningful solutions.

Additionally, the integration of intercultural evenings and local exploration emphasized the role of cultural heritage in driving both community development and global awareness.

Ultimately, the project showcased the power of collective action and the potential for small-scale initiatives to inspire significant and lasting impact.

**S P E C I A L T H A N K S T O T H E
A U T H O R S O F T H E
S . T . R . A . T . E . G . Y . B O O K L E T :**

Alina-Alexandra Badea,
Agnese Berton,
Madalina Busuioc,
Agne Daunoraite,
Arianna Di Cianni,
Maddalena Anna Didonè,
Joanna Dubielewska,
Giusy Del Giudice,
Meryem Kasbaoui,
Sabina Kolak,
Zlatomira Kulcheva,
Valentina Marino,
Igor Markovičs,
Mariana Ivanova,
Nace Sapundjiev,
Aya Sied,
Jana Sied,
Gintarė Stepanavičiūtė,
Emilia Daiana Titu,
Martin Trubelja,
Bistra Yakimova.

THANK YOU
GRAZIE
БЛАГОДАРЯ
MULȚUMESC
HVALA
AČIŪ
DZIĘKUJĘ
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