



PLANNING AND ASSESSING YOUR OWN VOLUNTARY INITIATIVES

DEVELOPING IDEAS FOR VOLUNTARY WORK IN SUSTAINABLE DEVELOPMENT OF TOURISM IN MY REGION

WHAT CAN BE CHANGED IN THE FIELD OF HERITAGE, CULTURE , ENVIRONMENT AND LOCAL SOCIETIES
IN TOURISM TO MANAGE IT IN MORE SUSTAINABLE WAY?

GENERAL PROBLEMS AND SOLUTIONS

How is it now?

- travelling by plane
- use of car every time usually one person in every car which causes huge traffic in the city areas
- global warming
- climate changes
- acidic oceans
- animal extinctions
- waste management
water, rubbish, animals slaughtering
- wasting food
- green areas changed into shopping malls and build up

How it should be?

- higher usage of bicycle while traveling in the city
- using of motorbikes
- usage cars together with friends while going to work and back
- using public transport
- bio fuel
- carbon capture
- planting trees and taking care of green areas
- eco engineering
- saving water
- recycling
- using bio mass

Why is it not how it should be?

- government policies
- peoples' ignorance
- resistance to change, lack of willingness
- persistence to change
- economy of scale
- education

Conclusions/ Proposals/suggestions/ideas:

„be the change you want to see in the world” - Ghandi

in other words - giving example - voluntary work
in order to increase peoples' awareness
and influencing law making authorities to protecting
national and local heritage



There were 2 main groups created:

- people that live in cities
- people that live in villages / rural areas

Why? - different problems and ways of dealing with problems

Problems for urban areas:

STRENGTHS:

- reliable public transport
- human resources
- high-tech solutions available
- diversified touristic places
- logistic
- lots of events organized

Weaknesses:

- air pollutions, too many cars on the streets, traffic jams
- touristic places attract people who travel - need for more hotels, restaurants leads also to increase in usage of electricity, water etc.
- attracting careless tourists
- food waste

OPPORTUNITIES:

- possible development
- better access to public fund
- advertising and publicity
- resources
- well known festivals and public events
- providing local food
- educational actions

Threats:

- money that counts not the possible damaged caused
- lack of legislation

Problems for rural areas:

STRENGTHS:

- diversified touristic places
- clean air, less cars, less people
- local ecological food
- old traditions cultivation
- clean beaches with little tourists

Weaknesses:

- touristic places attract less people dues to poor advertising, distance from the common travelers routs
- non existing or very low public transport
- worse education and awareness
- non existing or poor accommodation possibilities

OPPORTUNITIES:

- possible development
- UE funds for development
- using advertising and publicity
- encourage eco educational actions
- local fests connected to traditions and religions

Threats:

- money that counts not the possible damaged caused
- over using local goods
- corruption
- increased tourism will cause pollution, more rubbish and waste
- destroying nature, leaving rubbish in forests, mountains on the beaches



COMMON SOLUTIONS:

<p>ACCOMODATION:</p> <ul style="list-style-type: none"> - transport to the place by public transport unless there is group of people travelling - bikes in hostels to rent - energy consumption reduction by solar panels, geotheracal heat where possible, penalty fees for leaving the water running, water recycle systems, recycle bins in rooms - certificates for eco friendly hotels 	<p>FOOD:</p> <ul style="list-style-type: none"> - using ecological product from local supliers - paying for the food left on the plates - compost the food left - having the garden with herbs on the roof of restauraunt if possible 	<p>TRANSPORT:</p> <ul style="list-style-type: none"> - using public transport over the individual - - eco fuel in public transport - - using bicycles whenever possible - combining the fee for tourist that will be donated to organization planting trees
<p>ADVERTISING:</p> <ul style="list-style-type: none"> - using social media instead printing leaflets, posters - word of mouth - local events - by education 	<p>LOCAL HERITAGE:</p> <ul style="list-style-type: none"> - limiiting amounts of visitor - law - Increase awarness of local citizens - develop voluntary activities /associations/actions/ events 	<p>EVENTS:</p> <ul style="list-style-type: none"> - based on the local traditions - connected to old belives and history - promoting local artists



WHAT CAN A VOLUNTEER DO TO PUT IN ACTION ANY OF THE ABOVE SOLUTIONS:

- I. **We will concentrate on the enormous threat to our planet locally and globally, which are all kinds of RUBBISH left here and there by pseudo-tourist**

MAIN AIMS:

- A. to clean a local area chosen by the volunteers
- B. to educate people
- C. to provide long term solutions for the local people

How to obtain those aims:

A) cleaning:

- organize social actions all together with schools
- sponsoring - contact companies who can sponsor action providing special plastic bag / gloves and promotional materials
- promote the action as wide as possible

B) Education

- educational panels for children at school, already there are movies existing that can be used by teachers at biology or geography lessons
- organize at school clean day, where children are taught how to properly separate rubbish for recyclable and those non-recyclable,
- during local events organize short panel about recycling providing bins to segregate rubbish
- the most difficult is education of adults, as it is difficult to reach them, the education should be provided by their children who can bring special promotional gadgets about recycling to their homes.
- promote the action in local newspapers and media / social media if possible
- information in shops where to deliver old washing machine or other electronic goods
- every shops should contain special containers for used small electronic stuff like batteries

C)

- engage local authorities in conducting the cleaning actions
- lobby the local authorities to provide rubbish bin for recycled materials to every village, where everyone can leave the gathered rubbish
- volunteers should regularly visit places attended by tourists or known as ones used to get read of trash and clean them. Also should prove the information on this subject to the local authorities to monitor those places more often
- if possible install cameras at least temporarily in such places



Such action can be easily conducted by volunteers with cooperation in an association. Some of the parts of the action like gathering trash can be done locally on regular basis. Time of preparation about 3 month to 6 month depends on the funds, amount of volunteers engaged and sponsoring. The action can be repetitive all year long.

II. **We will concentrate on cultivating old professions**

AIMS:

- A. preserving local professions that cannot be easily found, and can be forgotten
- B. promoting of region to the broader audience.

How to obtain those aims:

A) Preserving:

- gather information from every source possible about old profession from a region from people who do it or remember it
- make a description of those professions, illustrate them (photography or use people with painting skills)
- get regional funds or sponsors to publish booklet or prepare an electronic version – pdf, presentation, c itp.

B) Promotion

- distribute the materials to the schools or/ libraries
- organize social event / or join to an existing one with presenting those skills.
- organize workshop for students at schools / all people interested – during social events
- organize the shows for tourists.
- organize events for children and grandparents during children's day or grandparents day – connected to other action promoting intergenerational learning

It can be organized by association who will coordinate work of volunteers. Also young people should engage their grandparents to join such action. Both young people in primary and secondary schools and grandparents have some time free to spare.