

Case Study – Building a Sustainable Future

The acquisition of knowledge, abilities and qualifications, are what the Leonardo Program offers to all those professionals who want improve in a quality way in their jobs, and the effects that will be shown in our region where we develop that job. Both improvements could be analyzed from different views:

- The exchange of experiences between all members participants. The fact of meeting professionals from different countries within the same sphere, produces a great and a really productive exchange of experiences. An exemple: as a result of this exchange, the Regional Council of l'Alt Camp, is initiating a campaign to raise public awareness, so as to involve all the regional tourist industry in the regional tourist planning and management. The involvement and the work for the community that our Scottish colleagues showed us in the course of the visits, promoted this initiative.
- The visit and knowledge of the different tourist areas, with its own organization and planning, made that the participants got an idea of the different tourist situations all over Europe that can be developed in our region if they are at all possible. Some examples: the ecotourism initiative developed in Comrie Croft, with the eco-campsite, the katas, etc. Nowadays in the region of l'Alt Camp there is a similar initiative which was initiated with thanks to my study-visit in Scotland, through the exchange of information and experiences. These innovative practices could not have been into practice without this european exchange. Another example is the next activity.



Rural Tourism- Villa Nicetta Monday 28th March Sicily Study Visit

This visit was included during the first day organized by our colleagues in Milazzo.

First of all, they told us a bit explanation about the house (how they started, who was the manager, number of rooms and apartments, services, etc.), they showed us the several installations, then we had the opportunity to ask and discuss between we-the visitors and the manager. Finally, we were invited to dinner.

The visit was really interesting, the house was perfectly decorated and guaranteed an authentic stay to its customers.

As regards its philosophy, product conceptualization, etc, the business view was totally analyzed and developed.

Most of the products used, were local products all from its land. A tendency that tries to minimize the damage caused in the environment. It does not matter where the establishment is located, it is attractive anyway, since it is very specializing in the authenticity and quality and proximity above all else. The distance it is not an important factor for those customers.

The price is appropriate. It is excellent value for money. The contact with different tour operators guaranteed the 80% of occupation. This reality is very different in our region, where the holiday cottages have a pronounced "seasonality". Villa Niceta has a success-business-view.

This experience was useful for me to organize a conference to meet new ideas of business. It was addressed to rural holiday houses in l'Alt Camp (there are 41 houses at present, most of them without segmentation or specification).



Finally, I must mention that the opportunity I had, made my personal experience much more enriched. I met people with similar worries but in a different way: different countries, costumes and traditions. I save great memories of all members who took part in these study-visits: Scottish, Sicilians and Catalans, different but equals at the same time.





As Plato said:

"We do not learn; and what we call learning is only a process of recollection."

We have learned through these visits, and now it is the time of our recollection.

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