ECHO – Handbook

Manual for new ECHO-Tourism followers

How to learn more and contribute to sustainable tourism with the ECHO-Tourism tools

2022-02-08

ECHO-Tourism
An Erasmus+ Project

ECHO-Tourism

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ECHO-Tourism

Introduction

This document constitutes a manual for ECHO-Tourism project and is a tool for its global dissemination. It targets anyone new to it, who wishes to participate.

If you are willing to do so, but don't know how, this manual is for you!

After a short description of the objectives of the project, this manual will help you to know what your role and your field of action could be. You will also know which tool to use and how to use it to optimize your eco-responsible approach. Finally, you will get acquainted with the competencies you will acquire participating in ECHO-Tourism.

1. Getting introduced to ECHO-Tourism

1.1 General objectives

The general objective of ECHO-Tourism is to reduce the ecological impact of tourism in an entertaining and engaging way.

The resulting sub-objectives are:

- that tourism professionals and tourists apply eco-gestures in their daily life
- that learning takes place through interaction and constructive exchanges between professionals and tourists
- that tourists bring back home their new "awareness and green behaviour".

1.2 Key actors

The consortium partners

The ECHO-Tourism project was set up at the end of 2019 by a consortium of five European partners operating in 4 different countries and characterized by a substantial complementarity: from their structure, to their vision through their objectives.

Coordinated by the French company les 7 vents, it is made up of Mediterranean Centre of Environment in Greece, CESIE in Italy, Udruga Brac in Croatia and iniSeo in France.

The project is supported by the Key action 2 (Strategic Partnerships in the field of adult learning) of the European programme Erasmus+ of the European Union.

Are you an Ambassadors of the ECHO-Tourism project?

I am, or I work for:

- a tourism office,
- a holiday centre,
- a network / association of tourism professionals.

I wish:

- to understand all aspects of the project in order to be able to explain it and answer questions,
- to know how to set up a project in my structure / my territory.
- to implement and develop the ECHO tourism approach at the adequate scale

How can I take action? Steps to follow:

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1. I go to the project's internet page: https://echo-tourism.eu/ and I browse the different pages which offer me an overall presentation, starting with the "The project" tab. The "The tools" tab is particularly important because it explains the utility and gives the characteristics of the tools that I will be able to use.
2. By clicking on the 'The Tools' tab, I can access the competencies referential which will tell me the skills I will acquire by using ECHO-Tourism methodology and completing this project in my structure.
3. I click on the button at the top right Log In / Register to register and get access to the various tools.
4. I click on the 'Online Courses' tab in order to access the MOOC, to deepen my knowledge about the impacts of tourism on the environment and the way I can reduce these impacts within my structure, or the territory in which I evolve. I do not forget to complete the questionnaire at the end of each topic to check my understanding of the lessons.
5. In the 'The tools' tab, I find the eco-gestures guide that I can download. I note the eco-friendly gestures that I already apply and I discover those that I can put in place. Once selected, I take action and I do not forget to highlight my eco-gestures on the proposed communication media (poster, website, etc.)
6. By returning to the "The tools" tab, I can access the methodological guide which will tell me on the process of applying the project and the different steps to follow in my structure. I will also find other tools that had been created previously for other territories or structures: I can adapt them or draw inspiration from them.
7. The 'The tools' tab gives me access to the control platform. This allows me to enter the consumption of water, electricity and the amount of waste I produce. I can follow their progress once the application of the eco-gestures that I have selected in the guide.
8. In case of doubt or question, I click on the 'Contact us' tab and complete the linked form.
9. On Facebook, I subscribe to the ECHO-Tourism page in order to follow news from other European territories. I can also contact the host to share my news.
10. I do not hesitate to communicate via the media and on my networks about the project, and I invite my professional network to join me.

Are you a local ECHO-Tourism stakeholder?

I am/I work for:

- a merchant (souvenir shop, grocery store)
- a tourist guide (freelance or attached to a place or monument)
- a host (lodging, campsite, rental, hotel)
- a restaurant

I wish:

- to implement eco-gestures
- to showcase, communicate about my eco-friendly actions to tourists
- to follow the evolution of my water and electricity consumption and my waste production

Steps to follow:

1. I go to the project's internet page: https://echo-tourism.eu/ and I browse the different pages which offer me an overall presentation, starting with the "The project" tab. The "The tools" tab is particularly important because it explains the utility and gives the characteristics of the tools that I will be able to use
2. By clicking on the 'The Tools' tab, I can access the competencies referential which will tell me the skills I will acquire by using ECHO-Tourism methodology and completing this project in my structure
3. I click on the button at the top right Log In / Register to register and get access to the various tools
4. I click on the 'Online Courses' tab to access the MOOC and learn more about the impacts of tourism on the environment and how I can reduce these impacts within my structure. I do not forget to complete the questionnaire at the end of each topic to check my understanding of the lessons.
5. In the 'The tools' tab, I find the eco-gestures guide that I can download. I note the eco-friendly gestures that I already apply and I discover those that I can apply. Once selected, I take action and I do not forget to highlight my eco-gestures on the proposed communication media (poster, website, etc.)

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6. The 'The tools' tab gives me access to the control platform. This allows me to enter the consumption of water, electricity and the amount of waste I produce. I can follow their progress after the implementation of the eco-gestures that I have selected in the guide.
7. In case of doubt or question, I click on the 'Contact us' tab and complete the linked form. I can also contact the local expert or referent who invited me to participate in the project.
8. On Facebook, I subscribe to the ECHO-Tourism page in order to follow news from other European territories. I can also contact the host to share my news.
9. I do not hesitate to communicate via the media and on my networks about the project, and I invite my professional network to join me.

The tourists (or multiplicators), who are we?

I am a traveller, long or short-term, solitary, or not, adventurous or cautious, athletic or not, very curious or a little less ... but always with a desire to do well and to act in favour of the planet.

I want to know:

- When and how to approach the project,
- which tools to use,
- how to use them.

Steps to follow:

1. I go to the project's internet page: https://echo-tourism.eu/ and I browse the different pages which offer me an overall presentation, starting with the "The project" tab.
2. I click on the button at the top right Log In / Register to register and get access to the various tools
3. In the 'The tools' tab, I find the eco-gestures guide that I can download. I check if there are other tools available specifically to my vacation spot (passport, flyer, ...). I select the eco-gestures that I can put into practice during my stay and that I will try to maintain when I return from my trip.
4. If you want to deepen your knowledge about tourism ecological footprint, you can follow the online course (or MOOC), available in "The tools" tab.
5. If I want to go further, the "The tools" tab gives me access to the control platform. This allows me to enter the consumption of water, electricity and the amount of waste I produce. I can follow my progression following the implementation of the eco-gestures that I have selected in the guide.
6. In case of doubt or questions, or to talk to the tourism professionals around me, I do not hesitate to ask them questions about their approach. I can find the list of these participants on the page "The actors" - "The local referents".
7. On Facebook, I subscribe to the ECHO-Tourism page in order to follow the news of tourism professionals.
8. I come back from vacation with the ambition to apply more and more eco-friendly practices on a daily basis and to tell about my experiences to my relatives!

1.3 STAYING UPDATED ON ECHO-TOURISM

ECHO-Tourism website

The ECHO-Tourism website contains all the information you need to make the project known to as many people as possible, whether you are a casual Internet user, a geek or an expert in leading European projects. It is a tool useful to follow changes in actions taken in the territories at each stage of their construction. More than just a showcase, you will also find a large number of free-to-use content and tools, by consulting the various pages of the site.

Main pages of the website:

- **The project:** you will find information presenting the project in a global way;
- **The tools:** from this page, you can access or download the content and tools offered in free access;

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- **The actors:** locate the different actors involved in the territories and become an actor of change yourself;
- **Online courses**: access the online content of the MOOC (Massive Open Online Courses) to discover step-by-step content on sobriety practices;
- **News & Events:** Keep up to date with the latest developments in the project;
- **Contact Us:** Share your questions, your desires, your ideas related to the project.

The site is accessible any time of the day, from any location with a secure internet connection. The resolution of the content adapts automatically and without adjustment to the different formats of your screens (smartphones, digital tablets, netbooks, etc.) in order to guarantee optimal viewing quality. The contents are translated into the different languages of the project, namely:

English / French / Greek / Italian / Croatian

ECHO-Tourism Facebook page

The ECHO-Tourism Facebook page is a very useful tool to keep the interested public informed by regular posts about the project and other related topics that the project addresses, such as responsible tourism, environmental protection, new trends in tourism and many others! It ensures a wider visibility and more active involvement of all stakeholders in tourism. You will easily receive all news by liking and following the Facebook page. You can also create and post new contents, promote the page and invite new people. The main communication language is English but you can also give your contribution in your national language. Please Do not hesitate to like, post and share!

2. ECHO-Tourism tools

2.1 THE ECO-GESTURES GUIDE

Objective

This deliverable is used as an awareness-raising tool that directly addresses the target audience. It consists of several good practices in different themes of interest, adapted to the tourism activities, practical, fun, concrete and easy to apply.

Users are able to extract the good practices that interest them most from each topic of the Guide, which are:

- Energy
- Water
- Waste
- Mobility
- Alimentation
- Natural and Cultural Heritage

Several versions are available:

- An English version: which is a compilation of all the eco-gestures collected and selected by the partnership.
- National Guides in Croatian, French, Greek and Italian, which consist of a selection of good practices adapted to the reality and the needs of each country.

Two main target groups:

Professionals of the tourism sector: The Ambassadors and the Local stakeholders

Are you a Tourism professional? Do you have various activities (hotels, restaurants, coffee-shops, food shops, outdoor activities, etc.) interacting with visitors?

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Then you can use the Echo-tourism Guide to select and make the necessary changes to reduce the ecological impact of your activity. It may help you better promote the commitment of your structure towards sustainable tourism.

You will also become an excellent medium of communication for greener behaviours: being part of a sustainable development, you can highlight your eco-gestures, share your ideas with visitors and help them reduce their ecological footprint.

Tourists/Individual

Being a responsible traveller is an issue and an important decision in the age of climate change and mass tourism development. In order to travel eco-friendly, you can choose between a number of proposed practices and try to implement them during your stay in your travel destination.

The Echo-Tourism Guide outlines a number of actions and good practices that each of us, as an individual, can perform to reduce our impact and help protect the environment in the visited places.

Being an eco-citizen is all about making a commitment to carrying out simple but vitally important gestures to tackle the environmental and climate change challenges that we now face.

What is an eco-gesture?

An eco-gesture is an everyday life's action which will take into account the values of sustainable development: the protection of the environment and the promotion of social equity, as well as the principle of responsibility.

For each topic, the Echo-Tourism Guide provides you with:

- General introduction of the theme
- A series of Good practices broken down into subtopics
- For tourists/ individuals
- For professionals of the tourism sector

The proposed good practices were selected according to the main following criteria:

- Relevance to tourism and tourism destination
- No requirement for important financial investment
- Fosters individual commitment (from the professional or the visitor)
- Simultaneous environmental and economic benefits for the professionals, for the visitors and for the community

What is the link with the Echo-Tourism Online Course and the monitoring platform?

For those who wish to go further, the Online Course https://echo-tourism.eu/online-courses presents an action plan shared between the main themes to undertake concrete actions at home or in their establishment.

- The Guide allows you to start implementing what you will have learned with the Online course
- You can also develop your own eco-gesture on the basis of the ideas we provide in the guide.
- With the monitoring platform, you will be able to monitor some of your progress.

Steps to follow

1. Go to your preferred version of the guide in the tools tab of the website.
2. Choose the theme or the themes you are interested in
3. Select the eco-gestures you want to implement
4. Make a short action plan to implement it
5. Consult the Online Course for more
6. Monitor your results with the help of the Monitoring platform

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2.2 THE ONLINE COURSE - OR "MOOC"

The MOOC (Massive Online Open Course) is a free and online course, designed by the ECHO-tourism partners with the aim of raising awareness, informing and training adults about a series of good practices and eco-friendly actions, which can be implemented in their daily activity, within its own tourism facilities (hotels, B&B) or tourist services (shops, tourism offices...). The ultimate goal is the transfer of knowledge and skills by the tourism professionals, through their participation in the MOOC, to the tourists. Tourists, in turn, will have the chance to become responsible citizens in and out of their cities, at home and when travelling.

Main goal and target audience

The MOOC is made up of 6 thematic areas: water, heritage, energy, food, waste, mobility, dealing with the environmental responsibility and the prevention of the ecological impact, as well as how to limit our ecological footprint. Each thematic area includes: a general introduction to the topic, 3/4 modules specific to the topic, a final questionnaire to evaluate the acquired knowledge. The content in the MOOC is free and downloadable in PDF, to be saved on your PC for later reading or further analysis.

The MOOC is available in: English / French / Greek / Italian / Croatian

The MOOC is mainly a theoretical tool to be used for training purposes by the tourism professionals (and in reference to the needs to improve the professional skills and exchange good practices among the tourism professionals). However, the online course is designed to be as intuitive and simple as possible for any reader who wants to know more about responsible tourism. The MOOC completes and deepens into the issues of the previous ECHO-Tourism Guide. We will therefore see that some eco-friendly actions (eco-gestures) are mentioned both in the ECHO-Tourism Guide and in the training modules of the ECHO-Tourism MOOC.

How it works: technical functioning of the MOOC

1. I open https://echo-tourism.eu/

2. I create my personal account via the "log in/register" button: https://echo-tourism.eu/login The registration is unique and it also allows me to customize and personalise my account, being able to access other services of the ECHO-Tourism site including the monitoring platform of individual consumption.

3. Once my account has been created (I will receive a confirmation email), I click: https://echo-tourism.eu/online-courses but before starting, I choose my language (click on the flag corresponding to my country on the top-right corner of the page). Finally, I join the course in my own language. I will visualise 6 different thematic boxes dealing with different topics.

4. I choose the topic (food, water, waste, energy, mobility, heritage) I want to deepen and click on the box to join the course.

5. To start the course, I click on the bottom "Get Started - Take this course".

6. The topic opens and displays its content, in a PDF form.

7. I click on "read the lesson content now", I visualise the PDF and I can also save it on my computer.

8. Once I have read the contents, and eventually downloaded the PDF, I click on the "mark complete" button at the top right which will allow me to directly access the next module. Don't forget to "mark complete"!

9. I click on complete to access module 2 and so on. Each time, once I "mark complete" the next module will automatically open.

10. Each module has a funny and engaging animation video that appears when opening. It's just an explanatory video that helps me to better understand the topic and in a simple and fast way. The video is in English but it's been made simple for the non-English speaker to understand.

11. Once the last module is completed, I click on "mark complete" and I can access the final questionnaire to evaluate my acquired knowledge. The questionnaire consists of a set of questions, single or multiple answers. To complete the questionnaire correctly, I must get at least 70% of the right answers. If I fail, I can try again! The questionnaire is not mandatory, but it's a way to train and improve my knowledge.

12. I can freely choose the topic that interests me the most, according to my needs and my curiosity. It is not compulsory for me to deepen all the 6 topics.

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2.3 THE COMPETENCY FRAMEWORK

What is the purpose of the Framework?

The Competency Framework serves as systematic and organized education for the operation of the ECHO system. The ECHO-Tourism project is part of an educational program for adult education. The educational process should be planned and organized according to the objectives of the project.

Therefore, the knowledge and the skills that adults, interested people can acquire using the tools of ECHO-Tourism are defined, also describing what can be done with the skills acquired and what social activities can be implemented autonomously and responsibly.

Using the Competency framework, a person can plan **its own training** or plan and organize **the training of employees in an organization**.

How to use the Competency Framework?

1. On the ECHO-Tourism project website, open the Tools tab. Among the tools, choose *Competency framework*.

2. Study the 1st and 2nd theme of the Framework. They include general concepts and knowledge that connect ecology and tourism. This general knowledge can be acquired using introductory texts on the project and the project tools.

3. Study other topics. These are specific knowledge related to the thematic areas of the MOOC and the Guide for echo-gestures (Waste, Energy, Water, Mobility, Food and Agriculture, Cultural and Natural Heritage).

4. You can create and plan the education in all thematic areas provided by the ECHO-Tourism project or create a reduced education program according to your own needs and interests. In that case:

- select specific thematic areas, for example Energy, Mobility.
- highlight the knowledge and skills of the Framework that are particularly important to you (depending on the time you plan to devote to it)
- think about the way the knowledge and skills that you acquire through education (or will be acquired by others) can be applied with the aim of reducing the environmental footprint.

The competence framework has three components (divided in sections):

The basic form and content are in accordance with the European Competency Framework. This contributes to the clarity and readability of professional terms and information on competences in the European area.

1. Section 1 (**knowledge**) describes what a person can / should **do** after encountering the information. Each entry begins with an active verb. We do not use the verb *to know* because it does not designate an activity but a state of consciousness (abstraction). *Knowing* means clearly *distinguishing* one fact from another. This is why in this section we often use the verb *to distinguish (differentiate)*. Knowing also means establishing a system of facts, explaining a system or individual facts. This is why in the first section we use the verbs *to state, to enumerate, to explain*.

The verbs in section 1 are active verbs related to the mental processing of information. Information on the thematic of the project can be found in the MOOC tool.

2. Section 2 (**skills / competences**) describes what people can or could do if they have acquired the knowledge stated in section 1. The reproduction of information is not expected, but the creative (personal) application of knowledge in everyday life. If people can actually do what is indicated in this section, it means that they have acquired the knowledge of section 1. The active verbs that we use most often are: *illustrate, create, organize, analyse, promote, research, anticipate, do*… These verbs refer to a higher level of mental information processing - application. To acquire the skills from this section, the following tools may be particularly helpful or inspiring: Guide to Echo-Gestures and the Consumption Control Platform.

3. Finally, section 3 (**Responsibility and independence)** includes activities that an educated person can organize and carry out responsibly in their own community, with a certain degree of autonomy. The activities expressed by the verbs in this section prove whether the main objectives of the project have been achieved. These are actions associated with changes in the behaviour of individuals in the community to reduce the

environmental footprint. Individuals carry them out independently or in collaboration with others. A particularly inspiring project tool for this is the Transfer Methodology.

The activities of each section can be proven using an oral / written exam or through practice. In proving tasks, we use the same verbs listed in the sections of the Framework. Successful verification proves that the expected knowledge and skills have been achieved.

2.4 THE MONITORING PLATFORM

General presentation

The consumption monitoring platform is an analysis and monitoring tool made available free of charge to participants in addition to the various training tools developed in the project. The use of this subsidiary tool is adaptable to the needs and expectations of each user. The primary objective of the tool is to allow everyone **to carry out personalized monitoring of their energy and water consumption, their waste production, and also the impact of their daily modes of transport**. The tool can be used to monitor the consumption of a building or a specific activity, on a private basis, or in the context of professional activities.

This tool is intended to be educational and fun. It must allow everyone to understand the evolution of their consumption and to quantify the value of a change in practices. Thanks to this tool, any user is able to measure the impact of the best practices tested.

The platform is available in the following languages:

English / French / Greek / Italian / Croatian

Format and medias

The web platform is visible on your PC, mobile and/or tablet. The evolution within the interface is simple and intuitive, for an ease of use certified.

Beneficiaries and user profiles

Ambassadors and local stakeholders (tourism professionals)

I work:

- for a tourist office;
- for a vacation centre;
- in a store;
- in the restaurant or hotel sector;
- for a network / association of tourism professionals…

I wish to:

- understand all aspects of the project in order to be able to explain it and answer questions;
- be able to promote the environmental approaches implemented in my establishment and promote commitments to tourists;
- experimenting with the implementation of sobriety action as part of my professional activities ...

With this tool, I can:

- monitor my activities and my consumption to highlight consumption trends. The analysis of these trends will then make it possible to consider avenues for improvement to be applied to limit the impact of this consumption;
- promote and bring visibility to actions already undertaken in my establishment by presenting the benefits obtained after or during the implementation of sobriety action;
- raise awareness among users of my establishment by using consumption data that can be used and exported from the platform;
- relay certain eco-gestures to tourists, provided they have tested the challenge for themselves

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- use the platform, at my home, on a private basis, to monitor my personal consumption and thus experiment with the implementation of training content ...

Tourists (or multipliers)

I am a traveller, solitary, with my friends or my family, adventurer or prudent, athletic or not, very curious or a little less ... but always with a desire to do well and to act in favour of the planet.

I wish to:

- use the knowledge acquired during my tourist stay;
- control my daily consumption;
- reduce my impact on the resources of a territory;
- get more involved in preserving the environment ...

Thanks to this tool, I can:

- Track my consumption during a challenge or project organized by a tourism professional;
- Monitor consumption in my home to apply the best practices acquired during my stay.

Getting started with the tool

Registration and terms of access to the monitoring platform

A / Go to the project website: https://echo-tourism.eu/. From the site's home page, you could in particular choose your preferred language from the icons located at the top of the screen. Use the "Login / Register" tab to begin your registration or login. You are then redirected to a login page on which you are asked to enter your personal user identifiers.

B/ If you have not yet created a personalized user account, you can easily create one by clicking on the "register an account" button. You will then be redirected to a registration form again. This data will allow us to identify you, but also to interact with you during the registration phase.

C/ Once registered, you will receive a confirmation email indicating that the registration has been taken into account. You can then proceed to your identification by entering your personal user identifiers on the "identify / register" tab page.

D/ Once identified, you are redirected to your personalized user profile. From this page, you then have access to all the tools offered by the project, and therefore to the access provided for monitoring your energy consumption on the dedicated tool.

E/ Before to start monitoring your energy consumption, do not forget to fill in all the information related to your user profile

Alias	*ZIP code*
Name	*Country*
Surname	*City*
Trade name (for professionals)	
Email	
Phone number (optional)	

This information allows us to take into account the specifics of your user and consumer profile by considering all the reference data specific to your territory. The user experience of the tracking platform will be improved.

Use of the monitoring platform

Help / getting started / Contacts

A question, a technical problem in your personal space? A dedicated space is provided for each user to be able to contact the platform administrator. A help page dedicated to getting started with the tool is accessible from each personal space.

My ECHO-counters

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Through the various tabs offered in your personal space, you will have the possibility, once connected, to create virtual counters in order to follow the evolution of your consumption.

My consumption monitoring

Once your counters have been created, you can periodically add new indexes or consumption readings. Scalable graphs will illustrate the evolution of your results over time.

3. Keep in touch!

If you are interested in the project and would like to know more, we invite you to visit the ECHO-Tourism website, the Facebook page and the Youtube channel, you can then click on the 'Contact us' tab and complete the form.

Did you miss the latest project updates? Take a look at "News and events" to always be informed!

If you would like to share the project with your relatives, colleagues or friends, you can tell them the same procedure… we would be very grateful if you do.

At the same time, if you want to personally commit and support the project, register on "Become an actor".

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