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CIFAL Malaga - CILENTO: First visit Case I

People

Deadline: 5 Feb 2025

Type:	Course
Location:	Rofrano, Italy
Date:	6 Feb 2025 to 9 Feb 2025
Duration:	4 Days
Programme Area:	Decentralize Cooperation Programme
Website:	https://cifalmalaga.org/web/
Price:	\$0.00
Event Focal Point Email:	info@cifalmalaga.org
Partnership:	CIFAL Malaga, , Cilento Youth Union

BACKGROUND

CIFAL Málaga and the Cilento Youth Union (Italy) are leading a European project to promote sustainable tourism and encourage slow tourism along the San Nilo Trail. The initiative aims to train stakeholders in the region's tourism development and create strategies to enhance slow tourism along the route, ultimately establishing a unique tourism identity for the area. The San Nilo Trail, an ancient pilgrimage route, holds historical, cultural, and natural significance in Cilento. However, its potential for sustainable tourism remains largely untapped.

By promoting slow tourism, the project seeks to enrich visitor experiences, reduce environmental impact, and support the economic and social well-being of local communities.

EVENT OBJECTIVES

Event objectives

- a) Develop sustainable tourism activities: Design a range of tourism activities that align with sustainable practices, including ecotourism, cultural tourism, agritourism, and community-based tourism. These activities should provide authentic experiences while preserving the region's heritage and environment.
- b) Support slow tourism: Encourage visitors to engage in slow tourism by promoting activities that emphasize relaxation, immersion in nature, cultural exchanges, and interactions with local communities. This approach will contribute to the well-being of both visitors and locals.
- c) Inspire tourism identity: Establish a unique tourism identity for the Cilento area, positioning it as a desirable destination for sustainable tourism. This identity will be based on the region's rich cultural heritage, natural landscapes, gastronomy, and the San Nilo Path.
- d) Partnership with CIFAL Málaga: Collaborate with CIFAL Málaga, a recognized organization specializing in training and mentorship in sustainable tourism. CIFAL Málaga will provide the necessary expertise and support to train local stakeholders, enhance their skills, and guide implementation.

LEARNING OBJECTIVES

Event objectives

- a) Develop sustainable tourism activities: Design a range of tourism activities that align with sustainable practices, including ecotourism, cultural tourism, agritourism, and community-based tourism. These activities should provide authentic experiences while preserving the region's heritage and environment.
- b) Support slow tourism: Encourage visitors to engage in slow tourism by promoting activities that emphasize relaxation, immersion in nature, cultural exchanges, and interactions with local communities. This approach will contribute to the well-being of both visitors and locals.
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local stakeholders, enhance their skills, and guide implementation.

CONTENT AND STRUCTURE

Content and structure As the first activity, a tourism resource inventory of the San Nilo Path was conducted, covering the section between Rofrano and Laurito. Subsequently, the appropriate methodology for planning was developed.

METHODOLOGY

Methodology A participatory strategy was developed to analyze how the San Nilo Path can be a driver of growth for the area, integrating into a broader vision of slow tourism. This approach aims to de-seasonalize tourist flows, enhance our villages and inland areas, and create new economic opportunities for the community. The proposed activity aims to advise tourism stakeholders in Cilento and co-develop regional strategies that use the Path as a lever, collaborating with local communities and tourism businesses, creating sustainable experiences, and strengthening the synergy between entities, operators, and private parties.

TARGETED AUDIENCE

The workshop was specific for tourists.