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**“Act responsible, be sustainable”**

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## Bachelor Project

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**Tourism Degree**



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*I would like to thank everybody who  
have collaborated with me and  
have made possible this project,  
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## 1. Introduction

Tourism is one of the most growing economies all over the world, each day there are more people who move over the world for their work, for leisure or for major forces. Tourism has become a part of our lives and we can't live without moving to other places.

Because of the many people that tourism involves we cause real problems like social dislocation or lose of cultural heritage, we create an ecological impact and also an economic dependence for the locals at places which aren't wellbeing. Therefore we need to change our way of behavior.

I have chosen this topic for my final bachelor project after a long while of thinking. I am interested in the future of our planet. I find it very interesting when I hear at the news politics talking about future plans and what impacts our way of living causes to the planet. I think that tourists can help stop the big change of our place to be, that is why I during this bachelor project will set up a form of sustainable tourism, called "Act responsible, be sustainable".

The form of tourism I planned is already set up by some organizations, that is why I will explain which points of improvements my project has and in which way it is better, comparing to the other organizations.

"Act responsible, be sustainable" will be a kind of rural tourism project with all sustainable accommodation, in which the relationship between the local people and the tourist are very important. The improvement of the relationship between different cultures is the main goal of the project, but every relationship has to be set in a sustainable picture, because, in my opinion, now a day we live too much in our own world with our own facilities and problems and we don't look around in order to find new opportunities and new challenges. Because of the emphasy the project puts on the cultural part of sustainability, on the forehand I must say that, therefore, I will take cultural sustainability as my underground to make my project.



In my project I am going to introduce you into the world of sustainable tourism, showing the different projects already existing and the definitions of sustainability and sustainable tourism is, said by many institutions and authors. After those parts I will set up my sustainable tourism project called “Act responsible, be sustainable”, in which volunteering is a crucial part.

Talking about this project I will handle different parts like: what does the accommodation need, which service does it offer and who can join this project. Taking as example the area of Catalonia, but the project “Act responsible, be sustainable” can be extended to other parts of the world if it becomes a success.

I hope I can learn a lot about tourism and about how cultural sustainability is better for our now a day activities and our future plans.

## 2. Similar existing projects and basic information

First of all, explaining that the kind of tourism “Act responsible, be sustainable” stands for, is already existing. There are 2 different projects which are also based on the volunteering activities of tourists; these two projects are WWOOF and HelpX.

Knowing what already exists will help understanding in which ways the new project is better, subject you will find in chapter 5, page 25.

### 2.1 WWOOF

WWOOF is a nonprofit organization that works around the world uniting volunteers with local farmers.

Those five letters stand for World Wide Opportunities on Organic Farms.

The definition and how the organization works is explained fully at their website. <http://woofinternational.org>

WWOOF is an organization that gives importance to nature and the organic way of living. As said before, this organization is acting around the world and gives the opportunity to volunteer in more than 100 countries, also in Spain, where the organization is named WWOOF España. WWOOF España offers the possibility to stay at many local farms in a lot of provinces. Taking as example the province of Tarragona, where WWOOF offers 22 organic farms to stay and volunteer with is a perfect example of how big the project is.

In order to join WWOOF as a farmer, there is the need of paying 30 euros a year so that you may be visible at the website and the farmer needs to be active in the rural sector as an organization with ecological and sustainable funds.

In order to join WWOOF as a volunteer, there is the need of paying 20 euros a year, to have access to the online list and get in contact with the farmers.



## 2.2 HelpX

The second big organization which has the same principle as “Act responsible, be sustainable” is HelpX. HelpX is an organization that unifies tourists and local people.

The definition of the organization set by the website is the following one: [www.helpx.net](http://www.helpx.net)

HelpX is a large database full with advertisements of different kind of people all over the world who offer accommodation in change of some hours of working; this means that there are all different kind of offers, which includes non-organic and sustainable farms, campsites or flats in the cities. Therefore, there is no organization and temporary control from an outside organization.

In order to get the information about the hostages, the volunteers or tourists may sign in on the website and become Premium Member by paying 20 euros, which makes you able to contact with the local advertisers over the whole world during 2 years.

HelpX can be defined as a big announcement board where everybody can public their announcement and advertisement on, without any kind of control.

## 3. Definitions

There are many definitions describing words as sustainability, sustainable tourism and rural tourism, all different definitions nouns that can qualify “Act responsible, be sustainable”, therefore we need to know their meaning.

### 3.1 Definition of sustainability

Sustainability is a complex word, it is a derivative of sustain, sustain means a lot of things, but these are the most common definitions found on the web, set by Merriam-Webster (2014)

Here some of the definitions of sustainability set by different organizations, all of them are accord with the definition of sustainability used in this project but explained from different points of view.

- World Commission on Environment and Development (1987)
- The Union of Conservation Scientists (IUCN), United Nations Environment Programme (UNEP) and World Wide Fund for Nature (WWF), (1991)
- Paul Hawken, (2007)

By reading these three definitions we can conclude that sustainability is not a simple word, sustainability is a world filled with meanings, expressions and feelings. Sustainability is taking care about what we now have, live with what we now have and make sure that further generations can fulfill their needs with what they will have.

### 3.2 Definition of sustainable tourism

Sustainability is a very common term now a day, you hear it everywhere, also in the touristic field. This means that all the touristic businesses are affected: accommodation, transport, tour operators, travel agencies... All this business need to fulfill some criteria. Nevertheless, the satisfaction of the clients must not go down, so sustainability has to keep the satisfaction of the tourist high.

But first of all we need to define sustainable tourism, and there are many institutions that do that.

- UNEP and UNWTO (2005)
- UNESCO by John Fien, Margaret Calder and Clayton White (2010)

Sustainable tourism should maintain a high level of touristic satisfaction, which means that whatever the organization does to minimize the impacts, to help the environmental and the economic situation of the locals, the tourist must be satisfied. The wishes of the tourist need to be fulfilled, because he is still the king, he deserves what he wants. The tourist pays for a service and the organization needs to be sure that it is sustainable, the tourist may know the sustainable situation of the service or not.

An important part of sustainability is also the cultural aspect, “Act responsible, be sustainable” puts a lot of emphasis on this aspect, meaning that there has to be a cultural balance between the two parts, the volunteering and the host past. The first objective of this project is being culturally sustainable.

### 3.3 Definition of rural tourism

The definition of rural tourism may also be interesting for this project, because of the location of most of the accommodations. The accommodations are therefore located in mostly rural areas of Catalonia, is can be near the quiet nature of the “*Pre-litoral*” or the rough nature of the Pyrenees.

The very best definition of rural tourism, taking myself as criteria is set by Lane B. (1994), in where it is defined in a proper and easily understanding way.



Knowing the definitions of sustainability and other relating nouns, I can take as leading definition for my project the definitions set by Paul Hawken, *Blessed Unrest: How the Largest Movement in the World Came into Being and Why No One Saw It Coming* (New York: Viking, 2007), 172, exactly this words:

*“Sustainability is about stabilizing the currently disruptive relationship between earth’s two most complex systems—human culture and the living world”.*

Taking into consideration that sustainability acts at three different scopes: the economical, the natural and the cultural, the author of the project “Act responsible, be sustainable”, has perfectly chosen for the cultural scope of sustainability. (See annex I)

## 4. Basic information of “Act responsible, be sustainable”

“Act responsible, be sustainable” (See annex II) is a project made by a last year tourism degree student. Made in order to create a community where tourism is made to mix cultures and where different kind of people would learn from each other, get to know each other and take each other’s advices, so they both can live a better life, that what the UNWTO has described as sustainable. An extra is that the community should be totally sustainable in order to accomplish the objectives of the project, so each activity has to produce as less as negative impact as possible for the environment, but has to produce as much positive impacts as possible for the local population and the surrounding economies.

In this project farmers can join the community in order to offer tourists the accommodation in the place they wish to visit and to give them an extra lesson in their life by working together with them.

“Act responsible, be sustainable” is a project specially set up for local farmers and tourists who want to enjoy and experience the local culture in the way it is, in order to get the minimum impact as possible.

Special about joining this program is that tourists must help the local people with the daily tasks and for that they will get free accommodation and certain services: like an extra comfortable accommodation or an evening meal. This barter will create a special link between those humans and the relationships will become more intense than only the interaction between a receptionist or bartender and the tourist, what happens in most of now a day tourism.

The relationship that the tourist will built up with the local farmer will be great for making new contacts and mixing cultures, which is now a day a very important point because we life in a world where globalization is powerful and therefore it is important to make contact with people from other cultures.



This kind of tourism will benefit both parts: the farmers because they will get extra help fulfilling the needs of their daily tasks and the tourists because they will get that extra experience and that amazing contact with local people.

This project is a nonprofit project for the three parts involved: the local farmer, the tourist and the community. The farmer only has to prepare his accommodation with the characteristics set by the “*Sustainable tourism guideline for rural accommodation*”, written in part 4.1; the tourist only has to pack his belongings and experience the direct contact with locals and nature, by helping the farmer with his daily tasks; and the community is the neutral part of the project, who has to point in good direction the relationship between those parts and make sure that reservations are made and accommodation is sustainable.

#### 4.1 Sustainable tourism guidelines for rural accommodations.

The community has set up some rules, called the “sustainable tourism guidelines for rural accommodation”. These guidelines are the rules for each and every rural accommodation who wants to join “Act responsible, be sustainable”. The accommodation must fit with the following guidelines.

The guidelines are based on the global sustainable tourism criteria for Hotels and Tour Operators, set by the Global Sustainable Tourism Council on 23<sup>rd</sup> of February 2013.

The principles written down refer mainly to the socio-cultural aspects of tourism development, but there can be some environmental or economic aspect attached. But, there has to be a balance between those three aspects in order to guarantee a long-term sustainability of the destination.

These principles must be accomplished by the farmers, in case of non-accomplishment, consequences will be held.

a) The need of an effective sustainable management system

The rural accommodation must need an effective and long-term sustainability management system. This normally is the owner of the farm.

The owner must set the objectives of the organization, including issues as: environment, society, culture, health, etc.

The management needs to make sure that the local legislation for establishments is applied and, in case of having personnel, make sure they get periodic guidance and training.

The local farmer must ensure the customer satisfaction and make sure this is measured in co-operation with the community, by giving a questionnaire to fulfill by each guest after every stay (See annex III) and in case it is negative, there will be action taken.

The farmer must make sure the buildings and infrastructures accomplish the local laws related to protected areas and species of flora and fauna and cultural and social heritage.

The farmer must make sure his or her accommodation is suitable for disabled people.

Information about and interpretation of the natural surroundings, local culture, and cultural heritage is provided to customers, in different languages, at least native language Catalan and national language Spanish, as well as explaining appropriate behavior while visiting natural areas, living cultures, and cultural heritage sites in order to avoid damage and unnecessary changes.

b) Maximize social and economic benefits to the local community and minimize negative impacts.

The farmers must actively support initiatives for local infrastructures and social development, such as health and education.

In the organization, in case of personnel needs, the local residents are given equal opportunity for employment.

The habitants of the accommodation must make sure the products they buy are only natural and made with local products.

In case of having employees, they must be respected and paid to be able to survey without living in bad conditions.

The touristic activity must affect positively local access to live hoods, including land and aquatic resource use, rights-of-way, transport and housing.

- c) Maximize benefits to cultural heritage and minimize negative impacts.

The farmers must provide the guidelines of behavior for visits to culturally or historically sensitive sites, the accommodation must inform well in order to minimize negative impact and maximize enjoyment.

In case a local farmers see a volunteer with any historical or archeological artifact, they must notice and make sure they are kept where they belong, except permitted by law.

It is better to incorporate elements of local art, architecture or cultural heritage, in the operations, design, decoration, food, etc.

- d) Maximize benefits to the environment and minimize negative impacts.

#### d. 1 Conserving resources.

Measures are adopted to minimize overall water consumption and to minimize the purchase and use of disposal and consumable goods.

#### d. 2 Reducing pollution

Greenhouse gas emissions from all sources are controlled by the local farmers and minimize them as much as possible. The local farmers must encourage its customers, the staff and the suppliers to reduce transportation-related greenhouse gas emissions, as far as it can be.

Specially in case of caravan storage, wastewater, including gray water, is effectively treated and is only reused or released safely taking in consideration the effects it can produce on the local population and the environment.

The use of harmful substances, such as pesticides, paints, swimming pool disinfectants and cleaning materials is minimized and substituted by innocuous products if available. The use and handling of chemicals are properly managed in order to avoid damage to person and environment.

The farmers must ensure to minimize pollution from noise, light, erosion, ozone-depleting compounds, and air, water and soil contaminants.

#### d. 3 Conserving biodiversity, ecosystems, and landscapes

Wildlife species are not harvested, consumed, displayed, sold or traded, except as part of a regulated activity that ensures that their utilization is sustainable, and in compliance with local to international laws. This means, respect the nature as it is, and there may no wildlife kept, unless the circumstances are humanly okay. In case there is interaction with wildlife, it must not produce adverse effects on the viability and the behavior and populations in the wild.

Any disturbance of natural ecosystems must be minimized, rehabilitated, and there is a compensatory contribution to conservation management, towards the organization must work to.

## 4.2 Information for both parts

From now on, every activity, objective, consequence and norm written and described is set by the author of this project, meaning taking no other project as guideline and everything is set by own criteria, making this project unique.

#### 4.2.1 Information for farmers

The local farmers who want to join the community must have an own property in the primary sector, which can be in the agricultural world or in the ranching world, both types of activities are accepted.

The farmers must apply “the sustainable tourism guidelines for rural accommodation” to their proprieties, such as installation of solar panels for electricity or not using products which can damage the ground, such as pesticide.

The farmers must have a good and descend accommodation place and the facilities needed to be able to host at least two persons in their living place. Accommodations are for minimum 2 persons and can go up until 6 persons if the farmer can host them in good conditions.

This accommodation can vary from just a plot to put on a tent on it or a special own bedroom with private sanitary services. The kind of accommodation the local farmer offers is completely personal and set by his own taste.

The kind of accommodation that the farmer wants to offer will be described in the guide made by the community so that the tourist can freely choose a place that suits to his desires.

#### 4.2.2. Information for tourists

This program is specially set up for tourists who want to enjoy and experience a different way of interacting with culturally different people. Specially it is a project set up for young families who want to learn their kids about the way of living at a farm and the different animals and knowing the way our food makes, like growing vegetables or taking milk out of the cows.

The tourists must know that they are about to start a journey they will not forget soon. Tourists will get a relationship with the locals with very narrow ties. Tourists must know they become volunteers, which means working for accommodation and services, afterwards used. The hours the tourists will word for each service is set by the community in co-operation with the farmer.



Tourists must know that they are having a sustainable holiday and not a sun and sea holiday, which means they have to respect nature and environment.

Very important point is that tourists must accept the conditions said and applied by the community in combination with the farmers. This conditions and rules must be respected during the whole duration of the stay. In case of not accomplishing these rules, the farmer can remove the tourists from his land and further consequences will be held which can lead to pay a fine.

Tourists must be minimum 18 years old to volunteer by their own, in order to respect and protect safety and responsible rules. In case a family wants to join the project, kids less than 15 years old are not allowed to work; kids from 15 to 18 years old are allowed to volunteer, but don't have to accomplish the whole activity-service schedule.

### 4.3 The community

The community, “Act responsible, be sustainable”, is a nonprofit organization which has a leading function, which means that it is only the managing structure of the organization. The community is the tree that holds the leaves.

#### 4.3.1 Tasks of the community

One of the basic tasks of the community is making sure that the tourists get the holiday he or she deserves, meaning by that the tourist is the king. The community will listen to the tourist and will help them to the fullest in order to get their wish fulfilled. This task also consists of making sure that there won't be any conflict between both parts, so that the relationships are smooth.

The second think the community must take care of is about the 2 monthly control of each and every accommodation to make sure they are still sustainable. For this, the community uses a table where different points are written on and they are all ticked if they are accomplished

(See annex IV). Besides the 2 monthly control of the sustainability, during this control, there will also checked points like: cleanliness, neatness and good state of the establishment.

The community makes, together with the farmers, the requirements of the tasks the tourists need to do when they are hosting at the rural accommodation of the farmer. The community is also responsible for the accomplishment of the rules by the tourists, non-accomplishment will lead to consequences. . Therefore each rural accommodation will have its own information page where tourists can find the guides and the structure that is expected from them in order to get free services like a plot, a bed, sanitary facilities, breakfast or an evening meal, So, the community is to make sure that the guide provides correct information. The guide (See annex V) will have a paper format and an online format (See annex VI). This guide will provide information for the tourists, here they will find out about the different accommodations “Act responsible, be sustainable” offers in the whole area of Catalonia and what the qualifications are of those. The guide provides also information about things to do around the area of the place chosen.

Other simple tasks that have to be made by the community are:

- Collaborate with farmers to set up the projects
- Make reservations of rural accommodations for tourists
- Answer e-mails and phone calls
- Provide information to potential clients

## 4.4 What to do in order to join the project

### 4.4.1 Farmers

It is easy for farmers to join the project. The only big step a farmer has to undertake is make the accommodation and the agricultural activity according to the rules set by the community.

If a farmer wants to join the project the owner has to sign in at the website and fill in a file with all the relevant information asked and one of the workers of the community will pass by in order to check the

property of the farmer. If the facilities are in good state and accomplish the rules, in a week time there will be send an approval with the category of the accommodation and the farm will be in our system and it will be able to offer accommodation to volunteers.

#### 4.4.2 Volunteers

For volunteers it is even easier to join the project. The tourist must choose one of the accommodations offered by “Act responsible, be sustainable” they wish stay at and make the reservation at the special area at the website, calling the right telephone number or writing an email.

In order to make a reservation it is required to introduce a name and surname, an ID number and a valid telephone number.

A voucher will always be sent to the volunteer, which means they have the right to stay at the accommodation chosen, during the days accorded.

In case the volunteer wants to leave the farm earlier than the reservation is made, a message should be sent to the community. There will be no strings attached.

In case the volunteer wants to stay longer at the farm than the reservation permits, a message should be sent to the community, 24 hours before the planned time of leaving the farm. The community will always answer in less than an hour, in order to give a positive or a negative answer, depending on further reservations made.

#### 4.5 Quality and category of the accommodation

“Act responsible, be sustainable” has an own category of accommodations, all labeled from one leaf to four leaves, criteria set by the author of the project. This leaves labelling is exclusively for “Act responsible, be sustainable” accommodations. It is forbidden for other

accommodations to use them, and mandatory to be used by farmers who join the project to place them in a visible location.

One leaf accommodations are perfect for 2 backpackers who bring their own tent with them and don't want to have any extra service such as breakfast or another meal.

Two leaves accommodation is perfect for a young couple or a group of 4 friends who want to enjoy an sustainable and relaxing holiday but want to have an indoor accommodation and the availability of having breakfast, and the difference with the three leaves accommodation is that those offer both meals, breakfast and dinner.

The four leaves accommodation have the extra service that they can host a maximum of 6 people and they have extra facilities for caravans, such as electricity and water.

Find the table for visual explanation in annex VII.

According to the quality chosen and the kind of accommodation there is a table that shows the amount of tasks the tourist must accomplish in order to get certain services. (See annex VIII)

This classification of the accommodation is specialized at the guide and on the website, so that tourists can check before they join the project in which kind of accommodation they want to volunteer and which services they will get.

This classification makes it simple for travelers to choose easily the right accommodation. This means that a single backpacker who has no need of caravan facilities can only focuses on the first three categories in case he or she wants dinner, if not, a decision between the first two categories is enough.

“Act responsible, be sustainable”, ensures that the farm will receive a little sign on a post, made of sustainable products, such as natural wood, where the leaves are written on, with the logo of the project, so that tourists are sure they are at the right address.

## 4.6 Consequences in case of non-accomplishment

### 4.6.1 Consequences for farmers

Every two months a worker of “Act responsible, be sustainable” comes to check different parts of the accommodation, such as accomplishment of the “*Sustainable guidelines for rural accommodation*” set by “Act responsible, be sustainable”, and good and proper cleanness of the accommodation and the usage of the agricultural process. The parts that are controlled and checked are written on a table (See annex IV) and the worker must follow all the parts and tick them and in case there are observations those must be written down.

If three of those parts controlled are not in correct statuses taking in consideration these three parts have all light faults, in case there is one heavy fault the measure will be the same, the farmer will get a warning period of two weeks, in those weeks the farmer may not host any volunteer. That period will give the farmer time to make sure the errors made are reset, in case there are several heavy errors and faults, these time will probably become longer. The controller comes after those weeks in order to check if the farmer has listened and he has replaced and reset the mistakes made.

In case the farmer doesn't accomplish the rules, neither after the two weeks, there will be consequences. These consequences are the following ones:

- Fine of 500€\*
- Elimination from “Act responsible, be sustainable”. Meaning there will be no further tourists, who have chosen this project, volunteering at the farm.
- Total elimination of the existence in the guide and the internet.
- No more usage of the category leaves.

\* The fine will be donated to the community. The community will use the money recollected from fines in order to give better services for volunteers and helping farmers getting ready their accommodation.

## 4.6.2 Consequences for tourists

The tourist is obligated to join the activities proposed by the community and explained by the farmer.

This project is all about helping each other in order to get services, giving a helping hand and having a wonderful time together.

In case the tourist, the volunteer, does not accomplish the rules of helping the farmers, there are consequences.

These consequences are the following ones:

- Farmers will make a point of the behavior of the volunteer, by contacting the community and giving the names and ID numbers of the volunteers.
- Being on a “black list”. 18 months of not joining any activity made by “Act responsible, be sustainable”. Exclusion of any service.
- Pack belongings immediately and leave the property.
- Fine of 50€

\* The fine will be donated to the community. The community will use the money recollected from fines in order to give better services for volunteers and helping farmers getting ready their accommodation.

Exceptions:

Tourists will not have to volunteer in case there are major forces like:

- Injuries
- Disabled
- Too heavy.

In case of injuries and disabled, the person never must be alone, which means there must be a second person who can do his or her activity in order to get services for both.

In case the activity proposed by the farmer and the community is too heavy for the person. The farmer is the right person to decide the



volunteer has not to complete the activity, always using common sense. This rule is applicable for elder and very young volunteers.

## 4.7 Advantages of joining “Act responsible, be sustainable”

The community creates advantages for both farmer and tourist, so it will be a win-win situation.

Advantages for tourists:

- Make reservations easily with us
- Tourists are sure about what they get
- We are a nonprofit organization
- we control every 2 months the accommodations, be sure they keep being sustainable
- any problem with your farmer, we will solve it fast and good
- Can enjoy their holiday with a peaceful heart.

Advantages for farmers:

- Label of recognition
- A network of tourists interested in the kind of tourism we stand for.
- Together we stand better
- Reliability if there are problems with tourists or any other kind

## 5. Why “Act responsible, be sustainable” is better than similar existing projects?

“Act responsible, be sustainable” is a project which is not 100% original, there are some similar organizations with some similar criteria and way of working, but after some research “Act responsible, be sustainable” has his own footprint, which means that it is really different than similar projects.

The main differences between WWOOF, HelpX, the two existing projects, and “Act responsible, be sustainable”, are that “Act responsible, be sustainable” is an organization where everything is more controlled and where the tourists know what they can expect.

With the new created project, tourists know what kind of service they can expect after working a certain number of hours. Therefore there is a schedule with the hours to work and the services offered published at the guide and the website.

At the other two existing organizations, volunteers don't know what they can expect and must, overall, work more hours for fewer services. This means that there is not much information given away about the conditions for the tourists before leaving home. This lack of information can create confusion among the volunteers, especially those who are middle and upper aged and have difficulties to adapt their selves to unexpected changes.

WWOOF, for example, is an organization where everything is set and concluded between the farmer and the volunteer, which is not like that in “Act responsible, be sustainable”, and there are some hosts, at the WWOOF project, which apply a minimum number of days to stay at their farm and to volunteer. “Act responsible, be sustainable” has no minimum and no maximum number of overnights.

Comparing “Act responsible, be sustainable” with HelpX, we can conclude that volunteering with HelpX is not only volunteering at sustainable



farms, but also at campsites and particular houses at the sea or at the country. Meaning by that it is not a completely sustainable project.

Therefore, “Act responsible, be sustainable” ensures the volunteers of certain conditions and where they are totally aware of, after checking the brochure and making the reservation with the organization. “Act responsible, be sustainable” ensures a sustainable accommodation that is checked and controlled once in the two months, this gives the volunteers a spark of loyalty to the organization.

In order to sum up, these points make “Act responsible, be sustainable” a better project than other existing projects:

- Certitude and safety
- Foreseeable and predictable
- Housewarming and comfortable
- Constancy
- Always sustainable, in the cultural way.
- Availability to choose category
- Availability to make a reservation
- No overworking
- Suitable for each and every person

## 6. Conclusion

After many hours of thinking, research, writings and rewritings I can say I have finished my Bachelor Project. The project that is meant to be the most important project in your live.

I can now actually say that I have finished this project and the result, taking myself as criteria, is a result where I have been working on a quite long time.

My first idea was setting up a sustainable project where tourists and farmers would come together, in the end this project finished as a sustainable project where culture is the main point.

Once writing the project was ended I had to do the finishing touch, which was in combination with my trainee period and my work a hard job.

But after some months working weekly on my project I can proudly say that “Act responsible, be sustainable”, which first was a slight idea about a sustainable way of tourism, has become a project that may be set up in the future.

The project is completely made by own criteria, meaning that the category chose, the information about the consequences all was made up by the last year tourism student of the Universitat Rovira i Virgili.

I can truly say that “Act responsible, be sustainable” is a project I see as a future project because it has all the potentials to become it, just having among us the right farmers and the right motivated volunteers to start rolling this project, which after all will benefit all us creating a cultural link between locals and tourists from all parts of the world.

In the end, during this project I have learned that a great planning is the best way to do work, without any planning it would not have been possible to end this project in the right way. So, planning is very important in life if you want to achieve certain goals.

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Lane B., (1994, —What is rural tourismll, Journal of sustainable tourism Volume 2, No.7

Rural tourism an overview – Government of Alberta, Agriculture and Rural development - Humaira Irshad (Rural Development Division) p. 5.

## 8. Webgraphy

<http://woofinternational.org>

[www.helpx.net](http://www.helpx.net)

[www.sustainabletourism.net](http://www.sustainabletourism.net)

[www.biodiversity.ru](http://www.biodiversity.ru)

[www.ecotur.es](http://www.ecotur.es)

<http://sdt.unwto.org>

<http://sustainability.about.com>

<http://sustainabledepaul.blogspot.com.es>

[www.slideshare.net](http://www.slideshare.net)

[www.google.com](http://www.google.com)

[www.youtube.com](http://www.youtube.com)

[www.merriam-webster.com](http://www.merriam-webster.com)

[www.worldbank.org](http://www.worldbank.org)

[www.uow.edu.au](http://www.uow.edu.au)

<http://environment-ecology.com>

[www.unesco.org](http://www.unesco.org)

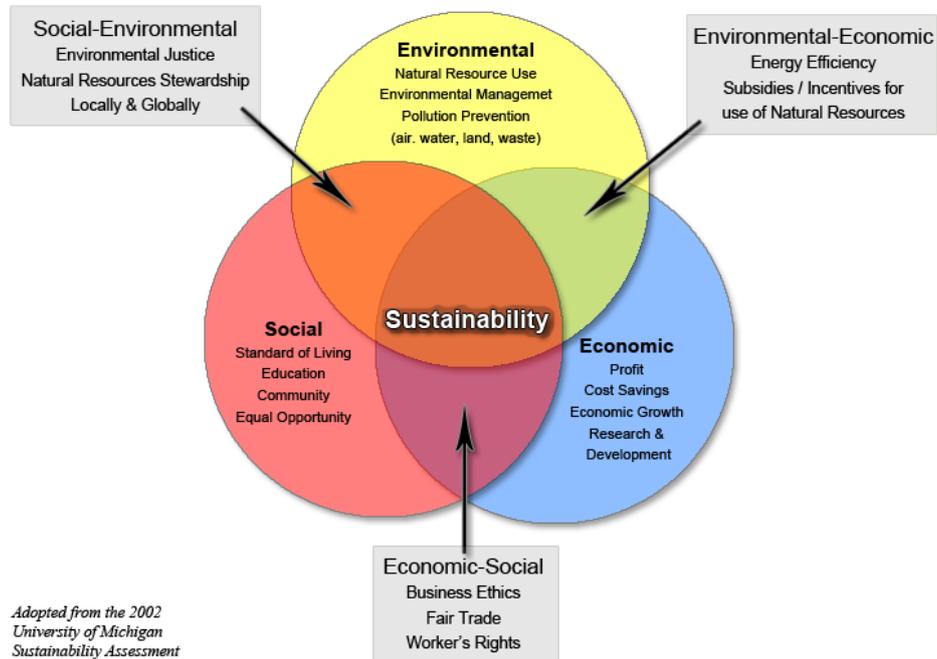
## ANNEXS

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## Annex I: Sustainability

### *The Three Spheres of Sustainability*



## Annex II: “Act responsible, be sustainable” Logo of the project



### Annex III: Questionnaire of satisfaction



Questionnaire of satisfaction about your stay at: \_\_\_\_\_

Date: \_\_\_\_\_

Number of people: \_\_\_\_\_

We would like to thank you in advance for answering this little questionnaire; it will only take 5 minutes.

It will help us to give a better service and further guests to enjoy even more.

	Poor	Satisfactory	Good	Excellent	Comments
Reserve (easy, fast,...)					
Sustainability					
Balance between services - work					
Meals (quality, quantity,...)					
Accommodation (cleanliness, comfort,...)					
Hosts (contact, kindness,...)					
Promotion of the activities					
Website					
Guide					

Points to improve:

Opinion about “Act responsible, be sustainable”

Annex IV: Control of the accommodation

<b>Date:</b>		<b>Place:</b>	
Name of the farmers:			
Name of who is checking:			
Task	OK	Observations	
Use of renewable energy			
Safing water mesures			
Properly clean accommodation			
Guides available for tourists about activities in the local area			
Correct outdoor activities			
The best animal treatment (In case of working with animals)			
No use of chemical products in combination with vegetables			
Proper conditions for personnel (In case of working with personnel)			

Annex V: The rural accommodation guide in paper format



# Mas vell encantat

(El Perelló)

Enjoy an enchanted place where you will get an experience you will never forget, together with the two house owners: Pere and Carme. You will taste nature as it has to be, you will even contribute with a little effort in their daily life. Come and live the experience of a lifetime.



• El Perelló



Type of rural activity:  
ecological bee-keeping  
Max. 6 persons  
Ranking: 4 leaves  
Dates available: Only in spring

Extras:  
Plot for tents  
Facilities for caravans

Activities to do:  
Help Pere setting out the bees and  
empty the boxes.  
Help Carme making the honey.

40°52'36"N 0°42'47"E

Make your reservation calling:  
(+34) 977 45 26 38

Reference Mas vell encantat:  
CatP005

# Casa "el Mirador"

(Pals)

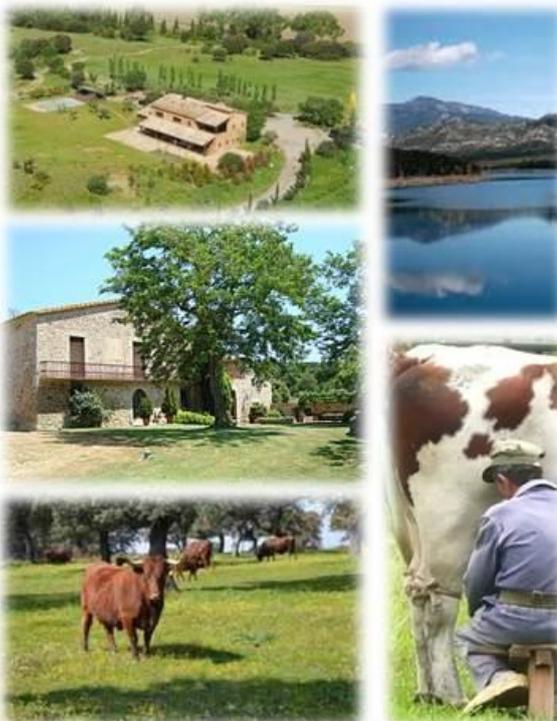
Visit Casa "el Mirador", meaning the Overlook. As his name says, you will enjoy the most beautiful views ever, a special combination of the Mediterranean sea and the Pyrenees.

Come and join Joan and Elisabet, two excellent hosts which will receive you with wide arms.

Enjoy pureness of the Costa Brava.



• Pals



Type of rural activity:  
ecological bovine farm  
Max. 4 persons  
Ranking: 3 leaves  
Dates available: Whole year

Extras:  
Plot for tents

Activities to do:  
Help Joan feed and milk the cows.  
Help Elisabet making natural  
products such as yoghurt and  
cheese.

41°58'0"N 3°9'0"E

Make your reservation calling:  
(+34) 977 45 26 38

Reference Casa "el Mirador":  
CatP034

Annex VI: Online website

<http://donnavanham.wix.com/sustainable>

Annex VII: Category classification and its details.

Category	Description
	<p>Accommodation with facilities for only 2 people who are able to set up their tent.</p>
	<p>Accommodation with facilities for maximum 4 people with availability for tents and indoor accommodation. Availability for having breakfast.</p>
	<p>Accommodation with facilities for a maximum of 4 people with availability for tents and indoor accommodation. Availability for having breakfast and dinner.</p>
	<p>Accommodation with facilities for a maximum of 6 people with availability for tents, caravans and indoor accommodation. Availability for having breakfast and dinner.</p>

Annex VIII: Activities to do for the services

Category	Service	Activity to do
	Plot for one night	Helping the local farmers for just during one and a half hours
	Plot for one night	Helping the local farmers for just during one and a half hours
	Indoor accommodation for one night	Helping the local farmers for during two and a half hours
	Breakfast	Helping the local farmers for during one hour
	Plot for one night	Helping the local farmers for just during one and a half hours
	Indoor accommodation for one night	Helping the local farmers for during three hours
	Breakfast	Helping the local farmers for during one hour
	Dinner	Helping the local farmers for during one and a half hours
	Plot for one night	Helping the local farmers for just during one and a half hours
	Indoor accommodation for one night	Helping the local farmers for during three hours
	Facilities for caravans	Helping the local farmers for during two hours
	Breakfast	Helping the local farmers for during one hour
	Dinner	Helping the local farmers for during one and a half hours

- Activities have to be made by each of the hostages.
- Activities are decided by the farmer in cooperation with the community

