

MANIFESTO

IT.A.CÀ migrants and travellers: Festival of Responsible Tourism

www.festivalitaca.net

Introduction

By responsible tourism – according to the definition by the A.I.T.R – we mean *"Tourism implemented according to principles of social and economic justice and in full respect of the environment and cultures. Responsible tourism recognizes the centrality of the local host community and its right to be a protagonist in the sustainable and socially responsible touristic development of its territory. It works by fostering positive interactions between tourism industry, local communities and travelers"*.

The definition of responsible tourism translates into the tendency of tourism operators – who are sensitive to the issues of corporate social responsibility, environmental sustainability, gender equality and good practice in general - to make sure that tourism is conceived, implemented and managed in such a way as not to generate phenomena of social and economic inequality, especially to the detriment of the host populations.

Responsible tourism means being aware of the consequences of one's actions and being willing to change them if they have negative consequences. Responsible tourism must therefore also be sustainable, that is, capable of meeting the needs of current generations without compromising the ability of future generations to satisfy their own.

The (environmental, economic, social, cultural) unsustainability produced by tourism is a possible negative consequence of tourism, as are economic inequity, social inequality or intolerance towards other people and cultures.

In this sense, responsible tourism is sustainable, fair, respectful.

Responsible tourism should not be undertaken only by users of tourist services (namely, tourists); it also, and perhaps above all, concerns the providers of such services, either large tour operators acting at the transnational level or smaller operators carrying out their activities locally, and also involves public decision-

makers, both those who have the power to decide the rules governing tourism and those who have the task of organizing and managing the tourism industry.

IT.A.CÀ – “Are you at home?”

IT.A.CÀ is the first and only festival in Europe, born in 2009 in Bologna, which deals with responsible tourism and tourism innovation from a sustainable perspective.

The name IT.A.CÀ (which in Bolognese dialect means “Are you at home?”) recalls the island of Ulysses, but also an expression of Bolognese dialect. A name that is a question, able to hold together local and global, exotic and the backyard, the epic myth and the language of the genius loci.

IT.A.CÀ. Migrants and travellers: Festival of Responsible Tourism seeks to positively affect the behaviour of tourists, by promoting a world in which people understand that economic dynamics, tourist satisfaction and the protection of natural, social and cultural heritage are inextricably linked. A world in which tourism is not a course to local territories and the people who live there, but rather a resource.

The Festival, which is currently (2021) held in 23 territories from Palermo to Trento, thanks to a network of over 750 actors active in the field of tourism, culture and the environment, was awarded in 2018 the third prize at the UNWTO AWARDS in the section “*Innovation in Non-Governmental Organizations*”.

IT.A.CÀ aims to create innovative and winning relationships between locals and tourists, encouraging the understanding of the principles of responsible tourism among travellers, companies, institutions and tour operators.

1. Looking beyond while staying at home

Looking far for memorable experiences often precludes the discovery of the places that surround us, but looking away also means look beyond today, to future generations and the impact of our actions. With this distant look, to the future, IT.A.CÀ promotes a travel in the places of everyday life, re-starting from home and trying to grasp and enhance the genius loci of the spaces where we live every day.

IT.A.CÀ therefore promotes a tourism of proximity, based on care and on strengthening the link between residents and the territory.

2. Tourist, (con)temporale citizen

The tourist becomes a citizen of the places that (con)temporarily lives, his home and that of his host, camouflaging with the host culture, authentically living local traditions and customs even in the case of mass destinations, avoiding reproducing standardized activities and practices.

For this reason IT.A.CÀ promotes the construction of communities and networks made up of travellers and residents and based on sharing common values of care, protection and respect of the territory, and encourages the meeting between local heritage and that from the tourist to facilitate sharing and hybridization.

3. Treating the travelling to develop the human

For IT.A.CÀ, tourism is a means and not a goal, a tool to achieve human development, in which needs for recognition, emancipation, capacity are found. For this reason, every action must be integrated in a holistic approach that aims to promote the universal accessibility of mobility (near and far from home), while considering the environmental, social, ethical, political and economic aspect of development.

4. No responsibility without sustainability

For IT.A.CÀ tourism is a tool and a laboratory for a future based on:

- **Environmental sustainability:** the ability to enhance the environment as a "distinctive element" of the territory, while ensuring the protection and the renewal of natural resources and heritage.
- **Economic sustainability:** the ability to generate income and work to sustain people.
- **Social sustainability:** the ability to guarantee equally-distributed conditions of human well-being across classes, gender and generations.
- **Cultural sustainability:** the ability to respect culture, traditions, lifestyles, beliefs of the population living in the target territory.

IT.A.CÀ encourages slow tourism, which allows to support the different forms of sustainability, and provides the material and cognitive tools to guide tourists, both on the go and in everyday life to a constant attention to the theme of sustainability.

5. Co-design collectively, acting glocally

IT.A.CÀ promotes collaboration, participation and co-design between different realities involved in the field of tourism in order to create a solid network based on the sharing of common values within different geographical contexts. In this sense, the festival is a ritual of collective euphoria, it is a showcase for the subjects involved but it is above all the result of co-planning from below in the territories.

6. Right to hospitality for new forms of community

IT.A.CÀ claims the freedom to travel and the right to remain for every human being, be it tourist or migrant, citizen or foreigner. From this perspective, the festival invites us to reflect critically on the concept of travel and hospitality, migration and global citizenship, inequalities and development.

7. Tourism as co-housing tool

Responsible tourism is a vehicle for raising awareness of new cultures by strengthening diversity, coexistence and mutual respect.

IT.A.CÀ aims to create physical and symbolic spaces where to share experiences and create common perspectives capable of feeding new forms of cohabitation. For this reason IT.A.CÀ is the promoter of a system of actors that interact in an innovative way and is a laboratory in which a multi-voice experimentation takes place on how to build a more sustainable future.

IT.A.CÀ is therefore an experiment in participatory democracy and design in which we discuss collectively and we strive to realize together shared projects.

8. *Becoming to go beyond the incoming*

Responsible tourism acts as a lever for the development of territories, because it multiplies the educational potential inherent in tourism practice by combining the sustainable development of tourism with the well-being of citizens.

IT.A.CÀ therefore promotes tourism as an authentic relationship that aims at increasing the transformative capital of the society. We like to define this transformation indicator as “*becoming*”, in alternative to the “*incoming*” (that is the flow of incoming tourists) - that measures in positive also the many obvious negative externalities of tourism.