

## **Build a network of local advisors to put small tourism providers in watercourse regions on a more sustainable path**

### **Press release**

July 2023

#### **Sail towards sustainability: Dive into our latest educational resources for water-based tourism**

##### **BLUE TOURISM in Slovenia: Crafting the future of sustainable tourism**

The project's activities have materialized successfully, producing innovative outcomes and prompting the necessity for strategic planning of additional activities. This spurred partners from six countries to convene for a pivotal project meeting in Maribor, Slovenia, in July. Hosted in a hybrid format at the University of Maribor's rectorate, the meeting provided a platform for partners to revise the evolution of the e-Portfolio and Advisor profiles and resources package. Subsequently, they engaged in thoughtful discussions, culminating in the delineation of a comprehensive plan for the creation of Digital Space and Into-Action videos. The lead partner, coordinating this activity, explained the technical intricacies of video production, intending to bridge the gap and immerse users in sustainable business practices delineated in the educational materials.

In the course of the meeting, partners embarked on a field visit to witness a prime example of water tourism in Maribor. They seized the opportunity to navigate the Drava River, the most water-abundant river in Slovenia. Engaging in traditional rafting, an important economic activity in the past for transporting materials to neighbouring country and beyond, partners were treated to a delightful descent complemented by entertaining program with traditional music and "rafting baptism" ceremony. The experience facilitated an exploration of cultural nuances through historical experience and culinary delights. The sustainability ethos of rafting was evident, employing local wood, using paddles and water flow for propulsion, along with active involvement of the local community. After the voyage, partners savoured a locally sourced lunch, artfully prepared by a women's cooperative.

# BLUE TOURISM



Figure: Project partners embracing Slovenian culture: Traditional rafting adventure at second-to-last meeting.

## **BLUE TOURISM Into-Action videos: Showcasing Sustainable Practices**

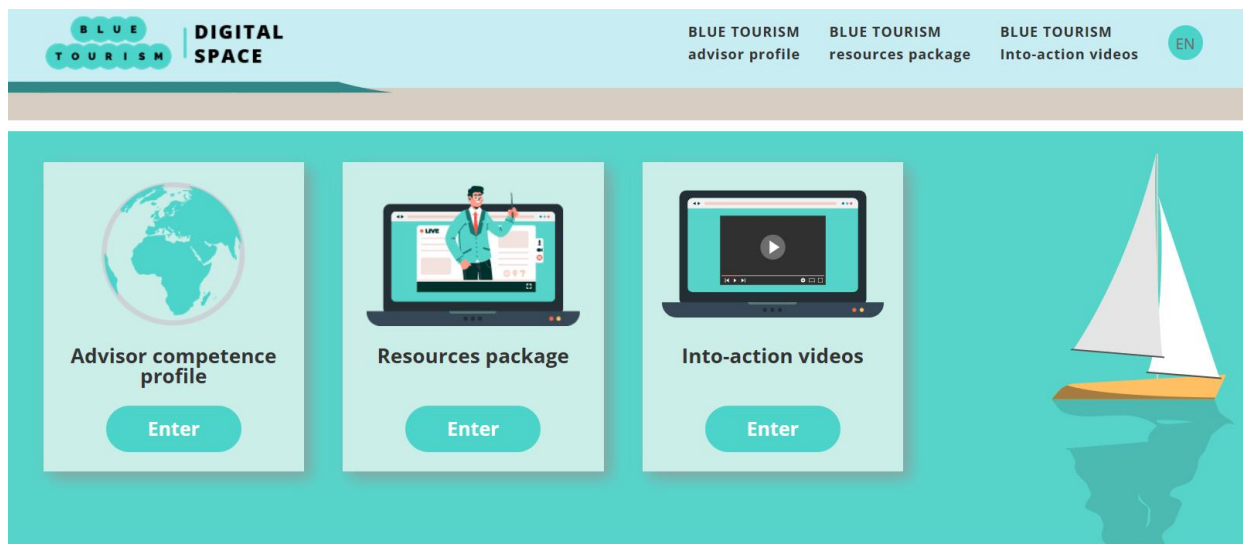
One of the project activities was to produce a compelling series of 14 Into-Action videos, each offering a brief yet impactful glimpse into the experiences of our target groups within the project. These videos serve a dual purpose: not only do they shed light on the unique journey of our participants, but they also champion the local regions as advocates for environmental sustainability and sought-after destinations for conscious tourists. Structured as engaging interviews set against the backdrop of local environments, the videos showcase footage of specific sustainable water-based tourism business activities. From serene spa providers to exhilarating rafting adventures, the content spans a diverse range of experiences.

Accessible through our multilingual digital space, these videos act as a unified portal, providing seamless and immediate entry to a wealth of BLUE TOURISM learning materials.

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Besides the latest Into-Action videos, a collection of captivating short films, this inclusive platform encompasses other forms of educational materials for stimulating sustainability transition. We invite you to explore these videos on our digital space platform for a firsthand look into the transformative narratives emerging from real-life stories.



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Figure: Digital Space: A hub for educational resources and dynamic into-action videos.

For more information about the BLUE TOURISM project:

Website | [www.bluetourism.eu/](http://www.bluetourism.eu/)

Facebook | <https://www.facebook.com/blue.tourism.EU>

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