



## “RESPONSIBLE LIVING, RESPONSIBLE TRAVEL” Field Work in Emilia Romagna



**DATES:** October 4-10, 2018

**ORGANISATION:** HASEKURA PROGRAM

**COLLABORATION:**

AITR, LEGA COOP, UNIVERSITY OF PARMA MASTER COMET, URBANAUTI, COOP VALLE DEI CAVALIERI, IL GINEPRO, BRIGANTI DI CERRETO

**VENUES:** Reggio Emilia, Bologna, Parma and other towns in Emilia Romagna, Italy.

### **OUTLINE**

#### **WHAT IS RESPONSIBLE TOURISM?**

By definition, (<http://www.icrtourism.org/what-is-responsible-tourism/> )

TOURISM IS RESPONSIBLE WHEN:

- minimises negative economic, environmental, and social impacts;
- generates greater economic benefits for local people
- involves local people in decisions that affect their lives and life chances;
- makes positive contributions to the conservation of natural and cultural heritage
- provides more enjoyable experiences for tourists through more meaningful connections with local people, and a greater understanding of local cultural, social and environmental issues;
- provides access for physically challenged people; and
- engenders respect between tourists and hosts, and builds local pride and confidence.

European travellers and tour operators are increasingly taking responsibility towards the places, environment and communities they choose as their tourist destinations.

Italy, one of the world's most visited countries, shows a special sensitivity towards local peculiarities, the importance that tourism has in contributing positively to local development and the uniqueness of a travel experience that is respectful of both local communities and their environment.



Even if the term “responsible” is not commonly used in Japanese, nevertheless in Japan do exist various examples of tourism (human, relational, green, fair etc....) that show responsibility towards the host community, its history, culture, economy and nature.

This study tour of Emilia Romagna will offer the opportunity to know first hand best practice and successful examples of Responsible and community-based tourism in Italy.

### **KEY POINTS:**

1. **AITR** (Italian Association for Responsible Tourism) is one of the world’s oldest associations of its kind. With its experience of almost two decades, AITR has been successfully promoting and supporting the development of responsible tourism and community-based tourism, not only in developing countries, but also in the so called developed world.
2. **COMMUNITY REVITALISATION** Thanks to AITR’s collaboration, we will have the opportunity to visit and enjoy a short stay in two inspiring community promoted tourist projects: Valle dei Cavalieri and Briganti di Cerreto.
3. **ITACÁ** is the first Festival entirely devoted to promoting a responsible approach to tourism. Started in Bologna in 2008, it has gradually spread from the North to the South of Italy, to be celebrated in a record 15 places this year. It involves more than 400 organisations working in the fields of responsible tourism, international cooperation and social promotion with the same objective : sustainable local development.
4. **EDUCATION:** visit of Reggio Children, Loris Malaguzzi Center in Reggio Emilia, a pioneer in developing a human centred educational program successfully implemented in local kindergartens and Primary schools and that has become a model for institutions worldwide. We will also visit the University of Parma to know more about their support to regional gastronomy
5. **PUBLIC PRIVATE PARTNERSHIP** in sustainable regional development. We will talk to local authorities that are supporting grassroots initiatives and small innovative and sustainable companies.
6. **THE ITALIAN COOPERATIVE SYSTEM**, different cooperative model

## **2. OBJECTIVES OF THIS STUDY TOUR**

The study tour offers to participants an opportunity to learn from the experience of Emilia Romagna in the field of a responsible local economic development. The field work wishes to become a source of inspiration for Japanese participants.

## **3. ABOUT EMILIA ROMAGNA**

**Emilia Romagna** is a region located in the Northern part of the Italian peninsula, only few kilometres from Milan, Venice and Florence. It is a region rich in culture and traditions and with a varied and very lively economy.

Its capital city, Bologna, saw the creation of Europe’s first University; Reggio Emilia has become a reference around the globe for its educational system and the whole region is a unique example of efficient cooperative social economy based on the strength of small but innovative companies (more than 90thousand, with less than 100 employees) .

Emilia Romagna is also home of a worldwide famous gastronomy and wine culture, with products such as Parma ham, Parmesan cheese or tortellini and lambrusco.

It also hosts luxury carmakers such as Lamborghini, Ferrari and Maserati and fashion brands like MaxMara.

In 2012 a large part of the territory of Emilia was affected by a strong earthquake but the smooth collaboration between institutions and entrepreneurs has allowed for a swift recovery of the economy.

(for more information:

<http://www.emiliaromagnaturismo.com/en/>

<http://www.italia.it/en/discover-italy/emilia-romagna.html>

<http://en.wikipedia.org/wiki/Emilia-Romagna>



## SCHEDULE

- MON 24.10.2018** Online orientation session
- THU 04.10.2018** **BOLOGNA (1 night)**  
 19.00h Arrival of all participants in Bologna and check-in.  
 20.00h Welcome Dinner @ Cantina Bentivoglio  
 22.45h Fire works in Piazza Maggiore
- FRI 05.10.2018** **BOLOGNA-PARMA (2nights)**  
 9.30h Coffee with Maurizio Davolio, President AITR  
 11.00h Hearing at Legacy  
 The Italian Cooperative Movement and the success of Emilia's Social Economy  
<http://www.bcca.coop/sites/bcca.coop/files/u2/ER-ProfileofCoop.pdf>
- 14.28-15.23h Train to Parma  
 Arrival and Check/in
- FREE TIME
- 17.30h\* Meeting with Chef Lazzaro of Opera Viva
- 18.30h? Meeting with representative of Parma City Council\*
- 20.00h Dinner at OperaViva (creative cuisine, local food)  
 with Giorgio Zinno and Francesca Gualerzi (Master COMET, University of Parma)
- SAT 06.10.2018** **PARMA**  
 Morning Hearing at GIOCAMPUS  
 (educational and recreational program, born from the collaboration of private and public sectors, directed to Primary school kids and focused on the importance of physical activity and healthy nutrition for a good development of the future generations)
- Mid day Visit and tasting @ Azienda Sperimentale PODERE STUARD
- 16.30-18.30h Visit of revitalisation project Donne di Torrechiara
- FREE TIME

**SUN 07.10.2018****PARMA-REGGIO EMILIA**

- 09.00h Coffee with Prof Andrea Spagnoli , University of Parma and art curator Anna Mattioli
- 11.00h Transfer by car to Modena, Visit of family run traditional Balsamico vinegar producer
- LUNCH  
Modena/Reggio Emilia  
check-in
- 17.00h Hearing of Massimiliano Lombardo, founder of Coop Ballarò,  
Ostello delle Ghiare (renovation /social project)  
with Maurizio Davolio, AITR
- 19.00h Apericena with Architect Vittorio Gimigliano  
(Renovation of post industrial Reggio Emilia, collaboration with local authorities,  
URBANAUTI's field works directed to the citizens, ITACA festival of Responsible Tourism)

**MON 08.10.2018****REGGIO EMILIA-CERRETO**

- FREE TIME
- 11.30-12.30h Visit of REMIDA recycling project
- 13-14.30h LUNCH @Reggio Children
- 14.30-15.45 Guided visit of REGGIO CHILDREN Centro Internazionale Loris Malaguzzi
- 16.00h (arrival of Mr Yukawa from Bologna Airport)  
Transfer by minibus to SUCCISO,
- 18.00h Arrival at VALLE DEI CAVALIERI (community-based tourism),  
encounter with Coop's President Oreste Torri,  
Dinner and overnight stay in the coop run restaurant and inn

**TUE 09.10.2018****SUCCISO/CERRETO/BOLOGNA**

- Morning FREE TIME at Succiso
- 09.40h transfer by minibus to Cerreto, Visit of BRIGANTI DI CERRETO,
- LUNCH Transfer to Castelnovo ne' Monti\*  
@ Agritourism and Social Coop Il Ginepro <http://www.ilginepro.coop>
- 16.00h Transfer by minibus back to ReggioEmilia  
Train to Bologna  
Sum up of the tour/sharing impressions and ideas/ filling in the questionnaire
- FREE TIME

**WED 10.10.2018****BOLOGNA/MILAN-JAPAN**

- transfer by train to Milan or by bus to Bologna airport  
DEPARTURE TO JAPAN (arrival the following day)



## PARTICIPANTS PROFILES>



### **KUNIHIRO MANABE**

Born in 1978 in Kagawa Prefecture, Shikoku. After working for international financial firms such as Lehman Brothers, in 2012 he moves to the island of Shodoshima where he found 459 Ltd. a company devoted to the development of local business based on a sustainable use of local resources. In 2014 becomes chief editor of the “Shikoku Taberu Tsushin” a magazine that aims at connecting food producers with their consumers. The magazine delivers to consumers in the big metropolitan areas, not only agriculture products but also the life and thoughts of the farmers that are behind that product. Recently Kunihiro has moved to the Hyogo Prefecture and, while researching on food business as a post graduate students in the department of agriculture of the University of Kobe, he also works as coordinator for the Nomura Innovation Lab of the City of Sasamura.

I am particularly interested in the Italian cooperative system. I'd like to visit the Copaps, famous in Japan and cooperatives that employ in the agriculture sector unemployed and people with physical or mental limitations.

I'd like to see directly examples of responsible and community based tourism and the university environment outside Japan as I plan to do research in Italy in the future. Being the father of a 2 years old child, I am also very interested in knowing Reggio Children.

### **NAOKO INOUE**

I was born in Hyogo prefecture, Japan in 1995. I'm in my senior at Kwansei Gakuin University. My major is economics. I work part-time at MOTHER HOUSE, a Japanese social company that shows the potential of developing countries through manufacturing apparel products by making use of their local materials and historical production technique.

In 2014, I worked as an internship student for about nine months at Napura-works, a company established to practice not only heritage management but also responsible tourism in Sambor Prei Kuk temples in Cambodia. I acted as a cultural interpreter between the heritage, local people, and tourists. Through that precious experience, I deeply understood how important the philosophy of responsible tourism is for sustainability.

I've considered what elements are necessary for each stakeholder and business owner to build a sustainable relationship between local people and tourists. From next year, I would like to apply to the graduate school and study responsible tourism in Italy or the UK to acquire a more analytical and macro insight about it.

In this Field Work in Emilia Romagna, I hope to get hints about both academic and practical aspects of responsible tourism. Through it, I would like to consider how both sights should combine for a sustainable community and to make my research question deepen. Aside from that, I am looking forward to discussions with local people and participants in this program.



## **JUNJI NAKAMURA**

Born in the Ishikawa Prefecture, worked as Elementary School teacher. In 2009 participated in a project of educational support for teachers in Madagascar promoted by the Japanese Government. After 2 years returned in Japan, set up his own NPO devoted to the developing of educational programs. In 2013 he was called as a coordinator in a project aimed at saving the only Senior High School left in the city of Tsuwano, Shimane prefecture from closure.

He set program such as “Glocal Lab” that made researching and promoting local resources part of the post-curricular activities and the municipal English school HAN-KOH . In 2016 established TSUWAMONO (general incorporated company) from where acts as producer for the overall educational programs of Tsuwa.

## **YOSHIAKI YUKAWA**

Born in Tokyo 32 years ago. While attending his postgraduate studies at Sendai, the earthquake and tsunami of March 11 2011 stroke. Later, he entered the Prefectural Government of Kanagawa (Yokohama) where he served as a public officer for two years. For personal reasons, he decided to move with his wife back to her home town of Takamatsu in the island of Shikoku. He’s currently a local government servant in the Kagawa Prefectural government, where he is involved in projects of local revitalisation and renovation of abandoned buildings and schools (city of Marugame) or the creation of walking maps and other activities of tourist promotion. His motto is: “Let’s make regional areas more attractive in a light, fun and healthy way!”

My interests

- Relationship between people in the region and public government
- Projects of regional activation
- Interacting with public servant in Emilia
- Examples of regional activation in Emilia. What role does the government play?

## **About HASEKURA2.0**

Hasekura2.0 is an international business exchange and training program for Japanese and European social entrepreneurs, SMEs and local authorities. It was established in 2013 with the objective of nurturing Japan’s innovative regional leaders and promote the “inter-localisation” of like minded leaders in regional Europe and Japan.

By sharing ideas and information between distant regions, we aim at creating a socially committed and environmentally aware international business community able to shape a more human future in post-growth societies.

During the past 5 years we have organised a dozen of specialised tailor-made study tours, exhibition, conferences and workshops on the topic of gastronomy, sustainable communities, responsible tourism, art crafts and design, for architects, University professors, renown chefs, entrepreneurs, local authorities, designers, artisan and artists from different parts of Japan.

We have collaborated with leading institutions, companies and governments in Europe and Japan and received the support of the Japanese Ministry of Foreign Affairs and the Japan Foundation, among others.

Please check our website for a list of past participants, collaborators and contents.

<http://hasekuraprogram.com>

**PLEASE NOTE: WE ARE NOT A TRAVEL AGENCY. HASEKURA2.0 IS NOT LIABLE FOR ANY INJURY OR ACCIDENT THAT MAY OCCUR TO PARTICIPANTS DURING THE STUDY TOUR. WE STRONGLY RECOMMEND PARTICIPANTS TO PURCHASE A TRAVEL INSURANCE BEFORE DEPARTURE.**



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**FOR FURTHER INFORMATION PLEASE VISIT:**

<http://hasekuraprogram.com>

VIDEO of similar study tour in 2015

<https://www.youtube.com/watch?v=uTK5s4-AlvM>



**MEETING AT REGGIO CHILDREN (2015 STUDY TOUR)**



**WINDMILL CONVERTED INTO AUBERGE (CERRETO)**