

Storytelling as a powerful tool for change, creating memorable experiences, promoting sustainable practices and empowering local communities.

Partners



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**Enforce is a European project co-funded under the Erasmus + programme.
Project Nr. 2022-1-LU01-KA220-VET-000089887**

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Storytelling for Regenerative Tourism



Co-funded by the
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Enforce gathers a group of passionate professionals on a transformative journey dedicated to revolutionising the way tourism narratives are crafted and shared. The recognition of the immense potential of storytelling as a powerful tool for change contributes to making experiences more memorable and to successfully promoting sustainable practices while empowering local communities. Enforce highlights that by infusing narratives with authenticity, passion, and purpose, a future can be created where tourism not only delights but also contributes to the wellbeing of our planet and its people.

The goal of ENFORCE?

To enhance the art of storytelling in the tourism and heritage sector and engage businesses and professionals in regenerative experiences that will captivate visitors and leave a lasting impact on both the environment and the local community. By collaborating with education providers, the ENFORCE team aims to equip learners and professionals with the necessary skills and competencies to create engaging, authentic, and impactful tourism offers.

Our work will contribute to:

- Strengthening local/regional tourism networks & stakeholder cooperation;
- Supporting digital storytelling to enhance regenerative tourism experiences;
- Promoting regenerative practices and strategies;
- Developing off-season and cultural tourism offers as well as their promotion through storytelling;
- Providing high-quality learning opportunities for VET students and professionals.

Target Groups

Who should get involved?

- Tourism or communication professionals interested in storytelling for regenerative tourism experiences;
- Professionals wanting to develop regenerative tourism experiences with the help of storytelling;
- Young professional or tourism students who are about to embark on a professional career in tourism;
- Educator or trainers;
- Destinations who are looking at developing the storytelling around their cultural and regenerative tourism offer;
- Anyone else who believes in the power of stories and wants to support regenerative tourism development.

Project Results

What results can be expected ?

- An **interactive map with good practices of storytelling** linked to sustainable and/or regenerative tourism experiences;
- A **“Regenerate IT” Guide** that will support regenerative tourism development;
- A **blended training course** that will stimulate regenerative development of tourism ecosystems and experiences through storytelling;
- **Collaborative learning spaces** for training and experimentation to support collaboration and networking across the tourism ecosystem;
- **Co-design workshops** to develop regenerative tourism offers through storytelling;
- A campaign and a virtual exhibition of regenerative experiences and events in each partner country.

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