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Green Paper
Sustainable Tourism
Experience Programs

Version 1

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Foreword

The United Nations Sustainable Development Goal number 8 aims to "Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all." One way to achieve this, as outlined in target 8.9 is to devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products.

This paper on Sustainable Tourism aims to study how Experience Programs in tourism can be a catalyst to enhance local economies and promote decent employment at a micro-, rural level. According to the World Tourism Organization, international tourism in 2017 accounted for 1,340 billion USD of receipts, 55% of which represents leisure, recreation and holidays. This figure continues to grow from year to year; it is the world's third largest export category.

Much of this tourism targets urban areas with strong population density, but often with other sources of revenue. Rural tourism remains minority in these figures, excluding these populations to such revenues.

This paper proposes examples of Experience Programs which have had a positive impact on local economies as well as guidance on how local authorities can valorize such assets to attract tourism revenues to their regions.

We hope that this paper can be useful to local authorities and the travel industry in general. We thank you Travel and Tourism Domain experts who have spent a great deal of time to develop this document and seek relevant use cases.

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1 Introduction

1.1 New trends in tourism and the subject of this project

The purpose of this Green Paper Project was to examine a recent global trend in tourism, called Sustainable Tourism (Experience Programs) (EPs), and to consider next steps in facilitating the trade of EPs globally. In this paper, as far as the standardization processes are concerned, conventional tours are considered in the same category as EPs, as it is anticipated that even conventional tours could benefit from careful consideration of the 'New perspectives' in tourism, shown in Figure 1.

New EP tourism trends are mainly driven by regional businesses that emphasize the 'New perspectives' shown in Figure 1.

EP	Past	Present	New perspectives
Conventional tours	<ul style="list-style-type: none"> • Sightseeing tours • Optional tours (optional add-ons to basic tour packages) • Tours based on eco or green tourism 		<ul style="list-style-type: none"> • To vitalize regions
New trends in tourism		<ul style="list-style-type: none"> • Agriculture tours • Industry tours • Health-related tours • Sports tours • Social tours • Any kind of activity tours 	<ul style="list-style-type: none"> • To sustain environments • To improve Quality of Life (QOL)

Figure 1: EP comparison of conventional tours and new trends in tourism

1.2 The EP Green Paper Project

EPs, specifically focused on local areas or regions within countries, are a growing global trend. Tourists (domestic or international) tend to visit regions not only to see them, but also to experience the nature, events and activities of that region and to engage with the people and local culture in a meaningful way. As this trend continues, EPs will improve: becoming more unique, specialized and increasingly popular with global consumers. What EPs are, and the purpose of this project will be discussed in detail in chapters II and III.

1.3 Uses cases of EPs

A great number of EP use cases were collected and studied for this project. It was observed that EPs have many challenges but are worthy of being studied further to facilitate global e-trade.

1.4 Regional vitalization

Participation is not restricted to travel-related companies; local businesses in any domain could potentially participate in the business of EPs, which could help to vitalize regions.

1.5 United Nations Sustainable Development Goals

EPs should be developed and operated in full consideration of the items described in the United Nations Sustainable Development Goals (SDGs).

1.6 Quality of Life

New trends in tourism could improve not only the experience of visitors, but also the Quality of Life (QOL) of regional inhabitants. This is an important concept for EPs promoting themselves globally.

1.7 New perspectives of EPs

Regional EPs are also considered under the 'New Perspectives' shown in Figure 1. Even conventional tours, sightseeing or optional ones, should also respect these new perspectives, where appropriate.

2 What is happening globally to vitalize regions and why this project is needed

The growing global trend of regional EP tours was discussed at length, and an attempt to define it follows. It is clear that some sort of standardization to facilitate trade in EPs is needed.

2.1 New trends in tours

Travellers tend to visit not only major sightseeing destinations but also local regions in order to experience the unique nature, culture and communities of those regions. Europe is well known for its variety of experience programs of this kind. In recent years the importance of thinking of these programs from the perspective of regional vitalization, environmental sustainability, and the promotion of QOL for visitors and residents has become clear. More recently, the benefits of this perspective have been gaining global recognition.

2.2 Naming of this new trend

The naming of this trend was discussed at length. The final agreement was to term it "Sustainable Tourism (Experience Programs)", or EPs.

2.3 Case studies and categorizations

A decision was made to collect as many EP use cases as possible in order to discover regional trends. They are provided as an informal document (Use cases of EPs). In reviewing and discussing these, it was determined that it was almost impossible, and relatively meaningless, to differentiate conventional tours from new trend tours. Conventional tours can themselves help to vitalize regions, sustain environments and enhance QOL to a certain extent. It was therefore agreed to consider all tours as EPs in this Green Paper Project. Each of the EPs were categorized by a theme (or themes), and within themes there are specific activities.

2.4 Local businesses and the vitalization of regions

When travellers visit specific regions, local businesses start to serve them. These regions may have much to offer potential visitors, such as their local culture, fairs and festivals, heritage sites and institutions, historic monuments, arts, nature and wildlife, green spaces, and opportunities for visitors to participate in activities (e.g. community-based tourism such as rural or tribal tourism, service tourism, etc.). When these features are recognized by the outside world, local communities and businesses are encouraged to sustain these environments because they realize their value. They might also be incentivized to observe the practices outlined in the United Nations SDGs. Hence, EPs could potentially have the power to vitalize (or revitalize) regions, in both urban and rural communities.

2.5 Categorization by originators of EPs

The following Figure 2 illustrates categories of EP originators. In a standardized system there could be four main categories. The collected use cases were categorized in the relevant category.

(A) Local governments or DMOs (destination management organizations)	(B) Local businesses in various domains
https://www.maharashtratourism.gov.in/ http://rtde.tourism.rajasthan.gov.in/ https://www.gujarattourism.com/	Case 1: Masutomi wellness program, Japan
(C) Travel related companies	(D) Online Travel Agents or consolidators
Case 2: Service tourism, India Case 3: Rural tours, India Case 4: Aboriginal tourism, Taiwan Province of China Case 5: Dark sky tourism, Taiwan Province of China	https://www.airbnb.co.in/s/experiences?refinement_paths%5B%5D=%2Fexperiences https://www.yatra.com/activities http://www.zubilaut.co.in/1/tours/Experiential-Tours

Figure 2: Categories of EP originators

2.6 Category (A) and efforts to create EPs

Category (A) is for new EP originators working with local governments or DMOs. New originators need to be trained in the creation and operation of EPs. Their process has been studied and is summarized in Figure 3.

Process followed by (A) Local governments or DMOs

These originators take on the role of creating EPs to vitalize regions.

- Local governments usually employ governmental tourism bodies (GTBs) to identify regions or destinations with the potential for vitalization.
- A feasibility study is conducted by the GTB, their R&D groups, or specifically appointed external agencies.
- They survey and identify two or more focal strengths through which EPs could be created;
- With the involvement of local administrations and existing business players they form a team of individuals who are responsible for the creation, training and execution of the EPs.
- The team ideates two or three EPs to vitalize selected regions while ensuring their alignment with SDGs. They identify and train local community participants in various areas of hospitality and service.

Training in communities, Hospitality and Values

Maintaining and expressing the values of EPs: communicating, welcoming and explaining the activities, culture, fairs, nature, etc.
Maintaining the richness and values of local regions

Services

Accommodation: quality, hospitality, hygiene, services and values, ambience
Transport: quality, safety
Hospitality: greetings and interactions, dress code, etc.

Guides, Activities, etc.

Guides will be trained in communication skills; general knowledge of regions, local history; and activities to be conducted with customers, such as farming, wellness, healthcare, etc.

- Based on their itineraries or programs, they design promotional and marketing materials and distribute them through GTBs, travel agents, online travel agents (OTAs) and destination management organizations (DMOs).
- They have costs involving all the needed service providers and provide them with remuneration for their services.

Figure 3: EPs creating process by (A) Local governments or DMOs

2.7 Figure 4 and figure 5

Figure 4 depicts how EPs created by Category (A) originators reach customers. Figure 5 depicts this process for Category (B) originators. Participants in this second category are also new originators. This category is expected to grow, so use cases in this category should be carefully studied.

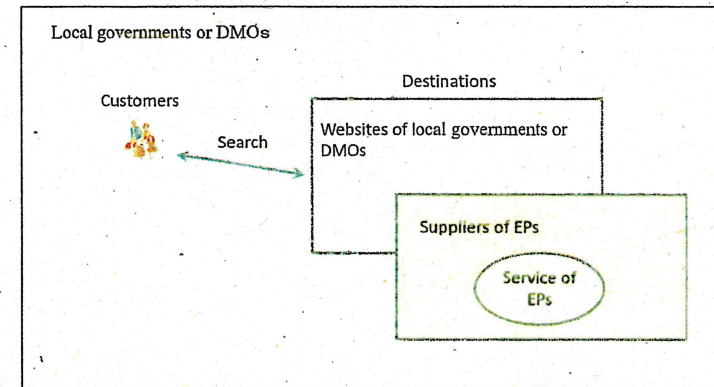


Figure 4: EPs provided by (A) Local governments or DMOs

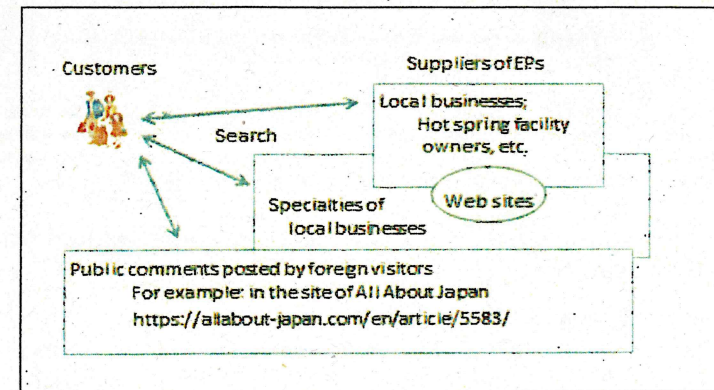


Figure 5: EPs provided by (B) Local businesses

2.8 Category (C) and (D)

Category (C) mainly includes originators that create and operate conventional tours. Category (D) represents online travel agents (OTAs), also known as consolidators. They usually handle hotel, and airline reservations etc., but may also provide customers with activities or optional tours globally as their new travel products. The distribution capabilities of these agents could be applicable to the distribution of EPs, and this should be seriously investigated.

2.9 Categorization of health-related tours

Health-related tours are 'New-trend tours' created and operated by those in Category (B). There are a large variety of these types of tours and they are highly expected to increase in the future. These could be categorized by their features, as shown in the following Figure 6. Category (I) is for purely medical tours. Category (II), (III) and (IV) will be for health-related tours, with varying weight on wellness from heavy to light. These tours will be further studied.

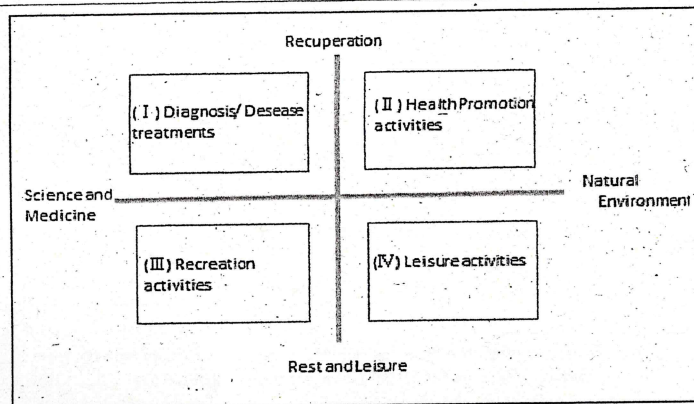


Figure 6: Health-related EPs categorized by their features

2.10 The rationale for this Green Paper Project

Given the many benefits, EPs should be fostered in local regions, and made accessible to global customers. There is a high expectation from both local businesses and global customers that electronic trade of these EPs be quick and easy, and that that this process be standardized and facilitated as soon as possible—especially where there exist little appropriate means for them now.

3 What the characteristics of Experience Programs are and what could be expected of them

The following are the summarized characteristics of EPs.

- EPs and regional vitalization and sustainability: EPs are local products experienced by global customers which could potentially contribute to regional vitalization. They could promote sustainability and responsibility at a regional level by offering local stays which include activities like farming, fishing, arts, handicrafts, and rural life experiences while avoiding the environmental and cultural imbalance caused by overexposure of tourism;
- EPs and local communities: operators and other EP-related businesses employ many local people in the community, which in turn stimulates the local economy;
- The diversity of EPs: EPs are diverse (cultural, medical, sports, nature, arts, community-based etc.) and there is, therefore, a large variety of information to be communicated and shared between participants (originators, operators, participating businesses, customers, etc.).

The following points describe what could be expected of EPs.

- Start-up of businesses: there may be opportunities for local people to develop entrepreneurship skills and start new businesses in the region;
- People could earn a living: locals could make a living by participating in the services of EPs while at the same time sustain local nature, culture and heritage;
- Authentic experiences: travellers could gain authentic, local experiences;
- Promotion of Quality of Life (QOL): EPs could help promote the QOL of both visitors (who experience the variety of EPs in the region), and the inhabitants of regions (who earn a living by working in EP-related businesses).

4 Challenges to the facilitation of trade of Experience Programs

The following are some of the many challenges to consider when facilitating the global trade of EPs.

4.1 Diversity of businesses and related information

Communicating and trading in EPs involves a variety of information, and it will be necessary to study how to handle it. EPs are diversely themed (e.g. nature, culture, business, lives of people, etc.). The providers may not only be those in the travel industry; they may take the form of any type of business in region (Figure 7: 'Emerging businesses & EPs'). There is a need to streamline this information, to create a lexicon to facilitate the trade of EPs. Figure 8 depicts the diversity of information.

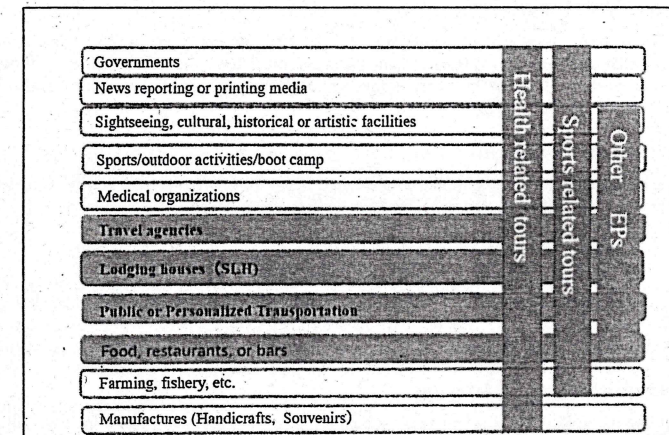


Figure 7: Emerging Businesses & EPs

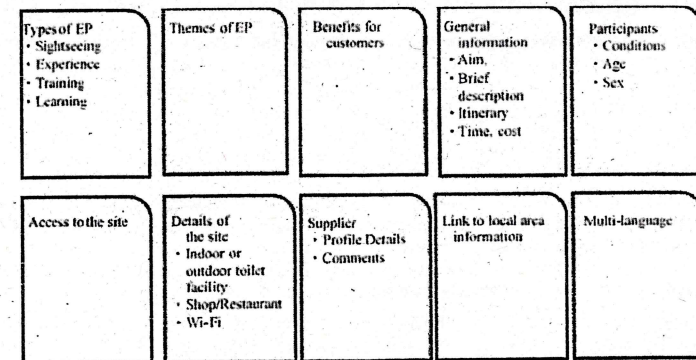


Figure 8: Data diversity and some examples of data taken from the use cases

4.2 Small number of EPs in a region

Regionally, there are usually a small number of EPs in each category, and there might be multiple categories available. But local businesses and customers would expect facilitation for these efforts as well.

4.3 Profitability

There are potentially many EPs in a region and they could be profitable. Even though they may initially get little return on investment, start-ups do try to distribute these globally. Economically efficient ways of distribution would assist these efforts.

4.4 Settlement among businesses

Businesses involved in EPs usually need to collaborate with many other businesses. When this happens, there is a need to settle payment among them. Usually this amount is small. Settling such small amounts between businesses is difficult as these are often done via bank transfers which have an administrative and possibly a financial impact.

4.5 Sustainability of environments

Potential customers are often mindful of the importance of environmental sustainability. Businesses should keep this fact in mind.

4.6 No working computer systems and lack of experts

In many regions, EP operators are not yet equipped with functional or appropriate computer systems. EP experts in business and information technologies (IT) are desperately needed. Without such experts it is very difficult to create, sell, operate or settle EPs throughout the world. There should be some appropriate collaboration within regions or with other organizations to improve the situation.

4.7 Networking and technology foresight

Technologies progress rapidly and ideally these EP business and IT experts will have the knowledge to anticipate the coming technologies and advanced networking most appropriate for use.

4.8 Global business collaboration

Regionally, businesses have been cooperating with each other, but regional EPs need to collaborate with international businesses in order to reach global customers.

5 Green Paper Project: next steps

5.1 A standardization process will be proposed

There are currently no EPs standards available for businesses and consumers to use, so it will be necessary to develop them in order to facilitate international trade in this area. A project proposal to develop standards on EPs will soon be submitted.

5.2 Expected completion time of standardization process

A request to complete the standardization process as early as possible has been made (owing to the business need). The preferred target date for completion is roughly the end of 2019.

5.3 Consideration of advanced technologies

New technologies like Blockchain need to be seriously considered in the accommodation of trade in EPs.

5.4 Direct networking

It may be better for e-trade to be completed directly, and in real time between relevant suppliers and customers without any organizations between them. Suppliers could then receive direct feedback from customers. This information exchange is Peer to Peer (P2P), much like that expected in blockchain; this must be considered when developing relevant standards.

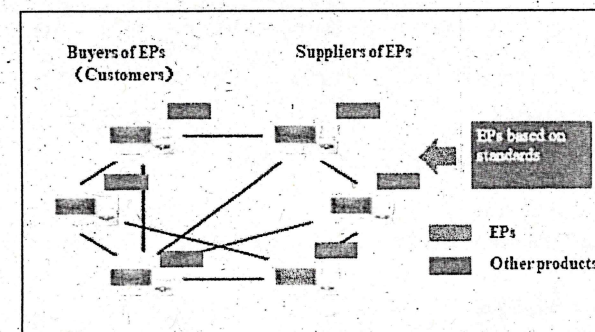


Figure 9: Peer to Peer network exchange of data

6 How to collaborate with global experts in business and technology when developing standards

It is important to work in collaboration with as many global experts in business and technology as possible when developing standards to facilitate global e-trade of EPs.

The following suggestions are offered for reaching more international experts:

- Encourage United Nations Centre for Trade Facilitation and Electronic Business (UN/CEFACT) experts: it is desirable to find business and technical experts within UN/CEFACT. They could offer better knowledge of EPs. To reach UN/CEFACT experts, the following ways could be useful:
- Communicate with the heads of delegation (HODs) of UN/CEFACT, or specifically interested persons;
- Publish the project on the UN/CEFACT website;
- Publish the needs of the project in an appropriate media or news release.
- International collaborative work: experts could work cooperatively to develop standards through social media, cloud-based applications or related platforms, in lieu of face-to-face meetings. The following channels could be further applicable:
- Facebook professional discussion group
- On-line discussion group
- Participation in social events to reach experts and to make UN/CEFACT activities known: it would be beneficial to participate in appropriate social events to advertise UN/CEFACT activities and to emphasize the value of global standards for the e-trade of EPs;
- Cooperation with international organizations: it would be beneficial collaborate with international organizations such as the United Nations World Tourism Organization (UNWTO) and other appropriate organizations to improve e-trade of EPs globally. Through such cooperation more experts could be found to develop standards on EPs.

7 Conclusion

7.1 Emerging tourism and the United Nation Sustainable Development Goals (SDGs)

There has been much discussion during the course of this Green Paper Project since its proposal in October 2017. Concepts such as the potential of tourism to vitalize regions, foster sustainability and improve the QOL of their visitors and inhabitants were identified through this discussion. This specific type of tourism was named 'Sustainable Tourism (Experience Programs)', or EPs. The Project began in close proximity to the publication of the United Nations Sustainable Development Goals (SDGs) and it was determined that the fundamental concepts of SDGs could harmonize well with those of EPs.

7.2 Standardization process

A decision was made to begin the standardization process to facilitate e-trade of EPs globally, as businesses have been requesting this begin as early as possible.

7.3 Expected completion time

The completion time for the development of standards for EPs would ideally be set for the end of 2019, owing to the needs of business.

7.4 Study of new technologies

UN/CEFACT has published the Blockchain White Paper. It may be appropriate to consider the use of new technologies and P2P networking for EPs.

7.5 Global cooperation with organizations and related experts is expected

The development of standards should be completed cooperatively with other, related organizations and a variety of experts on EPs.

Annex 1: Experience Programs Use Cases

The Sustainable Tourism Green Paper – Experience Programs (document ECE/TRADE/C/CEFACT/2019/11) has produced an annex of case studies to support its findings. Submissions for the case studies were open to all Experience Programs that wished to contribute with the condition that they used the below template. Submissions are presented as is and were only checked for grammar and spelling. The project team leader takes responsibility to ensure that all use cases were duly authorized by the entity being represented.

These use cases do not engage the United Nations or UN/CEFACT in any way and they do not constitute an endorsement of any kind.

Template for use-case submissions

Use Case name	
1. Experience Program (EP)	
2. Themes in the EP	
3. EP activities	
4. Optional activities	
5. Contribution to regional vitalization and sustainability	
6. EP supplier and operation	
7. Expected customer	
8. Pricing model	
9. Additional information as a travel product	
10. More information	
11. Other tour information recommended by the supplier	
12. Other	

Use Case 1: Masutomi Healthcare Program – Japan

1. Experience Program (EP)	<u>Hot spring</u> This is a three-day, two-night radium and radon hot spring bathing and health improvement experience program at Masutomi Village in the Mount Mizugaki District in Yamanashi Prefecture, Japan. Bathing and lodging facilities are owned by the public organization Gojinosato Tamayura. Health-conscious meals are provided.
2. Themes in the EP	<u>Improving the health and stability of body, mind and soul</u> The program aims, with the guidance of a trained instructor, to improve and stabilize the physical and mental health of participants, and also that of the spirit.
3. EP activities	a. <u>Radium and radon hot spring bathing with the guidance of a trained instructor</u> Participants bathe in radium and radon hot spring baths of various temperatures. Staying in the bath for a prolonged time will remove active oxygen and toxins. Participants may use a relaxation room after bathing in order to absorb negative hydrogen ion gas, which removes active oxygen from the body. Participants will lie down with packages of radium fango (to improve antioxidant power) and ingest enzymes to strengthen the power of cell energy reactions. b. <u>Checking the condition of participants' health</u> The health and condition of the bowels is checked at the beginning and the end of the program using a specialized food questionnaire. c. <u>Dietary education</u> Every meal is served and carefully prepared using food-safe materials and without the use of pesticides, additives or preservatives. This prevents the reabsorption of toxins.
4. Optional activities	1. <u>Stress checking</u> This involves lying down calmly for a minute or so with a device mounted on the fingertip. The device measures blood vessel age and the health of the autonomic nervous system. Results are printed out a few moments later. 2. <u>Qigong exercise</u> Participants exercise in the morning engaging all five senses. 3. <u>Strolling on bare feet and walking in nature</u> This involves strolling barefoot along a natural walking road, basking in the radium and sunshine. 4. <u>Concert in the woods</u> This involves walking in the woods and listening to a piano concert in a healing place. 5. <u>Walking along the Life Trail</u> Guests participate in "natural forest bathing" which consists of walking through the woods, taking in the forest atmosphere using all five senses and performing light exercises at various points along the Life Trail walking road. This deliberately experiential approach to taking in nature is mentally and physically refreshing and helps to stimulates the autonomic nervous system. 6. <u>Walking in nature and feeling the natural energy in Masutomi</u> Participants engage in qigong exercises while facing Mt. Mizugaki, and also in the woods. 7. <u>Farming</u> Guests participate in farming activities in the vegetable gardens and rice fields.

	8. <u>Walking on trails through the woods and along the valley of the Hontani Stream</u> Guests walk along lanes in Chichibu-Tama-Kai National Park 9. <u>Soutai-hou physical exercise</u> Participants practice light indoor exercises. 10. <u>Meditating by looking at stars in the sky</u> Participants meditate while lying on the ground, looking at stars in the sky.
5. Contribution to regional vitalization and sustainability	This EP contributes to the health of the local economy and community, and promotes healthy living, respect for nature and environmental sustainability. All meals are prepared using local organic produce, grown sustainably using pesticide-free fertilizer.
6. EP supplier and operation	1) Supplier name & contact information: Office of Masutomi Hot Spring/Sudama Machi Hishi 6438, Hokuto City, Yamanashi Tel: +81 551 20 6500, Fax: +81 551 20 6515 Email: info@masutominoyu.com 2) Licence of operation: Permitted by the local government, Hokuto City 3) Area of operation: Masutomi Hot Spring area and vicinity 4) Season of operation: May to early November 5) Duration of program: 3 days and 2 nights (Each program is operated once per week) 6) Description: Reservations can be made with the supplier's office. A detailed itinerary of the program is available. Activities begin at 08:30h (with breakfast) and end after supper.
7. Expected customer	1) Gender: All are welcome 2) Age range: No age restrictions, but mainly for adults 3) Health status: Participants with disabilities or food allergies are requested to inform the supplier office at the time of reservation 4) Certificate needed: No certificate needed 5) Number of customers: Min. 10 to Max. 20 participants per program week
8. Pricing model	Base price per person for the general program; each option charged separately. Note: All optional activities are guided by an instructor. Participants should make reservations in advance. Times are approximate. Note: No reimbursement are provided in the case that a participant's biometric scores are not significantly improved after participation in the program activities.
9. Additional information as a travel product	1) Arrival meeting place & time: Masutomi-no-yu, 14:00 2) Departure place & time: Masutomi-no-yu, after 14:00 whenever Participants may depart when desired. 3) Lodging facility: Participants stay at Mt. Mizugaki Riesen Hyutte, which is included in the program cost. 4) Meals: 6 meals are provided by the program. 5) Travel: Participants must make their own travel arrangements to and from the meeting place. 6) Weather: In case of rain, exercises are performed indoors.
10. More information	1) Website: https://www.masutominoyu.com/ 2) Description: The website is provided in multiple languages.
11. Other tour information recommended by the supplier	No information available.

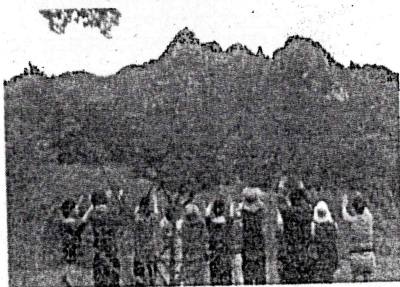


Image 1.1: Mount Mizugaki and outdoor exercise

Use Case 2: Service Tourism – India

1. Experience Program (EP)	Voluntourism (service tourism) at the Nimboli village (Maharashtra, India): Creating opportunities for sustainable development in the region through volunteer tourism.
2. Themes in the EP	<u>A day of seva (service)</u> The goal of this EP is to improve the health and daily life of the local inhabitants of a small, remote village in Maharashtra, India. Every day women must face a more than two-hour journey to get clean water for domestic use. The creation of a water collection and storage system has been introduced to improve the lives and safety of thousands of people.
3. Activities	<u>a. Collaboration with local villagers</u> Both men and women are involved in the building of the water storage system in cooperation with Medtronic employees visiting Nimboli. The drainage system is made of stones collected from the area. Water from monsoon rains can be collected and transferred to a containment vessel where it is stored. It may then be used by the locals as needed or delivered directly to their homes.
4. Optional activities	<u>a. Yoga classes</u> Fire Mountain has a dedicated space for yoga classes. Some guests are yoga teachers seeking a green or eco-friendly location to hold their yoga and meditation retreats. <u>b. A tour with the local inhabitants</u> English-speaking locals are available as tour guides for guests who wish to explore the cultural features of the area and the traditions and daily life of the rural community. This promotes intercultural understanding. (see image 2.2) <u>c. Local homemade Indian food</u> Cooking classes are available for guests who wish to learn about the local Indian cuisine and how to prepare it. <u>d. Other seva projects in collaboration with local inhabitants</u> <ul style="list-style-type: none"> • Building smokeless chulhas (smokeless cooking systems) (see image 2.1) • Painting local schools (see image 2.3)
5. Contribution to regional vitalization and sustainability	Revitalization of this rural area will stimulate the local economy and lead to an improvement in local rural lives. Also, development of the village may raise its profile as a tourist destination. Activities are coordinated in harmony with the natural environment and occur in nature. EPs promote intercultural understanding. Ayurveda treatments are not only at the root of Indian culture, but also serve to augment the general wellbeing of guests who visit Nimboli.
6. EP supplier and operation	1) Supplier name & contact information: Shiva Mandir Road, Village Nimboli Taluka Wada, District-Palgher, Maharashtra, India Tel: +91 9820133188 Email: zubilant.co.in@gmail.com 2) Licence of operation: Permitted by the local government 3) Area of operation: Ganeshpuri area 4) Season in operation: All year

	<p>5) Duration of the program: suggested min. 2 days for seva activities; 1 week for cultural experiences with locals and yoga/meditation/Ayurvedic retreats.</p> <p>6) Description: Reservations are available at the supplier's office. A detailed itinerary of the program is available.</p>
7. Expected customer	<p>1) Gender: All are welcome.</p> <p>2) Age range: Both children and adults are welcome</p> <p>3) Health status: None specified, but those who have some disability or food allergies should inform the supplier office at time of reservation.</p> <p>4) Certificate needed: No certificate needed</p> <p>5) Number of operational customers: Min. 10 to Max. 20 participants</p>
8. Pricing model	<p>Base price per person for the general program; each option charged separately.</p> <p>Note: Extended program at an additional cost is possible</p>
9. Additional information as a travel product	<p>1) Meeting place & time: SNET / Fire Mountain Retreat Center, check-in from 12:00 PM</p> <p>2) Ending place & time: SNET / Fire Mountain Retreat Center, after 14:00. Participants may depart at will.</p> <p>3) Lodging facility: Accommodations at Fire Mountain which are included in the program cost.</p> <p>4) Meals: All meals are provided by the program / customization of meals is possible</p> <p>5) Payment: Payment is made onsite.</p> <p>6) Weather: In case of rain, exercises are performed indoors.</p> <p>7) Notes: Transfers to and from Mumbai (the closest main city and domestic / international airport) are possible, upon request.</p>
10. More information	<p>1) Data source: www.zubilant.co.in</p> <p>2) Description: English-language website.</p>
11. Other tour information recommended by the supplier	<p>Nimboli can be visited in combination with other local cities or green places of the Maharashtra state. A longer circuit can be undertaken by connecting the Mumbai-Nimboli circuit with the South India circuit or North India circuit (tour customization available).</p>
12. Other	



Image 2.1: Making a smokeless fireplace which consumes 70 per cent less fire wood



Image 2.2: A tour with local inhabitants



Image 2.3: Painting local schools

Use Case 3: Rural Tours - India

1. Experience Program (EP)	<u>Rural tours for Indian nationals and international tourists</u> Rural tours are a concept developed to encourage cooperation and to deepen knowledge between local Indian villagers and Indians coming from urban and developed areas (or international travellers) and to allow them to experience the essence of daily rural Indian life.
2. Themes in the EP	<u>Experience rural India</u> The purpose of this EP is to minimize the intercultural knowledge gap that may exist between Indians and foreigners about the daily life of local inhabitants of small and remote villages all over India. The aim is to encourage a deeper understanding of the simple but fascinating rural life. A plethora of activities have been developed to allow the visitor to be an active player in the daily routine of local farmers. By doing so, the visitor can also help to improve the locals' lifestyle in a unique win-win, eco-friendly and sustainable way.
3. EP Activities	<p>a. <u>Understanding traditions – folk music, tales and dance</u> Through direct contact between guests and locals, guests are introduced to folk dances and local music. They attend the reunions of the villagers at the end of the day, experience discussions about family and village affairs and learn about the history and traditions of the local culture. (See image 3.1)</p> <p>b. <u>Farming activities</u> Guests can participate in the main activities of the villages and experience the seasonality and timing of nature. They interact with nature in a respectful and sustainable way and contribute to the economic production and wellness of the locals. (See image 3.2)</p> <p>c. <u>Observing & experiencing nature</u> Innumerable trekking and sightseeing activities are available to introduce participants to the fascinating landscapes and nature of rural Indian life (e.g. villager-guided birdwatching, a safari in the forest, and sightseeing and trekking to sites off the beaten path).</p>
4. Optional activities	<p>a. <u>Social activities with children and students</u> Guests are involved in the development of local schools and educative institutions through volunteering activities: painting schools, language lessons (English or Hindi), recreational activities with children, etc.</p> <p>b. <u>Social activities and interaction with local women</u> Visitors can participate in the activities of the women of the village: cooking, water storing, stitching, etc.</p> <p>c. <u>Milking cows and feeding animals</u> The participant's relationship with nature is enhanced by contact with farm animals. Guests can learn how to milk a cow or to feed the animals that are essential to the locals. (See image 3.3)</p> <p>d. <u>Cooking classes with simple ingredients</u> Cooking classes are provided by local women, using natural ingredients produced from locally raised plants and animals.</p> <p>e. <u>A day experience with elephants</u> Elephants are a symbol of India. Close contact with them reveals a lot about these sensitive animals. Activities related to the elephants are feeding, washing (also buffalos), painting the elephants (to decorate the animal), etc.</p>

5. Contribution to regional vitalization and sustainability	Revitalization of this rural area will stimulate the local economy and lead to an improvement in local rural lives. Also, development of the village may raise its profile as a tourist destination. Activities are coordinated in harmony with the natural environment and occur in nature. This EP promotes intercultural understanding as travellers learn to respect nature and to understand rural life.
6. EP supplier and operation	<p>1) Supplier name & contact information: Zubilant-brand of Stuti Tourism Pvt Ltd.; 4, Dwarkadas Apartments, Kasturba Road No. 5, Borivali East, Mumbai 400066 (Maharashtra, India) Tel: +91 9820133188; Email: zubilant.co.in@gmail.com</p> <p>2) Licence of operation: Permitted by the local government</p> <p>3) Area of operation: India/international</p> <p>4) Season in operation: All year</p> <p>5) Duration of program: Suggested min. 3 days / max 1 week</p> <p>6) Reservations can be made at the supplier's office. A detailed itinerary of the program is available.</p>
7. Expected customer	<p>1) Gender: All are welcome.</p> <p>2) Age range: Both children and adults are welcome</p> <p>3) Health status: Those who have some disability or food allergies are requested to inform the supplier's office at time of reservation.</p> <p>4) Certificate needed: No certificate needed</p> <p>5) Number of operational customers: Min. 10 to Max. 20 customers</p>
8. Pricing model	Base price per person for the general program depending on the number of days. Packages range from 3, 4, 5, 6 or 7 days. Note: Extended program at an additional cost is possible
9. Additional information as a travel product	<p>1) Meeting place & time: dependent on pick-up location</p> <p>2) Ending place & time: dependent on drop-off location</p> <p>3) Lodging facility: Guests may stay in huts or homestays, depending on the program.</p> <p>4) Meals: All meals are provided by the program. Customization for meals provision may be possible.</p> <p>5) Notes: Arrangements for transfers to and from Mumbai (and other main cities and domestic / international airports)</p>
10. More information	<p>1) Data source: www.zubilant.co.in</p> <p>2) Description: English-language website.</p>
11. Other tour information recommended by the supplier	Rural EPs can be combined with other domestic or international circuits or destinations and/or thematic tours.

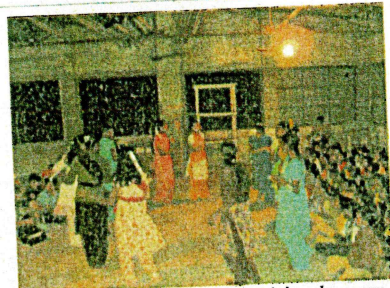


Image 3.1: Cultural dance with local women

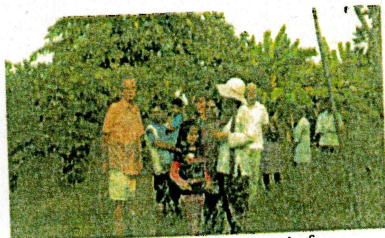


Image 3.2: Visiting an organic farm



Image 3.3: Milking cows

Use Case 4: Hualien Taitung Scenic and Cultural Tour – Taiwan (Province of China)

1. Experience Program (EP)	<u>Hualien Taitung scenic and cultural tour</u> Hualien county and Taitung county border the Pacific Ocean to the east and are surrounded by the Central Range to the west. Hualien and Taitung are popular with local and international tourists for their world-class scenic attractions and their indigenous tribes.
2. Themes in the EP	Visit Taiwan (Province of China)'s unique forest landscapes and experience the culture of the Amis and Bunun tribes. Taiwan (Province of China)'s indigenous people had lived on the island for 15,000 years before Han settlers from China arrived in the 17th century. The Amis and the Bunun are two of 16 officially recognized indigenous tribes in Taiwan (Province of China). Guests can experience these aboriginal cultures by visiting our selected attractions. (see image 4.1)
3. Activities	<p><u>a. Jinpu - Bamboo Raft Rowing and Archery Lessons</u> Experience bamboo rafting while enjoying the gentle ocean breeze and beautiful scenery along the picturesque Xiuguluan River. Take a traditional bow and arrow and aim at the target to see if you have the potential to be a hunter of the Amis Tribe.</p> <p><u>b. Wild Monkey Adventure Land</u> Facilities include zip lining, top rope climbing, and rope swinging. This is a great place to enjoy Taiwan (Province of China)'s unique forest landscapes while having fun by participating in some exciting outdoor activities.</p> <p><u>c. Sazaso tribe - the hidden attraction</u> Located in the south of the Coastal Mountain Range, Hai'an Range, the people of Bunun tribe are proud of the heavy primal forest that surrounds their homes. Locals will lead visitors through the rainforest, show them traditional Bunun houses and invite them to an authentic Bunun feast.</p> <p><u>d. National Museum of Prehistory, Taitung</u> The National Museum of Prehistory, Taitung is an archaeological site in the most complete residential condition. Guests can learn about the archaeological history of Taiwan (Province of China).</p>
4. Optional activities	
5. Contribution to regional vitalization and sustainability	To help build local cultural industries in aboriginal tribes.
6. EP supplier and operation	<p>1) Supplier Name/Contract Address: Siloam Travel Service Co., Ltd./ 14F.-3, No.137, Sec. 1, Fuxing S. Rd., Da'an Dist., Taipei City 106, Taiwan (Province of China) Tel: +886-02-2721-7300 Email: en.service@taiwanday.com</p> <p>2) Area of Operation: Hualien, Taitung 3) Season in Operation: All Season 4) Length of the program: 2 nights and 3 days. 5) Tour package reservation is available at the supplier's office. Office hours: 9:00 AM to 6:30 PM (UTC+08:00)</p>

7. Expected customer	1) Gender: Anyone is welcome. 2) Age range: No age range. 3) Health status: Physical ability to travel. 4) Certificate needed: No certificate needed 5) Number of operational customers: Min. 20 to Max. 30 Notes: The above itinerary can be customized according guest-interests and requirements.
8. Pricing model	Price per person & duration. A deposit must be paid within two days of reservation by wire transfer or credit card.
9. Additional information as a travel product	1) Meeting place & time: Taipei Train Station 07:30 2) Ending place & time: Taipei Train Station 22:44 3) Lodging facility: Fullon Hotel Hualien, Sheraton Taitung Hotel 4) Meals: All 9 meals are provided by the program. 5) Description: All activities are planned for the program. In case of rain, there may be indoor activities.
10. More information	Website: https://taiwanday.com/ Description: English-language website. All package information is updated regularly.
11. Other tour information recommended by the supplier	
12. Other	



Image 4.1: Experiencing Aboriginal culture and scenery

Use Case 5: Dark Sky Tourism – Taiwan (Province of China)

1. Experience Program (EP)	<u>Trip to the Dark Sky Park</u> Dark Sky tourism in Chinese Taipei at Mount Hehuanshan (合歡山), ChingJing Farm (清境農場.)
2. Themes in the EP	Visual Astronomy of the Deep Sky
3. Activities	<u>Visit the Dark Sky Parks</u> Dark Sky tourism in central Chinese Taipei and wild birdwatching. (See image 5.1)
4. Optional activities	a. Visiting the Tourist Centre of the National Yu-san Park (玉山國家公園遊客服務中心) Visit the NCU Lulin Observatory (國立中央大學鹿林天文台) b. Wild birdwatching
5. Contribution to regional vitalization and sustainability	a. Contribution to regional vitalization: Contributed to light pollution control b. Sustainability consideration: To protect the night sky and environment the Nantou county government should limit the number of visitors to 200 per night.
6. EP supplier and operation	1) Area of Operation: Mount Hehuanshan (合歡山) and National Yusan Park. 2) Season in Operation: All four seasons 3) Duration of program: 2 nights, 3 days.
7. Expected customer	1) Gender: All are welcome 2) Age range: No age range 3) Health Status: No restrictions 4) Certificate: Certificate from The International Dark Sky Association (IDA) 5) Number of operational customers: Min. 10 to Max. 200
8. Pricing model	Payment is made onsite.
9. Additional information as a travel product	
10. More information	1) Article: 'The hand seems to reach the stars! 6 astronomical observation spots in Japan' (2016/11/4) See: https://sg.tripadvisor.jp/news/advice/starry-sky-spots/ 2) Taipei Times 3) Chinese Taipei Dark-Sky Preservation Alliance, TDPA 4) Nantou County Government
11. Other tour information recommended by the supplier	

12. Other

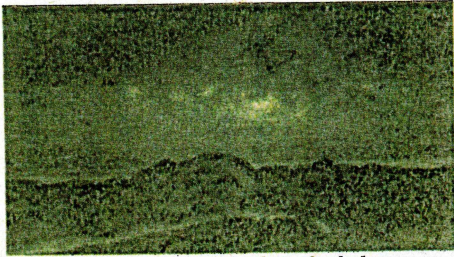


Image 5.1: Viewing the sky in the darkness