

## ALTOUR-MED

2022-2-MT01-KA210-VET-000096406

*KA210-VET - Small-scale partnerships in vocational education and training*



altourmed  
Alternative Tourism for the Mediterranean Region

**Good Practices: *[In Progress] [Italy]***



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<b>Practice number</b>	9
<b>Name of the Practice</b>	<i>Sicily by Experts</i>
<b>Category</b>	<i>Ecotourism</i>
<b>Type</b>	<i>Activity/Event</i>
<b>Developer / initiator</b>	<i>"Sicily by Experts" is managed by a tourism company</i>
<b>Short description</b>	<i>"Sicily by Experts" offers diverse tours across the island, showcasing its rich history, architectural wonders, and natural beauty, including iconic sites like Mount Etna. The service provides guided cultural, culinary, and outdoor experiences, allowing visitors to delve into Sicily's unique blend of history, culture, and scenic landscapes.</i>
<b>Goal</b>	<i>A successful candidate for "Sicily by Experts" should possess deep cultural knowledge, tour guiding proficiency, language skills, and excellent customer service. Marketing abilities, logistics planning, adaptability, and digital literacy are crucial, aligning with goals of ensuring customer satisfaction, promoting sustainable tourism, achieving business growth, engaging with local communities, offering educational experiences, garnering positive reviews, managing crises, and pursuing continuous learning in the dynamic tourism industry.</i>
<b>Detailed description</b>	<i>"Sicily by Experts" offers diverse tours, including guided historical and art tours, cultural experiences like cooking classes, outdoor adventures such as Mount Etna treks, and customized tours. Additional services encompass transportation arrangements, accommodation recommendations, educational tours, wine and gastronomy experiences, event planning, online booking, and language support for a comprehensive exploration of Sicily.</i>
<b>Innovativeness</b>	<i>Seek green certification like Green Key or Travelife for Tour Operators. Focus on reducing energy consumption with efficient appliances, promote waste reduction, and implement water-saving practices. Encourage eco-friendly transportation, support local sourcing, promote biodiversity conservation, and educate staff and customers on sustainable tourism. Offer carbon offset options, engage with local communities, ensure regulatory compliance, and regularly measure/report sustainability efforts for continuous improvement.</i>
<b>Financial aspect</b>	<i>Free</i>



<b>Country</b>	<i>Italy</i>
<b>Transferability</b>	<i>"Sicily by Experts" offers diverse experiences, from guided historical tours and cultural immersions to outdoor adventures and art explorations. The initiative extends services such as customized tours, transportation, accommodation recommendations, and educational programs, providing a comprehensive approach to exploring Sicily's rich offerings.</i>
<b>Website and/or relevant links</b>	<a href="https://www.sicilybyexperts.it/">https://www.sicilybyexperts.it/</a>
<b>Contact information</b>	Address: <i>Via G. Vazzana 4bis - 90015 Cefalù (PA)</i> Telephone: <i>+(39) 3938982624 (Angela)</i> <i>+(39) 3207607114 (Giocamo)</i> Email Id: <a href="mailto:sicilybyexperts@gmail.com">sicilybyexperts@gmail.com</a>

