

6<sup>th</sup> Forum of the EU Strategy for the Adriatic and Ionian Region Along the coasts of the shared sea Izola, 11–12 May 2021







# Taking Back the Narrative

# Storytelling, Development, and Promotion

#### **Alex Crevar**





### **Alex Crevar**

- Responsible Tourism Advocate
- Transformational Tourism Council
- Project consultant
- Lecturer
- Travel Journalist
  - The New York Times
  - National Geographic Travel
  - Lonely Planet



### To make Sustainable more than a Buzzword ...

- Locals must reclaim their own stories
- Not rely on foreign coverage
- Smart products developed with community narrative
- Citizens not tourists must be the stars







# Two-pronged approach to achieve real sustainability:

- Teach locals how to write and promote *their own* stories
- Take the time to develop stories — and products that keep a destination's culture as the highest priority



#### Via Dinarica and Bike Slovenia Green



- Good examples: simple ideas
- Stays true to values as told by locals
- Easily explained
- New and timely
- Promotes media-friendly concept
- National Geographic, Bicycling and Lonely Planet magazine editors

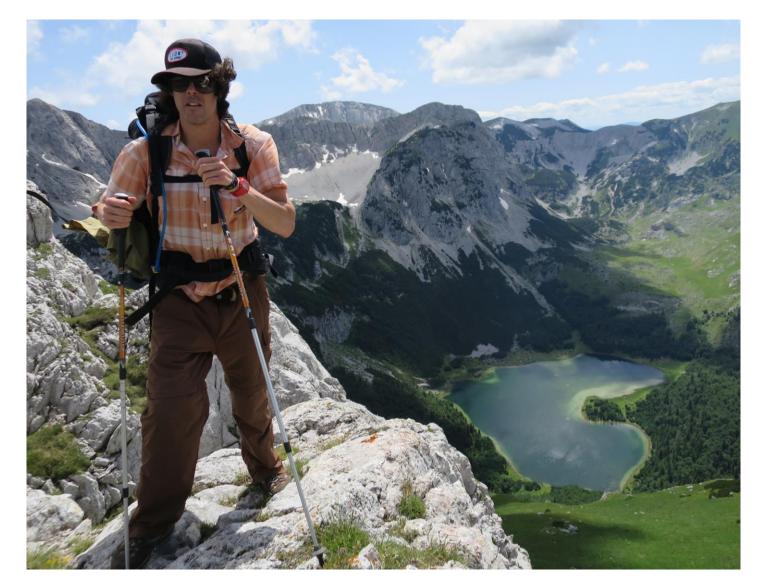


#### **Trust your inheritance**

- Create the narrative and close the loop
- Storytelling is the first step ... not the last
- Then responsible development
- Promotion/Travel media
- Success = Destination's confidence in its own inheritance
- Not validation from others
- Journalism mentorship







# Thank you alexcrevar.com







REPUBLIC OF SLOVENIA











Co-funded by the European Union