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# 6<sup>th</sup> Forum

of the EU Strategy for the Adriatic and Ionian Region  
**Along the coasts of the shared sea**  
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# 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](http://alexcrevar.com)**





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