



Case Study - Storia Corsa

WP 2

Activity 1 (Cases)

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Case Card

Name/ title of case study Organization/institution name:	Storia Corsa / Benjamin CASINELLI
Location:	Bastia, Corse, France
Size and scale of organization:	Micro Enterprise
Industry/Sector:	Tourism
Contact info (for follow up, if available):	www.storiacorsa.com facebook/benjamincasinelli instagram/benjamoncasinelli +33687152273
Additional details:	Storia Corsa is a company based in Corsica. It allows Corsicans and tourists to visit Corsica in a different way, far from the traditional tourist trails and with the backdrop of discovering an authentic Corsica far from stereotypes.
Sources of information/References:	www.storiacorsa.com

Case Data/Content

The bias illustrated in this case:	Ethic Bias
Context and specifics of the bias present:	Storia Corsa is a guided tour company located in Corsica. Following several reports about the lack of understanding or stigmatization of Corsicans and their culture, Benjamin Casinelli decided to change his approach. A gentler approach, where he educates and combats prejudices through less remote, off-the-beaten-track, and more environmentally friendly tours.
Why this case matters:	Storia Corsa is a pioneering company in Corsica in this type of guided tour. Its inclusive approach to different audiences and its fight against stereotypes through dialogue and active listening make it a model that can be applied by other professionals in the sector.
Action Plan - methods and strategies used to address the bias:	Storia Corsa has allowed many locals, as well as tourists, to discover Corsica in a different way. Far from the beaten track, to meet professionals, themselves passionate about their island and driven by a desire to share their knowledge and expertise. Far from preconceived ideas about Corsica. Storia Corsa allows tourists to discover Corsica beyond the usual clichés by visiting lesser-known places and meeting passionate local professionals. For example, the tours highlight artisans, producers, and guides who explain the island's history, culture, and traditions, presenting an authentic view of Corsica far from common stereotypes.
Measurable outcomes and impact:	Storia Corsa shows that its activities lead to an increase in visits, promote the development of partnerships, and the creation of new offerings, such as theater conferences. Moreover, by providing more information about Corsican culture, the initiative helps reduce stereotypes and fosters a better understanding of the island.
Key lessons learned:	Each person informed is a new ambassador and therefore a key person in fighting stereotypes. Moreover, the discovery of a more rural, more pastoral Corsica far from the beaches also allows tourists to come at times other than summer.
Other info/notes:	None



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