



# Good Practice - STORIA CORSA

## WP 2

### Activity 1 (Good Practice)

Developed by BGE CORSE | October, 2025

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## Good Practice Card

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| <b>Name/ title of practice:</b>                    | Storia Corsa  |
| <b>Location:</b>                                   | BGE CORSE   |
| <b>Size and scale of organization:</b>             | Bastia, Corse, France   |
| <b>Industry/Sector:</b>                            | Enterprise - Tourism  |
| <b>Contact info (for follow up, if available):</b> | <a href="http://www.storiacorsa.com">www.storiacorsa.com</a><br>facebook/benjamincasinelli<br>instagram/benjamoncasinelli<br>+33687152273   |
| <b>Additional details:</b>                         | 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. |
| <b>Sources of information/References:</b>          | <a href="http://www.storiacorsa.com">www.storiacorsa.com</a>  |

## Good Practice/Content

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| <b>Key focus/bias observed:</b>   | Regenerative leadership  |
| <b>Description of the <i>Practice</i>:</b>  | Storia Corsa, through Benjamin Casinelli its creator, fights against prejudices and stereotypes towards Corsicans and Corsican history during guided tours.  |
| <b>Implementation strategy:</b>   | Benjamin Casinelli organizes small group tours with the aim of discovering the heritage, artisans and authentic culture of Corsica.  |
| <b>Key actors involved:</b>   | <ul style="list-style-type: none"> <li>● Tourists</li> <li>● Locals</li> <li>● Institutions</li> <li>● Businesses</li> <li>● Individuals</li> </ul>  |
| <b>Outcomes and metrics of impact:</b>  | <ul style="list-style-type: none"> <li>● Increase in visitors each year (growth in revenue and number of outings)</li> <li>● Reduction in stereotypes related to Corsican culture</li> <li>● Development of local partnerships</li> </ul>  |
| <b>Potential challenges and barriers for implementation:</b>                                  | <ul style="list-style-type: none"> <li>● Fluctuations in the number of tourists each year (inflation, decline in tourist interest in Corsica)</li> <li>● Partnerships also impacted by these changes</li> <li>● Increased competition from guides each year</li> </ul>                           |
| <b>Blueprint for success - recommendations for replication or adaptation of the Practice:</b> | The model can be replicated by integrating existing best practices. Limiting travel, visits with a positive ecological impact, a virtuous partnership for all stakeholders, and inclusive and cooperative dialogues.   |
| <b>Key lessons learned:</b>   | Benjamin Casinelli's ability to adapt and demonstrate flexibility is essential. His business is constantly reinventing itself to adapt not only to customer demand but also to social developments. The parallel with Corsican history is thus more accessible to the greatest number of people. |



**Other info/notes:**

In addition to his outings, Benjamin Casinelli offers theatrical lectures in which he plays historical figures from Corsica. This also allows him to convey historical data in a lighter form and to combat stereotypes once again thanks to the discussion times planned at the end of each lecture.





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