



Interview

Storia Corsa

WP 2

Activity 1 (Leaders Interview)

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Interview Metadata

Date of Interview:	03/07/2025
Interviewer Name:	Eve TROUBAT
Consent for data collection	YES
Additional remarks on the interview	Inclusion-focused tourism initiative promoting Corsican culture and combating stereotypes.

Meet the leader

Name:	Benjamin CASINELLI
Age:	45
Gender:	Male
Current role and position:	Director of Storia Corsa
Years of Work Experience:	20 years
Years in Leadership Roles:	8 years
Organization:	Storia Corsa
Sector of Activity:	Tourism / Cultural Mediation
Country / City:	France / Lucciana (Corsica)
Organization Size:	<input checked="" type="checkbox"/> Micro <input type="checkbox"/> Small <input type="checkbox"/> Medium <input type="checkbox"/> Large

Main Interview Content

Interview Section	Summary of Answers	Selected Quotes
<p>The Path to Leadership Key moments, challenges, values</p>	<p>After several years working for other tour operators, Benjamin founded his own company to offer a more authentic, personal and inclusive vision of Corsican culture. His approach combines theatre and historical storytelling, aiming to go beyond clichés about Corsica and present the island in a nuanced way. He works with local partners (restaurateurs, artisans, farmers) to highlight lesser-known inland areas, promote responsible tourism and create a climate of trust.</p>	<ul style="list-style-type: none"> ● “I wanted to go a little beyond the cliché about Corsica.” ● “This Corsican society cannot be done without the Corsicans.” ● “I wanted to create a climate of trust where we are in a give-and-take situation.”
<p>Your Approach to Leading Inclusion, decision-making, vision</p>	<p>Benjamin emphasizes ecological responsibility and cultural authenticity. He focuses on short, sustainable circuits far from mass tourism, promoting local heritage and year-round activities. He creates a friendly, meaningful work environment centered on shared values. He views his role as building bridges between visitors and Corsican communities, fostering mutual understanding and respect.</p>	<ul style="list-style-type: none"> ● “It was very important for me to highlight the things that are close to my home and extraordinary in terms of their heritage.” ● “The work I was given has meaning.” ● “I’m campaigning for sustainable tourism beyond the high season.”
<p>Driving Change Strategies for sustainable and positive outcomes</p>	<p>Benjamin adapts his tours to people of all ages and abilities, offering personalized experiences. He carefully selects partners committed to local, seasonal, and sustainable practices. His leadership relies on reflection, adaptability, and analytical thinking, especially in uncertain contexts like the Covid period. He constantly readjusts his offer to different audiences throughout the year. Benjamin adapts his tours for different groups. Each year, he organizes around 80 guided tours, allowing about 700 tourists to discover Corsican culture in a unique way. Through these experiences, he shows the local identity and helps to break tourists’ prejudices by encouraging real meetings and honest</p>	



	conversations with local people. These moments often continue with a shared meal between Corsican inhabitants and tourists, creating a friendly atmosphere and a deeper cultural experience.	
Bias & Belonging Tools, practices, awareness	Benjamin regularly faces prejudices about Corsica and uses his tours to challenge stereotypes with facts, humor, and empathy. His theatrical conferences and storytelling encourage dialogue and help visitors build a new, more nuanced vision of the island.	<ul style="list-style-type: none">● “Prejudices are literally my daily life.”● “For me, my role is to respond to these prejudices.”● “If you combine facts, humor, and respect, the message can be fully conveyed.”
Sharing What Works Inspiration, examples, transferable tools	He recommends relying on people’s lived experiences and storytelling to create more inclusive environments. By bringing forward lesser-known narratives and engaging audiences, he fosters reflection and connection. His key tools are listening and empathy, which he considers essential for changing perspectives and creating belonging.	<ul style="list-style-type: none">● “Listening and empathy. Without this, we cannot move forward.”● “The theme is to highlight figures and stories people don’t know.”





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