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EMBEDDING SUSTAINABILITY SKILLS IN TOURISM EDUCATION AND TRAINING

Project No. : 2020-1-PL01-KA202-081845

Erasmus+

THEME ALLOCATED:	Protecting Local Culture 1– advanced level
PARTNER ORGANISATION:	EM-TH RDE
TITLE OF THE WEBQUEST:	Sustainable tourism and protection of Local Culture

INTRODUCTION:

Sustainable tourism, one that establishes a suitable balance between the environmental, economic and socio-cultural aspects of tourism development, plays an important role in conserving biodiversity. It attempts to minimize its impact on the environment and local culture so that it will be available for future generations, while contributing to generate income, employment, and the conservation of local ecosystems.

By doing so, sustainable tourism maximizes the positive contribution of tourism to biodiversity conservation and thus to poverty reduction and the achievement of common goals towards sustainable development.

Sustainable tourism provides crucial economic incentives for habitat protection. Revenues from visitor spending are often channeled back into nature conservation or capacity building programs for local communities to manage protected areas.

Furthermore, tourism can be a key vehicle in raising awareness and fostering positive behavior change for biodiversity conservation among the millions of people travelling the globe every year.
Source: World Tourism Organization

From a socio-cultural perspective, focus should be placed on mitigating negative impacts of tourism on host communities and helping to maintain their customs, traditional lifestyle, and authenticity, while celebrating the positive economic outcomes. Current tourism trends show an uptick in the number of tourists seeking local and authentic indigenous and community-based cultural experiences.

TASKS

Your task is to study the effects of tourism on the social-cultural environment of an attractive destination of your choice.

The learning outcomes of this task are expected to be the following:

- To explore how tourists and staff can foster respect of local culture
- To understand how cultural heritage reflects the values, beliefs, and identity of a community
- To Identify methods of educating others to respect cultural traditions of communities
- To raise the awareness of the intercultural exchange between tourists and the local community

PROCESS

- Step 1: Identify the positive cultural implications

1. Enhance intercultural relations between people from different backgrounds. One of the key features of tourism development is the interaction between people from different cultures, customs and traditions.
2. Preserving local traditions. The frequent visit of tourists helps locals to keep alive their history and continue their traditions.
3. Stimulate people to learn and use foreign languages.

Find out from the links below the needed information:

- o **Positive and Negative Impacts of Tourism (Environmental, Economic and Socio-Cultural)**
https://www.youtube.com/watch?v=qzliGhP3zgQ

- o **Sociocultural Impacts of Tourism (Introduction to Tourism Principles)**

  https://www.youtube.com/watch?v=80ZYjpRoMg8

- o **Travel Professor Investigates: The Socio-Cultural Impacts of Tourism**

  https://www.youtube.com/watch?v=ajfR0HTF3ng

- o **The Positive and Negative Social Effects of Tourism on Culture| TOURISM POLICY PLANNING DEVELOPMENT**

  https://www.youtube.com/watch?v=tE3z8JNO41Y

- ● **Step 2: Identify the negative cultural consequences**

1. The alteration of history for financial gain.
2. The alteration of cultural traditions. Various cultural events are organized only for tourists.
3. The change in the style of local architecture.
4. The cultural and social integration. The meeting between him tourist and local unites two different socio-economic categories, which come from different value systems.
5. Imitation. The imitation appears from the side of the locals and especially young people who adopt behaviors of the tourists.

Find out from the links below the needed information:

- o **How mass tourism is destroying cities**

  https://www.youtube.com/watch?v=Vyt1HdR4uLw

- o **Toxic Tourism: The unwelcome impact**

  https://www.youtube.com/watch?v=9axXiBdMsyY

- o **The Social Impact of Travel & Tourism #TogetherInTravel #AWorldOfDifference**

  https://www.youtube.com/watch?v=SOHpBcvayuk

- ● **Step 3: Prepare and present your research of an attractive destination of your choice**

At your report you have to consider the following:

1. Local Cultural Protection policy and characteristics.

2. Protecting culture in different types of tourism (mass tourism, gastronomy tourism and other alternative forms of tourism).

3. Policy of protecting local culture and the effect on local businesses.

EVALUATION

Answer the following questions:

1. Why is it important to preserve local culture?

2. How cultural heritage reflects the values, beliefs, and identity of a community?

Quiz:

Identify the negative cultural consequences at the photograph.

1. The alteration of history for financial gain.
2. The alteration of cultural traditions.
3. The change in the style of local architecture.
4. The cultural and social integration.
5. Imitation.

Identify the positive or negative cultural consequences at the photograph.

1. The change in the style of local architecture.
2. Preserving local traditions.
3. Enhance intercultural relations between people from different backgrounds.
4. The cultural and social integration.

CONCLUSION

Thank you for completing this webquest!

If your employment or career in the tourism sector lands you a job as a manager or staff in an attractive destination do not underestimate the importance of the preservation of the local culture.

Sustainable cultural tourism is a vital part of regional and macro-regional development strategies. In this regard, culture is both a driver and an enabler of sustainable development.

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