



# ESTET

**EMBEDDING SUSTAINABILITY SKILLS IN TOURISM  
EDUCATION AND TRAINING**

---

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

<b>THEME ALLOCATED:</b>	Protecting Local Culture 1 – core level
<b>PARTNER ORGANISATION:</b>	EM-TH RDE
<b>TITLE OF THE WEBQUEST:</b>	Sustainable tourism and protection of Local Culture
<b>INTRODUCTION:</b>	
<p>The tourism sector is recognized for its leading role as a catalyst for economic growth and cross-cultural exchange; therefore nations, governments, and policy makers should be mindful of the political, environmental, social, and cultural aspects of tourism development. It is important to realize in tourism programming and planning that the bearings of tourism shouldn't be assessed only by tangible economic gains, but also by intangible implications that affect society and culture. Among the most prominent negative effects of tourism are exploitation of cultural resources, environmental degradation, and considerable socio-cultural related impacts.</p> <p>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.</p>	
<b>TASKS</b>	
<p>Your task is to research the effects of tourism on the social-cultural environment of an attractive destination.</p> <p>To complete the task, you need to find information on the importance of preserving culture and traditions as well as the impact of tourism in these areas.</p> <p>Before completing the activity, answer the following questions:</p> <ol style="list-style-type: none"> <li>1. Why is it important to preserve local culture?</li> <li>2. How cultural heritage reflects the values, beliefs, and identity of a community?</li> <li>3. What kind of attitude can tourists adopt when they are abroad?</li> </ol>	
<b>PROCESS</b>	
<ul style="list-style-type: none"> <li>• <b><u>Step 1: Research Sustainable Cultural Tourism</u></b></li> </ul> <p>Culture is both a driver and an enabler of sustainable development. Europe's cultural heritage is a valuable resource in the fields of tourism, education, employment and sustainable development. 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.</p> <p>Find out from the links below the needed information:</p> <ul style="list-style-type: none"> <li>○ <b>Sustainable cultural tourism</b> <ul style="list-style-type: none"> <li>○ <a href="https://ec.europa.eu/culture/cultural-heritage/cultural-heritage-eu-policies/sustainable-cultural-tourism">https://ec.europa.eu/culture/cultural-heritage/cultural-heritage-eu-policies/sustainable-cultural-tourism</a></li> </ul> </li> <li>○ <b>Finding Balance: Cultural Preservation and Tourism</b> <ul style="list-style-type: none"> <li>○ <a href="https://chemonics.com/blog/finding-balance-cultural-preservation-tourism/">https://chemonics.com/blog/finding-balance-cultural-preservation-tourism/</a></li> </ul> </li> <li>○ <b>The Cultural Costs of Tourism</b> <ul style="list-style-type: none"> <li>○ <a href="https://www.culturalsurvival.org/publications/cultural-survival-quarterly/cultural-costs-tourism">https://www.culturalsurvival.org/publications/cultural-survival-quarterly/cultural-costs-tourism</a></li> </ul> </li> </ul>	

- How Tourism Can Protect Cultural Heritage
  - <https://www.solimarinternational.com/how-tourism-can-protect-cultural-heritage/>
- **Step 2: Using your findings, complete the following table on the positive and negative effects of tourism on the social-cultural environment of a popular touristic destination.**

Complete the following table:

	Positive effects	Negative effects	actions to protect local culture
Local culture			

### **EVALUATION**

Present your table and answer the following questions:

1. Do your proposed actions cultivate the awareness of the intercultural exchange between tourists and the local community?
2. Do the effects demonstrate cultural awareness?

### **CONCLUSION**

Tourism provides funding to preserve and conserve cultural heritage, gives back cultural pride, revitalizes customs & traditions as well as opens doors for cultural sharing and learning (Smith, 2009). Most of the common positive impacts of tourism on culture include increasing cross-cultural interaction; understanding, maintaining and keeping local culture, arts, crafts and traditions; empowering host communities; and strengthening cultural values.

