



ESTET

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

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

ESTET Learning Block	Eco-Friendly Transport		
Service Learning Project Title	Green City Map	SLP Code	Service Learning Project SLP1.1
Type of resource	Service Learning Project (SLP)	Type of learning	Active learning/Learning by doing
Duration of Activity (in minutes)	2 days of field work	Learning Outcome	<ul style="list-style-type: none"> • Gain knowledge about different types of eco-friendly transportation • Understanding of the importance of providing information about eco-friendly transport to tourists and people with different access needs • Obtain better knowledge how eco-friendly transport affects tourism sustainability • Learn how eco-friendly transport can contribute to sustainable tourism for tourists and locals
Aim of Service Learning Project?	The main goal of this project is to help VET students to better understand the benefits of eco-friendly transportation while exploring their hometowns. They will be able to learn what types of eco-transportation are available in their cities and how accessible they are for people, especially tourists. Moreover, they can learn more about the sites at the destination and how well they are connected with the eco-friendly modes of transportation.		
Introduction	<p>Pollution, especially the type that comes from different modes of transportation, has become a major issue and challenge for all cities across the globe. Many local governments and municipalities have tried to adapt their urban landscape and educate locals about alternative solutions of transportation. Good and inspirational examples of such places are Ghent in Belgium (The Innovative Way Ghent, Belgium Removed Cars From The City) and Copenhagen in Denmark (Is Copenhagen the World's Most Sustainable City?).</p> <p>However, tourists who are travelling to urban destinations are also an important segment that has to be considered in this process. Many tourists use rental cars or taxis to move around the city from one site to another, which not only contributes to pollution but also has a negative impact on traffic and congestion.</p>		
Challenge	In many cases the majority of tourists do not know the benefits of alternative and eco-friendly transportation. Especially in urban destinations for travellers it is important to reach the sites as fast as possible. Therefore, they usually rent a car or take a taxi. They do not need additional information on how to do this. However, in many cases due to traffic they reach their destination slower than expected. Moreover, their expenses increase considerably.		

Assignment

Your task is to create a map that contains at least 1 route for an eco-friendly vehicle. Choose the main attractions that tourists can visit during this route. Then find information and describe what types of vehicles can be used. Consider that several different modes of transportation can be used (for example, walk by foot, bicycle, public transport, etc.). To complete your task, on the back of the map, you should include the following information:

- Which are the most attractive sites in your city and can they be reached with eco-friendly modes of transportation?
- Which eco-friendly vehicles can be rented or used in your city?
- Which of the available eco-friendly vehicles can be rented out or used by people with different access needs; such as people with disabilities, elderly people, and families with small children etc.?
- What is needed to rent or use such vehicles and from where you can take one?
- How long will it take to complete the eco-friendly route?

In order to get tourist maps that feature attractions of your city, go to the Tourist Information Points, Local DMO or Tourism department at your local Municipality. Here you can gather detailed information about the attractions as well as alternative eco-friendly modes of transportation. Also, you can cooperate with free local city guides who usually organise free guided tours. From these guides you can also gain valuable information about alternative routes, environmentally-friendly practices and other beneficial insights that you can use when you create your routes.

