



ESTET

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

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

THEME ALLOCATED:	Biodiversity – core level
PARTNER ORGANISATION:	Promimpresa
TITLE OF THE WEBQUEST:	Biodiversity and sustainable tourism
INTRODUCTION:	
<p>Biodiverse and intact ecosystems form a key foundation for many areas of the tourism economy. In fact, this sector recognises the great importance of attractive landscapes and rich biodiversity: the revenues from a sustainably structured, environmentally sound tourism sector can make a significant contribution to protecting and preserving endangered wild animal populations and to the sustainable use of biological resources.</p> <p>Have you ever been to the park? Or on a hike through the forest? Or down to the beach by the ocean? All of these places are examples of ecosystems! There are lots of different types of environments in nature.</p> <p>For this webquest you will be a tourism representative researching Earth's beautiful ecosystems and persuading others to explore them as well.</p>	
TASKS	
<p>You will be assuming the role of a tourism representative to explore local ecosystems and encourage others to explore them too. This will work not only to promote the appreciation of the environment, but also help others to realise the importance of biodiversity and sustainable tourism.</p> <p>Your task is to prepare a brochure to give to the tourists that visit your area. It will raise awareness about the precious ecosystems that exist in your area and teach them how to care better for biodiversity. You want to help others to become more aware of the Earth's natural resources, animals, and beauty.</p> <p>Encourage them to protect ecosystem services and biodiversity!</p>	
PROCESS	

Step 1: What is Biodiversity?

Click the links below for more information:

- [Biodiversity — Global Issues](#)
- [Biodiversity for Kids: OLogy | AMNH](#)
- [Biodiversity](#)

Step 2: Why does biodiversity matter?

Click the links below for more information:

- [What is Biodiversity? | AMNH](#)
- [Loss of Biodiversity and Extinctions — Global Issues](#)

Step 3: What can you do?

Click the links below for more information:

- [Ways to Help the Environment: What You Can Do | AMNH](#)
- [How to Help Biodiversity | AMNH](#)

Now that you know all about biodiversity, its importance and how you can encourage others to be more aware, it's time to create your brochure. Your brochure should be short and sweet, catching the eye of local tourists that visit your information desk.

For more information on how to design a guide, click on the following links:

- [Appealing Travel Brochure Ideas](#)
- [Making your Travel Brochure](#)
- [Designing your own Travel Brochure](#)

Well done! Now that you have created your brochure it's time to get sharing with the tourists that visit your town. As printing this out might not be the most sustainable option, you can choose to share it on your travel website or even on social media! This is sure to encourage others to make sustainable travelling choices!

EVALUATION

Answer all questions using complete sentences.

1. Why is biodiversity so important anyway? List three reasons why biodiversity is so important.
2. What can you do to help preserve biodiversity? List and describe three actions that individuals can do to help create and support biodiversity.
3. Which of these options are most relevant to you? Explain.

CONCLUSION

Were you able to convince tourists to protect ecosystems and biodiversity? Do they understand the delicate balance within an ecosystem? Your brochure will no doubt make a difference to encourage others to make sustainable choices when they travel!

You can continue to research how our actions affect our environment. Keep learning about the beauty of the world around you and encourage others to do the same!

