



ESTET

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

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

ESTET Learning Block	Protecting Local Culture		
Service Learning Project Title	How to protect Local Culture?	SLP Code	Service Learning Project SLP 2.1
Type of resource	Service Learning Project (SLP)	Type of learning	Blended learning
Duration of Activity (in minutes)		Learning Outcome	<ul style="list-style-type: none"> • 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
Aim of Service Learning Project?	<p>The main goal of this project is to help VET learners to better understand the benefits of protecting Local Culture.</p> <p>Focus should be given 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.</p> <p>The practical experience and skills they could apply in their professional life. They will acquire basic knowledge of the importance of safeguarding local culture.</p>		

<p>Introduction</p>	<p>The tourism sector is recognized for its leading role for economic growth and cross-cultural exchange. However, it is important to realize in tourism planning that tourism shouldn't be assessed only by 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. Current tourism trends show an uptick in the number of tourists seeking local and authentic indigenous and community-based cultural experiences.</p>
<p>Challenge</p>	<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>The idea of this project is to encourage VET students to consider the following aspects:</p> <ol style="list-style-type: none"> 1. The importance of preserving local culture 2. Cultural heritage reflects at the values, beliefs, and identity of a community
<p>Assignment</p>	<p>For the first part of this project VET learners need to make research on the theoretical base of sustainable Cultural Tourism.</p> <p>In the second part, they can use their findings in order to develop a report on positive and negative effects of tourism on the social-cultural environment of a popular tourist destination of their choice. The report will include findings for the impact at local level.</p> <p>Local companies and the municipality can assist learners as community partners.</p> <p>The main purpose of the report is:</p> <ul style="list-style-type: none"> • to highlight the importance of sustainable Cultural Tourism • to incorporate results for a specific destination • to differentiate the positive and negative effects of tourism <p>After completing the assignment, they can create a PPT presentation with information and pictures illustrating their findings and they can share:</p> <ul style="list-style-type: none"> • the steps of project implementation • the main challenges they have faced in implementation of the assignment • the outcomes they have reached

