



ESTET

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

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

ESTET Learning Block	Protecting Local Culture & Heritage Sites		
Service Learning Project Title	How to protect Local Culture on Heritage Sites?	SLP Code	Service Learning Project SLP 2.2
Type of resource	Service Learning Project (SLP)	Type of learning	Learning by research
Duration of Activity (in minutes)		Learning Outcome	<ul style="list-style-type: none"> • To acquire practical knowledge of how to respect, preserve, and care of local culture and heritage sites • To explore how tourists and staff can foster respect of local culture and heritage sites • To understand how cultural heritage reflects the values, beliefs, and identity of a community • To demonstrate cultural awareness • 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 and heritage sites.</p> <p>Tourism encourages and provides access to cultural heritage, but it also brings with it challenges related to overcrowding, cultural appropriation and the loss of authenticity. However, building a strong tourism economy is a great way for local residents of any region to nurture their own cultural heritage and also provide meaningful educational experiences to visitors.</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 and heritage sites.</p>		
Introduction	<p>The competitiveness and sustainability of the tourism industry go hand-in-hand as the quality of tourist destinations is strongly influenced by their natural and cultural environment, and their integration into the local community.</p> <p>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>Challenge</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 the values, beliefs, and identity of a community 3. The attitude that tourists and locals adopt when they are abroad
<p>Assignment</p>	<p>For this project VET learners need to present their Protecting Culture-Management Plan for a place of their choice. The presentation can be individual or group work and can include:</p> <ul style="list-style-type: none"> ● Information collected from the local municipality or the official tourist information office. ● Photographs of the place of the most recognised monuments ● Interviews of locals and community partners ● Articles from local newspapers ● Proposed Plan of actions on local and national level <p>While presenting their Protecting Culture-Management Plan they will be able to address the following questions:</p> <ol style="list-style-type: none"> 1. Does your plan promote cultural awareness to improve the quality of life for residents and tourists? 2. Does your plan cultivate the awareness of the intercultural exchange between tourists and the local community?

