



ESTET

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

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

ESTET Learning Block	Socio-Cultural Skills		
Service Learning Project Title	Involving local communities	SLP Code	SLP 2.5.
Type of resource	Service Learning Project (SLP)	Type of learning	Self-directed learning
Duration of Activity (in minutes)	60 Minutes	Learning Outcome	Theoretical knowledge about strategic initiatives to strengthen relationships between the tourism sector and local communities by including communities in tourism development.
Aim of Service Learning Project?	<p>The aim of this activity is to give you a practical example of how to strengthen relationships between the tourism sector and local communities by taking a more inclusive approach to tourism development. You will learn about the benefits of applying this approach in other destinations with similar context.</p> <p>The following case study is an example of activities taken in two neighbouring villages in Croatia where two newly refurbished hotels have experienced rapid growth in international tourism and started attracting a new type of customer – more luxurious and more demanding. This presented both challenges and opportunities for businesses and tourist boards more accustomed to catering for domestic and regional tourists.</p> <p>The actions taken have resulted in more inclusive tourism management through creation of destination councils, increase in sales of local products, increased income, and better business practices. This case study will allow you to affiliate a story to the information covered in the subtopic 'Involving Local Communities'.</p>		

<p>Introduction</p>	<p>The challenges faced in this region reflect those that will be familiar in many parts of the world. The Makarska Riviera in Croatia has seen rapid growth in international tourism over the past decade and is now attracting a new type of customer. In such circumstances, local people, businesses and attractions are often overlooked as they are unaware of the required international standards or the requirements of different customer markets.</p> <p>This can result in imported employment and local businesses being excluded, causing tension and conflict that escalates over time. Additionally, in smaller villages, such as in the Makarska Riviera, tourism developments and increased numbers of visitors can have a disproportionately large impact on the local community and the natural resources they use.</p> <p>The Travel Foundation (TF), a sustainable tourism charity working in partnership with the TUI Care Foundation, trialled ways to strengthen relationships between the tourism sector and local communities in the Makarska Riviera by taking a more inclusive approach to tourism development. The focus of the project was on two newly refurbished TUI hotels in the neighbouring villages of Živogošće and Igrane, where TF built relationships between diverse stakeholders, and supported local business owners to improve their market access.</p> <p>Watch this short video on the project in Croatia: Travel Foundation: Inclusive tourism development in Croatia</p>
<p>Challenge</p>	<p>The actions taken by the Travel Foundation and its partners included:</p> <p>Stakeholder relationship building: destination councils (public and private sector representatives) in each village were created to support efforts that improve the impacts of the hotel developments on local communities.</p> <p>Local product development and marketing: training of managers of local bars and restaurants, enabling them to meet new tourism needs; working with TUI and hotel staff to develop new initiatives that would encourage hotel guests to explore the villages; setting up new 'Taste the Village' excursions, which visit local restaurants.</p> <p>Promoting local culture and heritage: two self-guided cultural heritage walking itineraries were created; the tourist boards worked with heritage sites to increase accessibility for visitors.</p>

	<p>By the end of the project:</p> <ul style="list-style-type: none"> • both villages were benefiting from destination councils involving 26 public and private sector organisation representatives • over 800 hotel guests participated in new 'Taste the Village' excursions across the first season. • business owners reported an 11% increase in footfall from hotel guests to the villages and 53% reported increased sales. • 17 of the 20 bar and restaurant owners trained implemented changes to business practices. <p>The lessons learned from this pilot project have potential for wider application for a number of stakeholder groups including hotel developers, tour operators, hotel managers, tourism authorities and local businesses, and can inform future efforts to develop more inclusive tourism development models.</p>
<p>Assignment</p>	<p>Questions for reflection:</p> <ul style="list-style-type: none"> • Which of the actions taken in the project are most likely to have the biggest impact on improving the quality of life of local residents, and why? • Which of the actions taken in the project are most likely to have the biggest impact on the relationship between the locals and the international tourists, and in what way? • How does involving local communities in tourism development build their support for tourism? • Had this project not been implemented, what do you think the negative impacts on the local community would have been? • Can you think of other destinations with similar problems? How did they respond to them? What can they learn from this case study? • Which of these proposed initiatives will have the biggest impact on the natural environment in the two villages and their surroundings?

