



ESTET

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

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

THEME ALLOCATED:	Green Skills for the Economy
PARTNER ORGANISATION:	ALBEA
TITLE OF THE WEBQUEST:	Local jobs and skills: the basis for inclusive and smart sustainable tourism growth
INTRODUCTION:	
<p>The tourism ecosystem was the hardest hit by the COVID-19 crisis and faces major challenges. It has shown that more resilient business models can be achieved by providing services that benefit both residents and visitors. The new and post-pandemic global vision for a stronger and more sustainable tourism claims for local skills development and local jobs that cannot be delocalised. There is room for re-thinking local economic paradigms to lay down the basis for inclusive and smart growth.</p> <p>Inclusive because it builds upon the local assets and it offers equitable opportunities to citizens, benefiting all society. In other words, a growth where no one is really left behind, where the local workforce has the right skills to contribute actively to the economic performance of its territory.</p> <p>Smart because it covers a range of development and conservation strategies that help protect the health and natural environment and make the community more attractive, economically stronger, and more socially diverse.</p>	
TASKS	
<p>You are responding to a call for tender issued by a local authority to develop a sustainable tourism strategy based on the promotion of local economic development, for the well-being of visitors and residents.</p> <p>You need to develop an excellent proposal according to the needs defined by the local authority in order to be selected to develop the strategy.</p> <p>Your objective is to start listing the main components of the social dimension to be further considered in the proposal¹:</p> <ul style="list-style-type: none"> ▪ Fairness and attractiveness of tourism jobs ▪ Accessibility ▪ Wellbeing of residents ▪ Sustainable tourism for the youth <p>In this WebQuest – Local jobs and skills [Basic Level], you are going to be guided through a series of tasks that will help you to learn about the social dimension of the sustainable tourism. You could complete the tasks in small groups of 2-3 people. When you complete the tasks,</p>	

¹ According to the Transition Tourism Pathway 2030 [[DocsRoom - European Commission \(europa.eu\)](https://docsroom.europa.eu)].

you will have a clearer picture about the meaning of the main components of the social dimension when designing a tourism local inclusive and sustainable strategy.

Let's get started!

PROCESS

Step 1: How to attract and involve residents in the tourism sector?

Make a list of suggestions from the following links:

[Employment in the tourism sector \(e-unwto.org\)](https://e-unwto.org/)

[Tourism | European Institute for Gender Equality \(europa.eu\)](https://europa.eu/)

Step 2: How to maintain the wellbeing of residents?

Try to discover the different possibilities for the well-being of residents as a key aspect to the long-term tourism sustainability:

[Barcelona tourism for 2020: a collective strategy for sustainable tourism](https://www.barcelonaturism.com/en/2020-a-collective-strategy-for-sustainable-tourism)

[Residents' Support for Sports Events: The Role of Community's Participation and Tourism Impacts](https://www.eurobarometer.europa.eu/en/2019/05/residents-support-for-sports-events-the-role-of-communitys-participation-and-tourism-impacts)

Step 3: How to engage youth in local sustainable tourism strategies?

Try to list the essential skills to retain human capital and to promote new professional profiles:

[GreenComp: the European sustainability competence framework \(europa.eu\)](https://ec.europa.eu/eurobarometer/en/2019/05/greencomp-the-european-sustainability-competence-framework)

[Education for Climate Coalition | Education for Climate Coalition \(europa.eu\)](https://ec.europa.eu/eurobarometer/en/2019/05/education-for-climate-coalition)

EVALUATION

A technological advanced tourism sector appears to have the power to drive further the efficient resource management, the reduction of environmental impacts, the improvement of local communities and development opportunities.

Based on the research of the main components of the social dimension of the tourism sector, you could summarised the concept and the focus areas you will use to structure your proposal to be the successful bidder (approximately 250-300 words). The following criteria could guide your exercise:

- Fairness and attractiveness of tourism jobs: working opportunities and working conditions
- Inclusivity a key to help residents participate fully in society
- Wellbeing of residents: involvement and participation of residents in tourism decisions
- Retaining talent of youth with appropriate skills

CONCLUSION

Tourism generates opportunities for social, cultural and economic but special focus needs to be carried out to foster the greatest possible social return on tourist activities. By influencing the involvement of local communities, the improvements in business operations and the necessary professional skills strive to increase the local value by creating collaborative synergies.

But the starting point is to know the local situation to implement appropriate measures contributing to take decisions and enabling changes toward a sustainable tourism.

Let's start generating wider societal benefits at the same time that developing a sustainable tourism!

