



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:	Future in Perspective Ltd.
TITLE OF THE WEBQUEST:	Local Products and Purchasing [Advanced Level]

INTRODUCTION

The term local consumption refers to a type of economy that is based on the community, where we acquire services and buy products that are produced locally. Buying local has the power to reimagine economic systems. It creates economic advantages such as directly supporting the economy of the people in your locality. It also means that you are making a conscious decision to look after the planet. This helps to preserve the environment and contribute to a multitude of factors that benefit society as a whole.

A local economy is the collaboration between different economies that are based on products from the same locality or region. Large industries dedicated to globalization don't often highlight the benefits that the contribution of the consumption of local products has. Buying from large corporations contributes to global warming, and climate change. Instead, purchasing local products and services promotes sustainable and responsible consumption.

Consuming local products helps the economy of the area; one euro spent on nearby products generates twice as much for the local economy. In addition, if nearby producers obtain income from their work, they will continue to generate wealth and jobs in their community. The local economy also benefits because a gap is created for smaller competitors, which leads to greater offers and greater accessibility for users and consumers. Although the responsibility for achieving a more sustainable world does not fall solely on consumers, their role, and their ability to promote fair and responsible production models can make a big difference in favour of global sustainable development.

TASKS

In the previous WebQuest: Local Products and Purchasing [Basic Level], you researched the basics of buying locally and why it is important.

In this WebQuest, you are going to be guided through a series of tasks that will help you to learn about local products and purchasing. You will complete the tasks in small groups of 2-3 people. When you complete this task, you will be ready to share your local produce menu and make an influential difference to the tourism sector! With this, you will be able to encourage others to buy local, helping the environment, benefiting the locals customers, and being more sustainable. Let's get started!

PROCESS

Step 1:

What does local bring?

Buying locally means that you can have an impact on a social, economic, and environmental level. But who does buying local really impact? Before you design your new menu, you want to find out how local products and purchasing affects systems around the world. This way you will be motivated to continue with your new initiative.

For information on **the impact of local purchasing**, click on the following links:

- [The Impact of Shopping Local](#)
- [The Economic Benefits of Shopping Locally](#)
- [Why it Matters to Buy Local](#)
- [The Sustainability behind Local Food](#)

Great work! Now you know more about how local food systems affect the world, and how by purchasing locally, you too can be more sustainable!

Step 2:

Now that you are motivated to carry out your new local purchasing initiative, you will need to think about what dishes you are going to put on your menu. Don't forget to make sure that your dishes are made from ingredients that you can locally source!

- [How to Develop a Restaurant Menu](#)
- [Menu Planning Tips](#)
- [How to Plan your Restaurant Menu](#)
- [Menu Planning Tips](#)

You will need to plan what dishes are going to feature on your menu. Copy out the table below to identify what sustainable meals will appear on your menu.

 Sustainable Menu 	
Starters:	
Main Course:	
Desserts:	
House Specials:	
Sides and Salads:	
Drinks:	

Step 3: Brainstorm!

Great! Now you know what dishes will feature on your menu, it's time to think about what your menu will look like. For this step, you will need to brainstorm some ideas and think of a design for your new sustainable menu.

For information on **how to successfully brainstorm**, click on the following links:

- [How to Brainstorm](#)
- [Tips for Improving Brainstorming Sessions](#)
- [Six Creative Ways to Brainstorm Ideas](#)

For information on **how to mind-map**, click on the following links:

- [How to Mind-map](#)
- [How to Make a Mind-map](#)
- [The Basics of Mind-mapping](#)

By now, you should have a clear outline of what your menu is going to look like and feature. In the next step, you will need to start designing your sustainable menu! This will work to promote your buying local initiative, and you can encourage others to support local businesses by eating in your restaurant!

Step 4: Time to Design

In this step, you will need to think about the design of your menu. Will you set a theme? Will you go for a green theme with your new green initiative? There's a lot to think about!

For information on **how to design your menu**, click on the following links:

- [Menu Design Tips](#)
- [Menu Design](#)

When you have your menu planned out, why not create your menu on Google Docs or on Canva. There are a variety of options to make your menu look attractive and appealing to your customers.

For information on **where you can design your menu**, click on the following links:

- [Food Menu Design with Google Docs](#)
- [Food Menu Design with Canva](#)

Step 5: Let's get sharing!

Now that you have created your menu it is time to share it with your local community and eager tourists! This can enact change and encourage others to eat more sustainably through your local purchasing. You could print out copies and hand them out, but maybe this is not the most sustainable option. Instead, you could upload your reformed restaurant menu to your social media page and promote sustainable eating on different social media platforms. The most important thing is to attract the attention of your community about local purchasing and show others the positive impact of buying local!

For more information on how to promote on social media, click on the following links:

- [Best Practices for Social Media Promotion](#)
- [Sharing on Facebook](#)
- [Sharing on Instagram](#)

Well done! You have successfully created, designed, and shared your local purchasing sustainable menu. This will provide your area with a place to eat that they know is beneficial for the economy, the region, and the environment!

EVALUATION

As a self-assessment for this WebQuest, you can write a short self-reflection of approximately 500 words about how you found the experience. The following questions will guide your self-reflection exercise:

- What did you find most important from this exercise?
- Are you motivated to learn more about buying locally? Why? Why not?
- Can you think of other ways that you could promote sustainability in the tourism sector? Do they fall into the category of local products and purchasing?
- Do you think that by learning about buying locally, you can encourage others to enact sustainable change in the tourism sector? Explain your answer.

To test your knowledge after completing this WebQuest, complete the following multiple choice quiz below:

1. Which of the following is the correct definition of local purchasing?
 - a) A preference to buy from large companies and businesses.
 - b) A preference to buy locally produced goods and services rather than those produced far away.
 - c) A preference to support local support centres.
 - d) A preference to buy produce from international farms.
2. Local purchasing reduces food miles. True or False?
 - a) True
 - b) False
3. Data shows that local retailers return 52% of their revenue back into the local economy. True or False?
 - a) True
 - b) False
4. What impact does purchasing local products and services have on the environment?
 - a) Deforestation
 - b) Providing resources
 - c) Lowering carbon footprints
 - d) Promoting a linear economy model
5. Purchasing local products results in less more food waste. True or False?
 - a) True
 - b) False

CONCLUSION

Well done! Purchasing local products and services promotes contact with local people without depending on conventional services. With the implementation of your local sustainable menu, you have the power to utilise resources, benefit your consumers, and advocate for local business within your area. Through this, you are providing opportunities for local businesses, whilst advocating for the environment. With this, you can inspire others to get involved in this business model, promoting sustainability in the tourism sector! Congratulations! With your initiative to support local products and purchasing, you are really making a difference in the world; socially, economically, and environmentally! By becoming an advocate for buying local, you are providing your area with a range of benefits, such as:

- Supporting seasonal needs
- Producing less waste
- Supporting local businesses
- Supporting sustainable agriculture
- Reducing carbon emissions

“Sustainability is not a goal to be reached but a way of thinking, a way of being, a principle we must be guided by.”

- Giulio Bonazzi



