



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 [Basic Level]
INTRODUCTION:	
<p>Local products and purchasing is a great way to be more environmentally friendly. Local purchasing means that you can directly support the people in your locality whilst taking care of the environment. It advocates for less intermediation, ecological agricultural practices, and fair and informed trade. The consumption of local services or products makes it possible for the economy of your area to develop. This preserves the environment and promotes sustainable consumption.</p> <p>For many travellers, consuming traditional food and embracing the local culture is an essential part of their tourist experience. Therefore, local products and purchasing has the power to contribute to the tourist lifestyle. If each city, each area, each business stopped to think about the importance of this buying locally, and what it can contribute individually to add value at a global level, it would find something that makes each destination unique.</p> <p>Buying local is the green way forward in the tourism industry as it brings social, economic, and environmental benefits. Local products and purchasing means that:</p> <ul style="list-style-type: none"> • The consumption of local products and services is beneficial for the local economy, in addition to generating employment for locals. • Local consumption reduces the emissions of polluting gases into the atmosphere, by reducing food miles. • Prices of products and services are fairer, due to reduced transport costs and the absence of intermediaries. • Product traceability is much more focused, we know where they come from and how they have been prepared. • Supporting small local producers serves to fight against the big monopolies. <p style="text-align: center;">"Shop local, eat local, spend local, enjoy local".</p>	
TASKS	
<p>You think that buying local would have a great impact on the tourism sector, for businesses and tourists alike! You think about how you could redesign your restaurant menu, creating dishes from foods that are all locally sourced. You know that this would give your restaurant an authentic menu and help you to go green.</p> <p>You realise that you will need to do some research into local purchasing and discover businesses in your area that can provide with you with local produce. You feel that this would be a great way to create "sustainable plates" and promote sustainability.</p>	

In this WebQuest – Local Products and Purchasing [Basic Level], you are going to be guided through a series of tasks that will help you to learn about the sharing economy. You will complete the tasks in small groups of 2-3 people. When you complete the tasks, you will have a more informed approach to becoming a local produce restaurant. This will contribute to your wish to implement sustainable practices within your business. You hope that this will reduce the impacts of global warming and sustain our planet's natural resources. This process will encourage people to take measures that are environmentally friendly, tackling climate change one step at a time. You know that this will not only have a great impact on the environment, and your business, but also on future generations to come. Let's get started!

PROCESS

Step 1:

Buying local is the way forward. It means that you can actively support your community, revamp the economy, reduce waste, lowers carbon footprints, and benefits the environment. You know that in order to source local produce in your area, you will first need to do some research on what buying local is.

For information on **what buying local is**, click on the following links:

- [What is local purchasing?](#)
- [What is a local food system?](#)

For information on **the importance of local products and purchasing**, click on the following links:

- [Why buying local is important](#)
- [The importance of buying local products in today's economy](#)
- [Why shop and eat locally](#)
- [Reasons to buy local](#)

You realise that there are an abundance of advantages to buying locally. You realise just how beneficial this could be for your restaurant, your clientele, and your local area. Next, you will need to figure out how to buy locally!

Step 2:

You know the many benefits of local products and purchasing, but now you need to discover how to put this into practice. Your restaurant menu features many courses, and you will need to ensure that each food category can be locally sourced.

For information on **how to buy locally**, click on the following links:

- [A guide on how to buy locally](#)
- [How to buy local foods](#)

You know that when buying local, you also need to purchase seasonal foods. Seasonal foods refers to produce that is grown during different times of the year. The problem with global consumerism in food, is that many people purchase foods that are often out of season. This contributes to climate change as it means that food is often stored or transported over long periods of time. This has a negative impact on the environment.

To learn more about **buying seasonal produce**, click on the following links:

- [What is seasonal produce?](#)
- [Seasonal Food Calendar](#)
- [What's in season?](#)

Great job! Now you know the steps you will need to take to source your food locally. You will need to ensure that the produce will appeal to your customers. You are up the challenge?

Step 3:

Understanding how to source your food locally is a great step in the right direction to implementing your buying local initiative. When sourcing your local food, you will want to consider:



Next, you will need to discover some local businesses that you can purchase your food from. Many countries have websites that serve as local food directories. Perhaps you can find websites from your country. If not, check out the links below for more information on ways that you can find locally grown food in your area!

For information on **how to source locally**, click on the following links:

- [How to source local food](#)
- [Ways to find locally grown food](#)

You can also look into local and sustainable initiatives such as the *From Farm to Folk* initiative. Programmes like these offer public support for local products and purchasing.

For information on the **local and sustainable initiatives**, click on the following links:

- [From Farm to Folk Publication](#)
- [From Farm to Table](#)
- [From Farm to Fork: The Beginning of the Food Chain](#)

Well done! You have done a lot of research on how to shop sustainably to implement your locally sourced menu for your restaurant. Great work! Continue with the Advanced Level WebQuest to discover how you can put your skills to the test and create your new locally sourced restaurant menu. Good luck!

EVALUATION

As a self-assessment for this WebQuest, you can write a short self-reflection of approximately 300 words about how you found the experience. The following questions will guide your self-reflection exercise:

- Did you learn new things about local products and purchasing by completing WebQuest? List them.
- Do you think that implementing measures to promote buying local is beneficial for your business, tourists, and staff? Why?
- How do you think that implementing environmental change within the tourism industry can promote awareness about climate change? Explain your answer.
- Did you enjoy learning about this topic in a small team? Why? Why not?

CONCLUSION

Congratulations! Now you know all about the importance of local products and purchasing! You understand that it is important to consume food responsibly, ethically and in an environmentally-kind way! You know that your locally sources menu will have a real impact in your town! Great work!

“You can't buy happiness, but you can buy local!”

- Unknown



