



ESTET

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

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

| MODULE 1. SUSTAINABLE TOURISM DEVELOPMENT Activity 2. Towards alternative tourism models | |
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| Type of activity | In-class, Face-to-face training activity |
| Overview & learning objective | <p>There is a general need for novel and/or innovative tourism models which are respectful with their nature base and socio-economic environment and are able to maintain and increase their value over time with direct benefits to local communities. Indeed, nowadays sustainable tourism products are on growing demand due to, among others, a consumer's raise awareness and behavioural change.</p> <p>Alternative tourism as a concept is broad. It is about developing new forms of sustainable tourism that integrate local populations and both natural and human environments.</p> <p>The learning objectives of this activity are:</p> <ul style="list-style-type: none"> - Understanding the limiting factors of tourism development - The meaning of alternative tourism - Trends and approaches of sustainable tourism models |
| Duration / timing | 2-2.5 hours |
| Materials & environment | <p>The activity is in the format of a participatory working session for about 15-20 participants. At some point the group will be divided into small working groups (around 5).</p> <p>The room should have the following materials to conduct the training session:</p> <ul style="list-style-type: none"> - Computer with internet connection - Projector and projection screen - Power point presentations: methods for measuring tourism sustainability, influencing factors towards new sustainable tourism models |
| Implementation procedure (instructions / trainers' notes) | <p>I. Instruction (20 minutes)</p> <p>Oral explanation (with a supporting presentation) by the trainer of the topic covered during the training session "Promoting alternative tourism models to reduce pressures at destination areas" (5 min).</p> <p>Introduction of participants indicating prior knowledge on the topic (10 min).</p> <p>Oral explanation (with a supporting presentation) by the trainer of the structure and dynamic of the session indicating the specific times and duration of each activity (5 min).</p> <p>II. Implementation process (110 minutes)</p> <p>i. Understanding the limits of tourism (40 min)</p> <p>Explanation: Before proposing new tourism solutions and models it is crucial a proper understanding of the factors which limit and condition the tourism development. Some of these factors are</p> |

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| | <p>the ecological resilience, the community concerns, visitors' satisfaction or the maximum volume of tourist flow in a given destination. There are several methods and approaches for measuring tourism sustainability in terms of tourism destination, product, model and actors involved. The trainer will present some of the methodologies (10 min).</p> <p>In order to conduct a comprehensive exercise, several small working groups (up to 5 participants) will be created. The trainer will provide each group with a sustainability assessment of a tourism destination or product. Each group will discuss the information received (15 min) and will be able to summarise some insights and findings to be shared with all participants afterwards (15 min).</p> <p>ii. New and alternative tourism models (50 min)</p> <p>Explanation: It has been demonstrated that alternative tourism models offer less negative - or often more positive - environmental, cultural and social impacts. Cultural tourism, rural, natural and ecotourism illustrate this new approach and trend.</p> <p>Globally, tourism industry is marked by seasonality and spatial. However, these dimensions are influenced by new consumers' concerns and interests towards sustainability. This is an opportunity, an open door to develop new relationships and make destinations and local products more attractive.</p> <p>An exercise will be proposed by the trainer prior explaining these global tendencies (10 min). The participants will be divided into 2 groups. Their aim will be to reconvert and/or diversify two different tourist coastal destination by promoting new actions enabling a sustainability management approach (25 min). Each group will present their proposal arguing with evidence (15 min).</p> <p>III. Debriefing & reflection (20 minutes)</p> <p>A final open discussion inviting all participants to share about their expectations, doubts and questions on the topic studied. A final conclusion will be presented by the trainer gathering the key messages emerged during the session.</p> |
| Tips & recommendations for trainers | <p>The trainer should have knowledge on sustainable tourism, specifically in methods for measuring sustainability and alternative tourism models.</p> <p>The trainer should have experienced in conducting and animating discussions and debates.</p> <p>The session requires prior preparation of the materials: presentation of the topic, examples to illustrate the topic discussed and the exercises.</p> |
| Variations / possibility for adaptation | <p>This training session can be offered online through software programs which are prepared to allow working in groups in virtual rooms (such as the collaborative platform Miro, etc.).</p> |
| Handouts & other resources | <p>Provide the following materials to participants prior to the training session:</p> <p>ESTET. IO3. Module 1. Sustainable tourism development</p> |

