



# ESTET

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

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

MODULE 1. SUSTAINABLE TOURISM DEVELOPMENT Activity 3. Governance a pillar of sustainable tourism	
Type of activity	In-class, Face-to-face training activity
Overview & learning objective	<p>Governance has a prominent role in the 2030 Agenda for Sustainable Development, being the Goal 17: “Strengthen the means of implementation and revitalize the goal partnership for sustainable development”. Regarding governance in tourism, Goal 8: “Decent work and economic growth”, Goal 12: “Responsible consumption and production”, and Goal 14: “Life below water”, are also especially relevant.</p> <p>Tourism involves multiple interrelationships among several types of actors and agents. However, there is a general lack of cooperation and common understanding among them. Thus, governance is centrally important in ensuring more sustainable and responsible forms of tourism.</p> <p>Effective governance models are based on the indispensable involvement of key actors that can be addressed through different mechanisms such as collaborative public-private partnerships as well as multi-stakeholder platforms.</p> <p>The learning objectives of this activity are:</p> <ul style="list-style-type: none"> <li>- Become familiar with and understand the concept of Sustainable Tourism Governance</li> <li>- Knowledge acquisition about how governance can determine the progress made toward sustainable development</li> <li>- Governance mechanisms for sustainable tourism.</li> </ul>
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"> <li>- Computer with internet connection</li> <li>- Projector and projection screen</li> <li>- Downloaded the Mentimeter application or similar</li> <li>- Power point presentations</li> </ul>
Implementation procedure (instructions / trainers' notes)	<p><b>I. Instruction (20 minutes)</b></p> <p>Oral explanation (with a supporting presentation) by the trainer of the topic covered during the training session “Introduction to the importance of governance for the sustainable tourism” (5 min).</p> <p>Introduction of participants indicating prior knowledge on the topic (10 min).</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).

## II. Implementation process (110 minutes)

- i. **Individual learning.** Participants should read the chapter 3 "Governance in the tourism sector: a conceptual approach" (Duran, 2013) See details in other resources (20 min)
- ii. **Mapping exercise,** an extensive participative exercise to define sustainable tourism governance (30 min).

Explanation: Despite the wide use separately of the words governance and sustainable tourism, defining sustainable tourism governance is far from straightforward. Governance implies a pluralistic approach to policy-making in any field, with increasing role for non-governmental actors. It refers to the inter-relationships among stakeholders and how they interact. Sustainable tourism means the application of the sustainable principles to the tourism industry.

By using the application Mentimeter or a similar interactive presentation tool, the objective is to engage participants registering every voice (opinion/ideas) answering the question: "What should embrace Sustainable tourism governance"?

Some examples of answers could be: inclusivity - partnership - complexity - empowerment - transparency - multilevel/multiscalar -collaboration - consensus/agreement - interaction

- iii. **Agreeing on a definition** of the concept Sustainable Tourism Governance (30 min)

Explanation: After the definition mapping exercise and with the help of the trainer, the highest priority answers will allow a proper definition of sustainable tourism governance. Firstly, the participants will be divided in small working groups of 5. Their task is to find an appropriate definition of the concept according to the previous mapping exercise (15 min). Secondly, the different groups will share their definition to observe the nuances and subtleties (15 min).

- iv. Successful **sustainable tourism governance practices** (30 min)

Explanation: Analysis of real initiatives and/or projects which have developed governance mechanisms to enhance and ensure sustainable forms of tourism. The participants will be again divided in small working groups of 5. The trainer will distribute among the groups examples of good governance practices applied to sustainable tourism. The aim is to identify and highlight the potential success key factors based on what has been seen during the session (15 min). Sharing knowledge among the groups about the cases analysed (15 min).

	<p><b>III. Debriefing &amp; reflection (20 minutes)</b></p> <p>A final open discussion inviting all participants to share about their expectations, doubts and questions on the topic studied. A final conclusion by the trainer gathering the key messages emerged during the session.</p>
<p>Tips &amp; recommendations for trainers</p>	<p>It is essential the trainer has a good knowledge on sustainable tourism governance and has experienced in conducting and animating discussions and debates.</p> <p>The session requires prior preparation of the materials: presentation of the topic and examples to illustrate the topic discussed.</p>
<p>Variations / possibility for adaptation</p>	<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>
<p>Handouts &amp; other resources</p>	<p>Provide the following materials to participants prior to the training session:</p> <p>ESTET. IO3. Module 1. Sustainable tourism development</p> <p>Duran, C. (2013), Governance for the Tourism Sector and its Measurement, UNWTO Statistics and TSA Issue Paper Series STSA/IP/2013/01 (Online), DOI: <a href="https://doi.org/10.18111/9789284415632">https://doi.org/10.18111/9789284415632</a></p>



