



ESTET

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

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

MODULE 3. LEARNING RESOURCES FOR THE DEVELOPMENT OF SUSTAINABILITY SKILLS

Activity 2: Service Learning Approach

Type of activity	In Class, Face-To-Face Learning
Overview & learning objective	<p>The training will familiarize the trainees with the service learning approach and how to engage with it.</p> <p>The trainees will gain know-how, through the service learning approach, in engaging with:</p> <ul style="list-style-type: none"> - World Heritage Sites (WHS) stakeholders. - Managing visitors at WHS. <p>This training can be applied and extended beyond WHS to different types of tourist enterprises, organizations, and institutions.</p>
Duration / timing	2 hours
Materials & environment	<ul style="list-style-type: none"> - A classroom that enables discussion in groups. - Projection screen - A laptop with an internet connection for the trainer or instructor.
Implementation procedure (instructions / trainers' notes)	<p>I. Instruction (20 minutes)</p> <ul style="list-style-type: none"> - Trainer introduces themselves to the trainees. - Trainees briefly introduce themselves. - Trainer introduces service learning projects and provides an overview of their importance to WHS. - Trainer presents a case of engagement with a WHS in the form of a service learning project. <p>II. Implementation process (80 minutes)</p> <p>1. Forming Groups (5 minutes)</p> <p>The trainer or instructor breaks the trainees into two groups. One group is allocated to the stakeholder management at WHS, and the second is allocated to visitor management at WHS.</p> <p>2. Overview (10 minutes)</p> <p>Trainer provides an overview of various types of stakeholders and visitors of WHS. (this can be by showing videos or using a brief powerpoint).</p> <p>3. Defining Skills and Forms of Engagement (45 minutes).</p> <ul style="list-style-type: none"> - Each group brainstorms about skills needed in stakeholder management and visitor management respectively. - Each group discusses how these skills can be gained or improved through engagement with a WHS of their choice.

	<ul style="list-style-type: none"> - Each group discusses how skills learned in WHS can be transferred to other forms of tourist enterprises (transferable skills). <p>Open Group Discussion (20 minutes)</p> <p>Both groups discuss and exchange their ideas in one large group facilitated by the trainer.</p> <p>III. Debriefing & reflection (20 minutes)</p> <ul style="list-style-type: none"> - Trainees reflect on what they have learned during the training. - Trainees discuss ways of integrating what they learned and Module 3, or aspects of it, into their teaching or curricula. - Trainees discuss ideas of how they would do matters differently when incorporating WHS into their teaching and courses.
Tips & recommendations for trainers	It is important that the trainer or instructor has experience in facilitating and stimulating group discussion.
Variations / possibility for adaptation	The training can be adapted for an online setting which is possible on several platforms that enable group work.
Handouts & other resources	Module 3 provided to trainees prior to the training.

