



ESTET

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

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

ESTET Learning Block	Green Skills for the Economy		
Service Learning Project Title	Local community-based tourism initiatives led by women	SLP Code	SLP3.5
Type of resource	Service Learning Project (SLP)	Type of learning	Self-directed learning
Duration of Activity (in minutes)	90 minutes	Learning Outcome	<ul style="list-style-type: none"> • Theoretical knowledge on local hiring in the field of tourism • Improve critical analytical skills through direct contact with real cases • Use the knowledge acquired in the professional field • Raise awareness on economic, green and inclusive growth.
Aim of Service Learning Project?	<p>According to the International Labour Organization¹ the tourism sector is a major driver of economic growth and an engine for job creation. In recent decades, it has experienced continued expansion and diversification and has become one of the largest and fastest-growing economic sectors globally until the COVID-19 pandemic which has had a devastating impact. Tourism has a multiplier effect across economic sectors – such as accommodation and food services, agriculture, retail and transport – and when sustainably managed can contribute to economic diversification, enhance local culture and products, promote local enterprises and support job creation.</p> <p>The aim of this activity is to provide learners a practical example of an initiative that enhances a positive impact of tourism development in local community lives, specifically women.</p> <p>Learners will gain an invaluable work experience as well as key transferable skills, understood as the competencies that can be applied across a range of different areas of the sustainable tourism.</p> <p>The selected case study is an example of a project developed in several touristic islands with the aim to diversify and spread tourism sustainably oriented and led by local women initiatives.</p>		
Introduction	<p>Tourism is an important employer of women worldwide, with a high representation of women throughout the sector and a majority representation of women in subsectors such as accommodation and food. Indeed, women tend to be concentrated in the lowest paid and lowest status jobs in tourism; and women perform a large amount of unpaid work in family tourism businesses.</p>		

¹ [The future of work in the tourism sector: Sustainable and safe recovery and decent work in the context of COVID-19 \(ilo.org\)](https://www.ilo.org/publications/newspapers/2020/01/01/fulltexteng).

	<p>Despite the tourism industry's significant contribution to employment and economic growth, it continues to face decent work challenges that need to be addressed in the global post-pandemic recovery in order for the sector to contribute to an inclusive, safe, resilient, fair, sustainable, people and community centred.</p> <p>It is essential to provide tools to support tourism institutions and business boosting the opportunities tourism offers for local residents and women empowerment:</p> <ul style="list-style-type: none"> ▪ Employment: treat women and men fairly at work – respect and support human rights and non-discrimination ▪ Leadership, policy and decision-making: local communities are represented and influential in decision-making ▪ Entrepreneurship: local and women-owned businesses have sustainable market access ▪ Education and training: professional development and training promote gender equality.
<p>Challenge</p>	<p>Tourism has been one of the sectors most affected by the Covid-19 pandemic, impacting livelihoods, public services, opportunities, economies and women's economic empowerment. It has disproportionately affected women due to the industry's pre-existing gender inequalities and women's predominance in the sector's workforce.</p> <p>The challenge of this SLP is to provide a real example of empowering local communities and bringing gender issues to the forefront of the tourism sector impacting.</p> <p>Women in islands, leaders of the sustainable tourism is a project aiming to encourage a more resilient and diversified tourism driven by local organisations led by women. The objective is to promote a more sustainable tourism by empowering the role of women as engines of more sustainable development on an island scale.</p> <p>See Women on Islands, Leaders of the Sustainable Tourism</p>
<p>Assignment</p>	<p>After analysing and understanding this initiative, reflect on the following questions:</p> <ul style="list-style-type: none"> - What are the direct benefits of involving local communities using a gender approach when developing a local sustainable tourism strategy? - How can improve the labour shortages in the sector by promoting local business initiatives? - How do you think this initiative contribute to a more gender-inclusive job creation? - What are the main positive and negative aspects that you could highlight concerning the initiative Women in islands? - Do you think this type of initiative could be replicated to promote gender equality sustainable innovation in tourism?

