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

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

<b>THEME ALLOCATED:</b>	Green Skills for the Economy
<b>PARTNER ORGANISATION:</b>	ALBEA
<b>TITLE OF THE WEBQUEST:</b>	Technology guiding the sustainable tourism
<b>INTRODUCTION:</b>	
<p>Innovation has become an important issue for tourism, it represents all the new ideas, concepts, methods, and practices that serve the tourism industry. Innovation is a significant source of competitive advantage and can improve tourism performance towards a more competitive and sustainable one.</p> <p>According to UNWTO<sup>1</sup> the tourism innovation is defined as "The introduction of a new or improved component which intends to bring tangible and intangible benefits to tourism stakeholders and the local community, improve the value of the tourism experience and the core competencies of the tourism sector and hence enhance tourism competitiveness and /or sustainability. Innovation in tourism may cover potential areas such as tourism destinations, tourism products, technology, processes, organizations and business models, skills, architecture, services, tools and/or practices for management, marketing, communication, operation, quality assurance and pricing".</p> <p>The analysis of the innovation proposals in the heterogeneous activities of tourism has identified the prevalence of the technology-based solutions. In relation to the possible fields of application of new technologies, there are constant references to ICTs (marketing platforms, mobile devices, etc.), clean energy, green growth, blue growth, and tourism promotion.</p> <p>Some of these technologies that have disrupted some areas of tourism are:</p> <ul style="list-style-type: none"> <li>▪ the Augmented Reality (AR) which creates learning experiences in the field of the cultural heritage.</li> <li>▪ the Artificial Intelligence (AI) which contributes improving the quality of the services provided and offer a dynamic customer experience.</li> </ul>	
<b>TASKS</b>	
<p>You are responsible of the tourism territorial strategy of you region and you are a technology enthusiast with the conviction to transform tourism towards a sustainable model. You are also aware of the change of profile in the tourist, who proves to be more experienced and responsible about the economic, social and environmental dimensions/impacts of tourism. Your objective is to make a map of tourism technologies according to the following fields:</p> <ul style="list-style-type: none"> <li>▪ Organisational management and strategies (automation processes)</li> <li>▪ Environment and energy</li> <li>▪ Transport</li> <li>▪ Wellbeing</li> <li>▪ Cultural heritage</li> </ul>	

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<sup>1</sup> UNWTO (2016), Report of the Committee on Tourism and Competitiveness.



## **EVALUATION**

A technological advanced tourism sector appears to have the power to drive further the efficient resource management, the reduction of environmental impacts, the improvement of local communities and development opportunities.

Based on the on the map of innovations in the tourism sector, you are invited to assess the feasibility of introducing these technological solutions towards a sustainable tourism by writing a short text (approximately 250-300 words). The following criteria could guide your exercise:

- The role of innovation as a tool to support the competitive advantage of tourism (products, facilities, services,..)
- The influence of the technologies to improve the sustainability of tourism
- Do the implementation of the technologies themselves promote behavioural change and awareness?

## **CONCLUSION**

Technological advances are setting new tourism models based on innovation, technology, sustainability, and accessibility. Technology seems to guide the way to sustainable tourism, but the crucial element is how to approach this technologically innovative sector to achieve sustainability rather than only innovative technologies.

But the starting point is to have the information, the knowledge of existing innovative solutions applying to the tourism sector allowing to take decisions and enabling changes.

If technological innovations can be useful to achieve sustainable tourism and make the world a better place, let's get on!

