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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>	Protecting Local Culture 2– advanced level
<b>PARTNER ORGANISATION:</b>	EM-TH RDE
<b>TITLE OF THE WEBQUEST:</b>	Sustainable tourism, Local Culture & Heritage Sites
<b>INTRODUCTION:</b>	
<p>Tourism as an organized activity appeared in the middle of the 19th century, during a period of intense social, economic and technological transformations. Until the 1960s there were only a few who had the opportunity to take a "leisure" trip. Then the economic, technological and social conditions changed and allowed the mass movement of people for reasons of enjoyment. In a relatively short period of time, the areas - destinations - were "adapted" in a way to better suit the wishes of the tourists, motivated mainly by economic exploitation. During the 1980s, new, more sophisticated forms of tourism began to emerge, giving the "young tourist" the opportunity to engage in a new cultural experience, both aesthetically, mentally and emotionally. At the same time, a similarly refined version, adapted to mass tourism, began to spread. Today's travelers are looking for more than just pretty views and fancy dinners; they want the authenticity that comes from diving into an entirely new culture.</p> <p>Tourism is an excellent way to encourage and provide access to cultural heritage, but it also brings with it challenges related to overcrowding, cultural appropriation and the loss of authenticity. Tourism brings money and jobs to cities and regions, but it can also damage residents' day-to-day lives, as well as the area's culture and heritage. However, building a strong tourism economy is a great way for local residents of any region to nurture their own cultural heritage and also provide meaningful educational experiences to visitors.</p>	
<b>TASKS</b>	
<p>Your job is to prepare your proposed Protecting Culture-Management Plan for a place of your choice.</p> <p>To complete the task, you need to find information on practical knowledge of how to raise awareness among tourists and staff on the importance of preserving culture, traditions.</p> <p>Before your activity, answer the following questions:</p> <ol style="list-style-type: none"> <li>1. Why is it important to preserve local culture?</li> <li>2. How cultural heritage reflects the values, beliefs, and identity of a community?</li> <li>3. What kind of attitude can tourists adopt when they are abroad?</li> </ol>	
<b>PROCESS</b>	
<ul style="list-style-type: none"> <li>● <b><u>Step 1: What does sustainable cultural tourism mean?</u></b></li> </ul> <p>Culture is both a driver and an enabler of sustainable development.</p> <p>Europe's cultural heritage is a valuable resource in the fields of tourism, education, employment and sustainable development. Sustainable cultural tourism is a vital part of regional and macro-regional development strategies. In this regard, culture is both a driver and an enabler of sustainable development.</p> <p>Find out from the links below the needed information:</p> <p><a href="https://ec.europa.eu/culture/cultural-heritage/cultural-heritage-eu-policies/sustainable-cultural-tourism">https://ec.europa.eu/culture/cultural-heritage/cultural-heritage-eu-policies/sustainable-cultural-tourism</a></p>	

- **Step 2: UNESCO World Heritage Sustainable Tourism Toolkit**

What is the **KIT: World Heritage in Young Hands**? Find out the answers at the following links and download the material:

<https://whc.unesco.org/en/educationkit/>

(Developed in 1998, the World Heritage in Young Hands Educational Resource Kit for secondary school teachers is one of the main tools of the World Heritage Education Programme. It aims to sensitize young people to the importance of preserving their local, national and world heritage).

**Step 3: Present your Protecting Culture-Management Plan**

Collect all your material from task 1 and 2 and prepare your Protecting Culture-Management Plan for a place of your choice. This plan can be a single document with ideas and photographs.

**EVALUATION**

Answer the following questions:

1. Does your plan promote cultural awareness to improve the quality of life for residents and tourists?
2. Does your plan cultivate the awareness of the intercultural exchange between tourists and the local community?

Complete the following QUIZ:

Do local events from the following pictures improve cultural awareness? Please answer T (true) or F (false)



1. *“Ancient cultural relics, natural beauty and a range of promotional campaigns have made Meibei village in Ji’an, Jiangxi province, a popular tourist attraction...”*.





2. *"Tourists litter everywhere after a beach party and there are so many hotels about a third of the beaches are private..."*.



3. *"Beauty of Bali under threat from pressures of mass tourism"*.

## **CONCLUSION**

The competitiveness and sustainability of the tourism industry go hand-in-hand as the quality of tourist destinations is strongly influenced by their natural and cultural environment, and their integration into the local community.

