

INTEReD

Lesson Plan

Teaching Procedure

Lesson Topic

Sustainable Tourism

Sustainable tourism aims to minimize the negative impacts of tourism while maximizing its benefits for local communities, the environment, and visitors themselves. It's about ensuring that travel experiences can be enjoyed today without compromising the ability of future generations to enjoy them.

The World Tourism Organization (UNWTO) defines sustainable tourism as "tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities."

Its core principles revolve around:

- **Environmental Responsibility:** Making optimal use of environmental resources, minimizing pollution, conserving natural heritage and biodiversity, and reducing the ecological footprint of tourism activities (e.g., through reduced waste, water and energy conservation, and eco-friendly transportation).
- **Socio-Cultural Authenticity:** Respecting and preserving the cultural heritage, traditions, and distinctiveness of host communities. This includes supporting local cultures, avoiding exploitation, and fostering intercultural understanding and tolerance.
- **Economic Viability and Local Benefit:** Generating equitable economic benefits for local communities, creating job opportunities, supporting local businesses and products, and ensuring that the financial gains from tourism are reinvested in the region. It seeks to reduce poverty and improve the quality of life for local populations.

Phenomenon

Grade Level

Students aged 13-18

Learning Objectives

- Understand the core principles and definitions of sustainability and sustainable tourism
- Explore the environmental, social, and economic impacts of tourism.
- Examine various strategies and practices for promoting sustainable tourism development.
- Identify the roles and responsibilities of different stakeholders in achieving sustainable tourism

Learning Outcomes

- Define sustainable tourism and differentiate it from conventional tourism.
- Analyze the positive and negative impacts of tourism on destinations, local communities, and the environment.
- Propose practical solutions and best practices for developing and managing sustainable tourism initiatives.
- Understand the importance of responsible travel and tourism for future generations.

Subjects Integrated

- Literature: Travel writing and comparative landscape descriptions across historical periods.
- English: Comparison of sustainable tourism models across different countries.
- Law/Economics: EU regulations on tourism and sustainability; impact on local employment.
- Science: Biodiversity, ecological impacts, and environmental protection.
- Mathematics/Physics: Data analysis on tourist influxes and resource consumption.
- Geography: Different geographical features impact tourism and how sustainable practices adapt to various environments (e.g., fragile ecosystems, urban settings).

Materials

- Whiteboard (or Interactive Whiteboard/Smartboard) and Markers/Chalk: Essential for the initial brainstorming, writing down student responses, and summarizing key concepts.
- Large Sheets of Paper (e.g., Flip Chart Paper or A3) for Groups: Each group will need space to plan their sustainable travel idea.
- Colored Markers (Various Colors) for Groups: To make group presentations clearer and more visually appealing.
- Sticky Notes (Optional): Useful for the "Personal Commitment" activity at the end of the lesson, allowing students to write and share their ideas.

Prerequisite Skills

None

Seating Arrangements

Seated in group

Time

60-80 minutes

Assessment

- **Exit ticket**: Sustainable commitment wall
- **Peer review**: What were the most interesting ideas?

Lesson Steps

Introduction 10 Minutes

Initial Brainstorming: Start by asking students: "What is tourism? Where do people go on holiday?" Write their answers on the board.

Guided Discussion: Introduce the idea that tourism isn't always positive. Ask: "What problems might arise when lots of people visit a place?" (e.g., rubbish, noise, damage to nature, increased prices for locals).

Introducing Sustainable Tourism: Explain that sustainable tourism is a way of traveling that tries to minimize these problems and maximize the benefits. "It's a way to enjoy travel without spoiling the place for those who live there or for future travelers."

Key Question: "How can we travel in a way that's good for the planet, for people, and for the local economy?"

"The Sustainable Traveler Challenge"

Group Division: Divide the class into small groups (3-4 students per group).

Travel Scenario: Give each group a travel "mission." For example:

Group A: "Plan a 3-day trip to a protected natural area."

Group B: "Plan a one-week beach holiday."

Group C: "Plan a 4-day cultural trip to a historic city."

Activity 1
25 Minutes

Group Task: Ask each group to think about how to make their trip as sustainable as possible, considering three areas:

- **Environment:** How can they reduce their carbon footprint (transport, energy), manage waste, and protect wildlife and plants?
- **Society/Culture:** How can they interact respectfully with local people, support traditions, and avoid inappropriate behavior?
- **Local Economy:** How can they ensure their money benefits the local community (local shops, local guides, locally-owned accommodation)?

Presentation: Each group will briefly present (2-3 minutes) their sustainable travel plan to the class.

Closing
10 Minutes

Sharing and Discussion: After the presentations, open up a general discussion. "What were the most interesting ideas? What are the challenges in traveling sustainably? What small changes can we all make when we travel?"

Personal Commitment: Ask each student to think of one thing they will change in how they travel in the future to be more sustainable. They could write it on a sticky note and put it on a "sustainable commitment wall".

These activities aim to reinforce and broaden learning beyond the initial lesson, allowing enthusiastic students to delve deeper and solidify real-world links.

- **Follow-Up Project:** Students could work in groups to "Design a Sustainable Tourist Destination." This project would involve researching an actual location (e.g., a coastal town, a mountain village, a historic city) and proposing specific sustainable initiatives for it. They could create a detailed plan including:
 - Eco-friendly accommodation options.
 - Sustainable transportation solutions for visitors.
 - Waste management strategies.
 - Community engagement programs.
 - Promotion of local culture and products.
 - A marketing campaign highlighting its sustainable features. They could present their projects using posters, digital presentations, or even short video pitches.
- **Real-World Application:** Highlight how sustainable tourism connects to current global issues like climate change, biodiversity loss, and economic inequality. Discuss careers in sustainable tourism, such as:
 - Eco-tour guides
 - Sustainable hotel managers
 - Conservationists working with tourism.
 - Policy makers developing tourism regulations.
 - Entrepreneurs creating sustainable travel products or services. Students could research a specific sustainable tourism initiative happening somewhere in the world (e.g., ecotourism in Costa Rica, responsible wildlife tourism in Africa, community-based tourism in Nepal) and present their findings.
- **Cross-Curricular Links:**
 - Geography: Explore how different geographical features impact tourism and how sustainable practices adapt to various environments (e.g., fragile ecosystems, urban settings). Discuss the concept of carrying capacity in specific destinations.
 - Science: Investigate the environmental impact of tourism, including carbon footprints, water consumption, and waste generation. Research renewable energy sources that can power tourist facilities.
 - Social Studies/History: Examine how tourism has changed over time and its historical impact on local cultures and economies. Discuss cultural sensitivity and ethical considerations when interacting with local communities.
 - Economics: Analyze the economic benefits of tourism for local communities versus large international corporations, and how sustainable practices can ensure more equitable distribution of wealth.
- **Enrichment Activities:**
 - "Sustainable Traveler Pledge": Students could create a personal "Sustainable Traveler Pledge" outlining specific actions they commit to taking on their next trip or even in their daily lives that relate to sustainable practices.
 - Research a "Green" Certification: Have students research different eco-labels or certifications for hotels or tour operators (e.g., Green Key, EarthCheck, LEED for buildings) and explain what these certifications mean.
 - Local Exploration: Encourage students to identify examples of sustainable practices in their own community related to leisure or local attractions (e.g., recycling programs at local parks, support for local businesses, public transport options).
 - Creative Writing/Art: Students could write a short story or create a piece of art (drawing, collage) depicting a sustainable travel experience from the perspective of a traveler or a local resident.

Teacher Tips

Appendix

Include all material that the students will have to interact with (e.g. worksheets)



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