

TOGETHER

WE CAN



# Together We Can

Training Programme

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My Town Your Town

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# My Town Your Town Project

Together We Can – Training Module



My Town Your Town Manual



Be Your Future

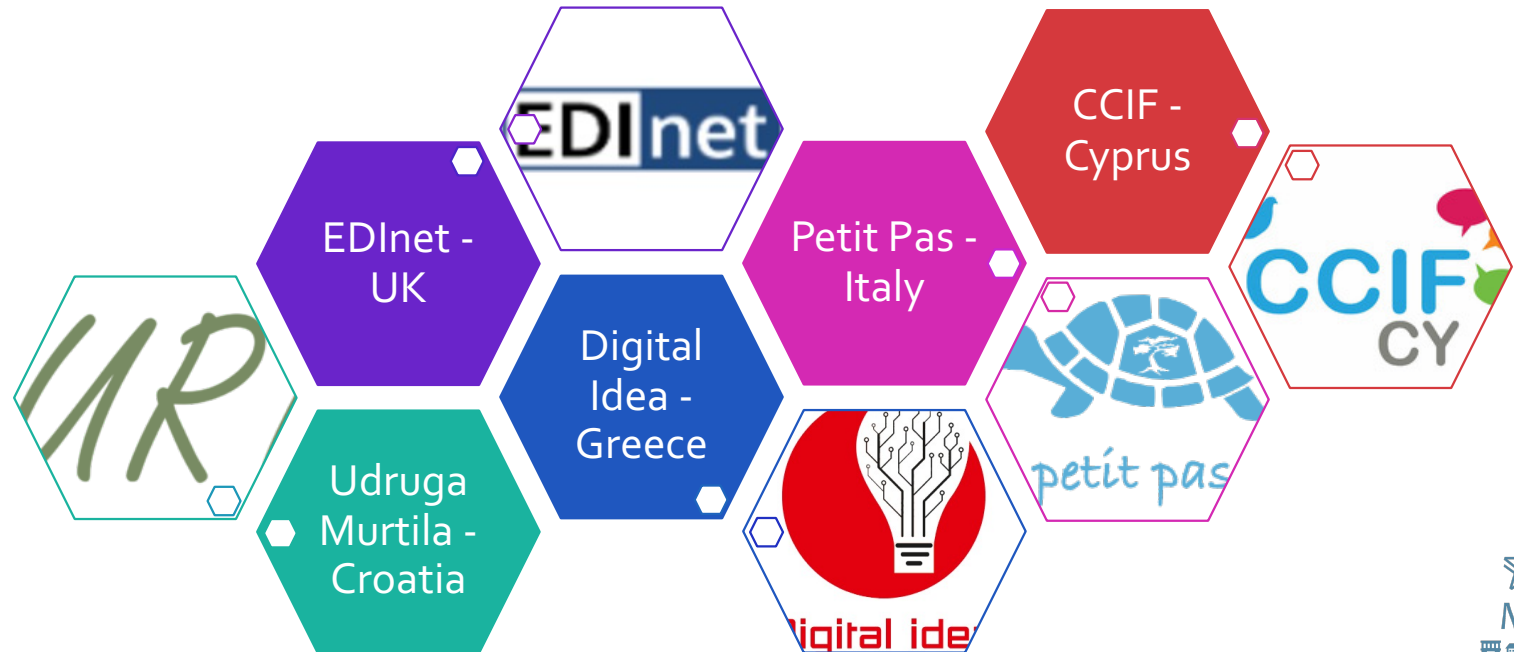
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Cluster Community



Communications



# Training Contents – Session 1:



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# Training Contents



**1. Tourism in  
the EU**

# Tourism in the EU:



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# What's involved:

Tourism in the EU



National Characteristics



The Effects of Coronavirus



# Tourism in the EU:



## The EU tourism industry

Tourism has a wide-ranging impact on growth, employment and social development in the EU



- **12 million** people are employed in the sector
- Inbound tourism contributes **€356 billion** in annual revenue to the European economy

The European Commission supports tourism businesses in the EU by providing:

Initiatives to improve employee skills

Guidance on going digital

Tools to optimise daily management

Internal Market, Industry, Entrepreneurship and SMEs



# Tourism in the EU:

- What is the EU Tourism Market?
- How to make your products stand out
- Overview of EU Tourism Policy
- Enhancing What European Tourism has to Offer
- Funding for Tourism Businesses
- Digitalisation - The Driver of Growth

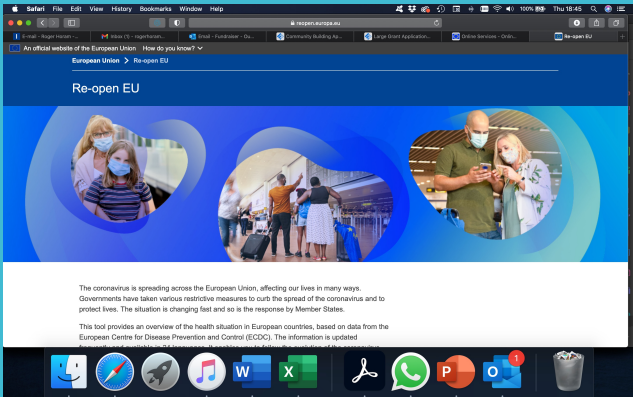
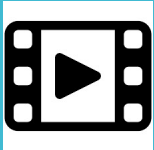


# Questions:

1. How many tourists will there be by 2030 (estimates pre-covid)?
  - a) 1,200 million
  - b) 1,800 million
  - c) 2,350 million
1. What are the main causes of international travel?
  - a) Leisure, recreation & holidays
  - b) Business & Professional Travel
  - c) Visiting Families
2. Which part of Europe has seen the biggest recent growth?
  - a) The Baltic States
  - b) Southern Mediterranean
  - c) Scandinavia
3. How many people employed in tourist accommodation?
  - a) 1 in 8
  - b) 1 in 10
  - c) 1 in 11



# Coronavirus:



## Coronavirus response in relation to tourism

- The outbreak of COVID-19 has put the EU tourism industry under **unprecedented pressure** and tourism companies of all sizes are facing **acute liquidity problems**.
- The tourism package provides **guidance on safety and health protocols** for hospitality establishments, passenger transport and lifting of internal borders as well as recommendations on vouchers issued by package travel organisers and airlines.
- The Commission launched the Re-open EU web platform in June 2020. The website and mobile app provide real-time information on borders and available transport and tourism services in EU countries. It includes information on public health and safety measures, such as on physical distancing or wearing of facemasks, and is available in 24 EU languages.
- Other EU support measures for the tourism industry also **complement and reinforce measures taken at national level**. They include liquidity support, fiscal measures, an easing of state aid rules, new guidance on passenger rights, and the application of the Package Travel Directive.

**2. Issues and  
Opportunities**

# Issues & Opportunities:



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# Issues & Opportunities:

In this section we will look at:

- ✓ Travel and Tourism Challenges
- ✓ Travel and Tourism Opportunities
- ✓ Other Factors



# Top Challenges Confronting Tourism and the Travel Industry:

## Top Challenges Confronting Tourism and the Travel Industry

Tourism is not immune to economic, political, and social shifts (or global pandemics)

### ✓ Globalisation

USP of travel companies lies in providing a rare and unique experience.

Novelty is a much-needed element in today's travel aspirations.

Localisation is also important.

Tourists must feel welcomed and at ease while they are away from home.

### ✓ Taxation

Tourism is one of the most taxed sectors (airline tickets, hotel rooms, visitor attractions)

It's necessary for the travel industry to offer competitively priced offerings to balance it out.

Governments must also realise that tourists already contribute to the local economy via purchases, travel retail, and other tourism expenditures.

### ✓ Travel Marketing

Innovative marketing solutions to lure travellers who are becoming more discerning and informed.

Technology and the influence of social media mean it's a time of both opportunities and risks.

### ✓ Covid and other pandemics



# Top Challenges Confronting Tourism and the Travel Industry 2:

## ✓ **Infrastructure**

Outdated and underdeveloped.

Solutions - faster immigration at airports, faster checkout processes in hotels, better public transportation, and interpreting solutions at airports, stations or ports.

## ✓ **Security**

Better security infrastructure for tourists and travellers.

Working with local law enforcement, city councils, and local governments.

## Can these challenges be overcome?

Some challenges can be growth opportunities

The tourism industry as a whole must unite and be willing to negotiate and discuss its terms with stakeholders and be willing to adapt to changing scenarios and trends.

Key messages: Tourism economy remains in survival mode, and continued government support for the sector is needed



# Top Opportunities for the Travel and Tourism Industry:

## What Will the Tourist Be Doing in 2030?

### ✓ Prosperity and Affordability

Consumers perceive holidays as the number-one luxury product. They desire holidays over houses, fast cars, expensive perfumes and designer clothes. This is exemplified by consumers who stay in luxury hotels but travel by budget carrier. Consumers are making their money go further, as incomes rise, prices fall.

### ✓ Accessibility

The tourists' world is shrinking because of technological advances. The Internet to inform and to break boundaries allows consumers to choose a tourist destination anywhere in the world. Travel is much easier today, with more direct flights. Visa restrictions are less onerous and the world is accessible to most (except the British now).

### ✓ Cultural Capital

Culture becomes more important as a destination driver. Culture and heritage are one of the six components of a nation's brand, a key measurement of tourism and the propensity to travel to a destination.





# Top Opportunities for the Travel and Tourism Industry 2:

## ✓ Events

People are increasingly exposed to and influenced by events, whether sporting occasions or environmental disasters. Cultural events such as the Edinburgh International Festival and the Hajj in Saudi Arabia shape destinations' social cachet through event-based strategies.

## ✓ Image and Brand

Destinations will become increasingly fashionable in the future.

Tourism products will need to offer something that the consumer can associate with (such as heritage or celebrity endorsement).

Destination brands will, in the future, have to be trustworthy, ethical, and sustainable.

## ✓ Technology

The tourist of tomorrow will be better informed, have wider choice and be able to purchase holidays on demand, helped by technology such as the web, video on demand and online booking.

## ✓ Environment

Tourists' growing awareness of social and environmental issues leads to a conflict between conscience and the desire to travel. The provision of sustainable travel products (i.e. carbon offsetting) aims to bridge the gap between these two states, but the consumer will ultimately have to decide whether the environment or freedom to travel is of greater importance.



# Top Opportunities for the Travel and Tourism Industry 3:

## ✓ Individualism

A main challenge to the marketing of tourist destinations will be consumers' increasing diversification of interests, tastes, and demands.

Today's consumers change their hairstyle every 18 months, make a new friend every year and select a new holiday destination every year.

Therefore destinations need to be increasingly innovative in product development.

## ✓ Time Pressures

With changing work practices and traditional work-leisure boundaries blurring, the trend is increasingly towards escapism and indulgence.

Several shorter breaks are replacing the established long break.

Tourists want holidays that offer quick physical & mental recharging before a return to normal life.

## ✓ Movement from an Experience Economy to Authenticity

Consumers desire more authentic and real experiences rather than false and manufactured experiences we associate with theme parks and resorts.

## ✓ Hedonism and Erotica

Hedonism is the philosophy that pleasure is the most important pursuit of humans. The word derives from the Greek 'hē donē', 'pleasure'. One of the basic tenets of tourism is having fun,— it's all about pleasure, entertainment and fun. One of the genres of hedonism is erotica — the pursuit of sexual desire, whether pursued through romance or a lap-dancing experience.



# Top Opportunities for the Travel and Tourism Industry 4:

## ✓ Perceptions of Luxury

Luxury is becoming less about materialism and increasingly about self-enrichment and time. Destinations are adapting to this demand by diversifying into niche areas where the traditional perceptions of luxury and opulence share the market with wellness and self-fulfilment.

## Conclusions

Tomorrow's tourists lead complicated lives and have a fluid identity.

New experiences, luxury, culture and authenticity are some of the trends that will shape the future of world tourism.

The tourist wants to sample the ethnicity of the destination, increasingly interests in culture, food and sport are shaping the way people approach their choice of holiday.

As a society, our leisure time and disposable wealth are increasing and are primary catalysts within a growing tourism industry.

Consumers have a wealth of choice, which means that they search for value for money.

The challenge for destinations will be how to offer a heterogeneous product when tourism is becoming homogeneous.



# Other factors for the Travel and Tourism Industry:

## ✓ Climate

That climate shapes a destination's tourism product is obvious: Switzerland without snow and skiing or the Caribbean without sun and beach holidays? Climate change is impacting on destinations

## ✓ Anxiety about Health and Safety

Since 9/11 and the London bombing, terrorism has influenced and shaped tourism flows and destination choice .

Covid-19 has increased this hugely.

Fear leads to risk-minimisation so that perceived dangers will be avoided.

However, over time, a sense of complacency develops and people think that “whatever will happen, will happen”, so a wider choice opens up again.

## ✓ Demographics

In the established economies the population is ageing, and with an ageing population comes a shrinking workforce and the economic restraints of relying on a pension.

Society is changing demographically in other ways as well: higher divorce rates, starting families later in life, and second marriages are altering the make-up of households.

Greater emphasis will be on multi-generational holidays where destinations have to cater for everyone, from grandparents to grandchildren.

Ageing populations should open up opportunities for younger people to work and develop careers. Intergenerational mentoring should help the skills and knowledge exchange.



# Questions:

1. Name the challenges confronting the travel and tourism sector
  - a) Globalisation, Taxation, Travel marketing, Pandemics
  - b) Currency, Sports Travel, Marketing
  - c) Sun, World Economy, Pandemics, Lack of opportunity
  
2. How does technology impact on tourism from a consumer's perspective?
  - a) Information / Choices / Tools
  - b) Choices / Free gifts / Smiley people
  - c) Tools / More expensive / Space travel
  
3. How is climate change having an impact on travel and tourism?
  - a) Would Switzerland be the same without any snow?
    - a) Yes
    - b) No



3. Working in  
Tourism in Europe



# Working in Tourism:



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# Working in Tourism:

In this section we will look at:

- ✓ What type of jobs
- ✓ What skills are needed
- ✓ Issues and opportunities



# Working in Tourism:

## Taking hold of the opportunity

Travel and tourism drive exports, generate prosperity across the world and as mentioned above, create an array of jobs.

One in five of all jobs created across the world in the last decade has been in the travel and tourism sector.

### You can find jobs in:

- ✓ Accommodation
- ✓ Transportation
- ✓ Entertainment
- ✓ Attractions
- ✓ Food and beverage services
- ✓ Retail trade
- ✓ Recreational services
- ✓ Cultural services
- ✓ Arts and culture
- ✓ Ecotourism
- ✓ Conferences and conventions
- ✓ Ancillary services
- ✓ Promotion

Jobs are varied, so there are plenty of options to suit your skills, needs and wants. If you love the outdoors, why not explore adventure travel? It involves exploration or travel with a certain degree of risk, requiring you to problem solve, has good people skills, be energetic, organised and brave.

## Low wage and retention

Low wages mean the travel and tourism industry has a high level of job turnover. This makes training difficult, leading to a lack of skilled personnel. If tourism is to be a sustainable product, the industry needs to turn part-time jobs into careers.





# Working in Tourism 2:

## Maximising skills and interest

When determining the role you'd like to play in the Travel and Tourism industry, think about the activities you love to do in your own time.

What about work that leaves you exhausted but feeling fulfilled? What about your existing skills? As a minimum, for success in the travel and tourism industry, these should include:

### ✓ Organisational skills

You should be fairly organised, and able to design systems and processes to complete jobs on time.

### ✓ Networking skills

Having great contacts will not only benefit you but also the people you work with.

### ✓ Flexibility

Technology plays a huge role in the growth of the travel and tourism industry and you should be flexible and open to learning new skills and systems that will help you.

### ✓ Commitment to customer service

You need to be customer-oriented. You will be working with plenty of clients who will require your help, so being able to cater to their needs is a must. If you love helping others and have a friendly, enthusiastic and warm personality, this industry is a great choice.



# Working in Tourism 3:

## **Bonus skills include:**

- ✓ Empathy and emotional intelligence.
- ✓ Teamwork.
- ✓ Problem-solving
- ✓ Stress and time management
- ✓ Strategy and innovation

And what about your ultimate goal? Think about the entry-level positions that might help you get your foot in the door. If your goal is to one day own your own restaurant, explore ways to gain experience in the kitchen or front of the house. The trick is to keep seeking opportunities that will propel you towards your long-term goal, developing a good work ethic, practicing teamwork, and building on skills as you go.

## **Boosting your chance of success**

- Not all jobs in the Travel and Tourism sector require a qualification.
- Having a qualification will broaden your career prospects.
- A qualification shows you are committed and passionate, regardless of your experience.
- A diploma is a great place to start, designed in conjunction with industry, you can learn the skills you need to succeed within the industry quickly and conveniently.
- Other qualifications you might like to consider include: Hospitality Management, Catering & Cooking, and languages (specifically English/American).



#### 4. Tourism Specialisms



# Tourism Specialisms:



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# Digital Education:



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# Digital Education:

In this section we will look at:

- ✓ Key concepts
- ✓ Digital Competences
- ✓ Basic Digital Skills
- ✓ Specialist ICT Skills
- ✓ Digital Tourism
- ✓ Augmented Reality



# What you will learn / Key Concepts:

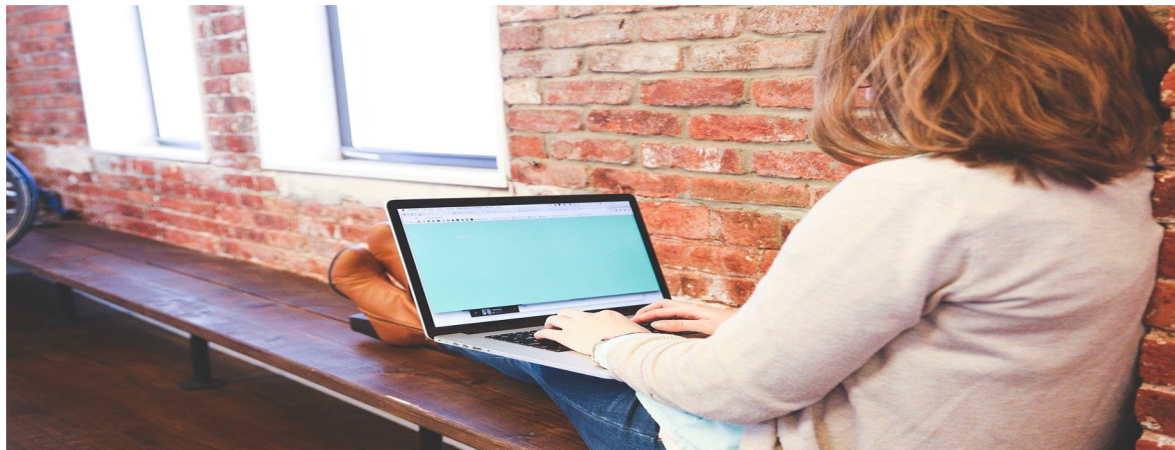
- The potential of digital education;
- The importance of Digital Tourism and Augmented Reality in the tourism sector

## Key concepts and issues

#The meaning of digital education

# the role of digital skills and competences for digital tourism

# Augmented reality in the tourism sector



# Europe's Digital Transformation:

Europe's digital transformation has been accelerated by the rapid advance of new technologies.

Like previous major technological advances, digitalisation affects how people live, interact, communicate, learn, teach, study and work.

This makes investing in one's digital skills throughout life of the utmost importance, specially, as an educator that aims at motivating young adults.

*Source: European Commission (2018)*

The **European Digital Education Action Plan** outlines three priorities:

- Making better use of digital technology for teaching and learning
- Developing relevant digital competences and skills for the digital transformation
- Improving education through better data analysis and foresight

*Sources: European Commission (2018); European Commission | Education & Training | Digital education action plan*



# Digital Competences:

## Digital competence

The European Digital Competence Framework for Citizens (DigComp) describes digital competence in five areas:

- ✓ information and data literacy;
- ✓ communication and collaboration;
- ✓ digital content and creation;
- ✓ safety and well-being;
- ✓ problem-solving.

We can divide digital skills into:

**BASIC DIGITAL SKILLS**

**SPECIALIST SKILLS**

*Source: European Commission (2018)*





# Basic Digital Skills:

## BASIC DIGITAL SKILLS

The skills to use information and technology for work, leisure and communication with confidence. Useful skills for all citizens to participate in the information and knowledge society and exercise digital citizenship rights.

There are six strands for Basic Digital Literacy:

- ✓ **Digital Responsibility**- knowing how to stay safe and act appropriately online
- ✓ **Digital Productivity** – knowing which technologies, tools and techniques to use and how to organise, share and protect digital information
- ✓ **Digital Information Literacy**- able to find, critically evaluate and use digital information safely
- ✓ **Digital Collaboration**- sharing knowledge and collaborating with others to complete tasks and solve problems
- ✓ **Digital Creativity**- Being able to use digital media to complete tasks, generate content and develop opportunities
- ✓ **Digital Learning** – understanding how technology can extend learning opportunities

The Essential Digital Skills standards are:

- ✓ Using devices and handling information (includes how to store information)
- ✓ Creating and editing
- ✓ Communicating online
- ✓ Transacting (buying) online activities
- ✓ Being responsible, safe and legal online



# Basic Digital Skills:



# Specialist ICT Skills:

## SPECIALIST ICT SKILLS

Specialist digital skills are required both in the private sector and in the public sector.

European Digital Agenda reference tool defines the ICT competence as:

*"a demonstrated ability to apply knowledge (knowledge), skills (skills) and attitudes to achieve observable results".*

The development of adequate ICT specialist skills is a crucial condition for digital growth, in the evolution of manufacturing products, as well as for the efficiency and evolution of services. For this reason it will be increasingly important to work to train, cultivate and constantly update digital skills, or digital skills.

In the near future, 9 out of 10 jobs will require digital skills.

Digital skills are a vast set of technological skills that allow you to identify, evaluate, use, share and create content using information technology and the Internet.

They can range from basic skills such as the use of computers to more specific and advanced ones such as code creation or the development of software systems for artificial intelligence or augmented reality. Since the world of technology is constantly evolving, digital skills also change continuously and are destined to change rapidly over the years.



# Digital Tourism:

## Digital tourism

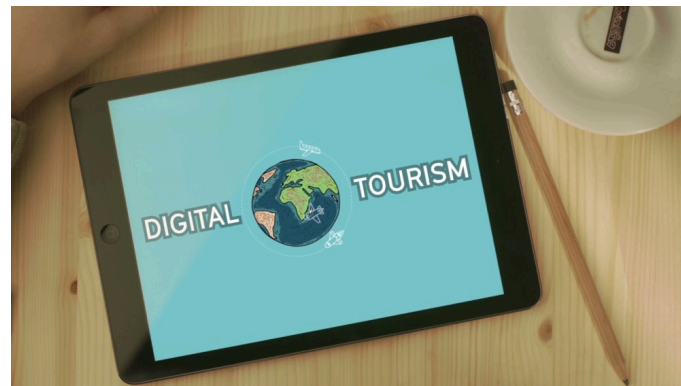
This is the revolution in the tourism sector through online which has generated new job opportunities.

Tourism like all other sectors has been modified by the digital revolution that has changed the way we travel.

Digital technologies have led this market to link with the multimedia content of information and entertainment.

Even in tourism, digital skills are increasingly in demand.

Social Media Marketing, Content Creator, Tourism Web Marketing, Community Management, Reputation Management, augmented reality expert, video makers, are just some of the specialisations required.



# Augmented Reality:



## Augmented Reality, a new interpretation of tourism

Augmented reality allows a deeper vision of the natural landscape, historic centres and works of art, discovering what is not visible to naked eyes.

Augmented reality consists of the superposition of one or more visual levels on reality.

The advent of augmented reality glasses modifies man's natural relationship with the surrounding world.

The real revolution in tourism will occur when augmented reality is used to push people to explore a location for tourism purposes.

An approach and a technique used more and more often by museums and the like, especially the most innovative and updated ones. Thanks to an ad hoc application, visitors can in fact interact with certain locations inside the museum or the structure in question, in order to obtain a virtual interaction that overlaps the real world. So for example the bones of the dinosaurs come to life or the zoo animals come out of the cages and take selfies with the visitors, thus ensuring a more complete and engaging experience.

Metaverse is one way to create Augmented Reality experiences. Through the application it will be possible to arrange the components and images on a storyboard and connect them together with the computer without having to write any code. You simply need to program interactions to move players between scenes using command blocks that are available.



# Augmented Reality 2:



You need the **Metaverse App** to view this Augmented Reality Experience.



If you have Metaverse installed, visit this link from your phone or scan the code.



Kastellhaseloff\_EN  
@Arthur\_Haseloff\_72



# Territorial Marketing:



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# Territorial Marketing:

Territorial Marketing is that complex set of activities specifically aimed at realising plans and strategies for the development of a territory in the long term. (Wikipedia)

Territorial marketing is an essential tool for anyone involved in land development.

Any development strategy of territorial marketing should include actions that involve many participants, such as public institutions, private companies, associations, stakeholders.

All of this must be matched with a thorough knowledge of the territory and of the most modern, efficient and effective communication tools.

Territorial marketing starts from a systematic study aimed at integrating and geo-referencing data about the natural, historical, cultural resources and the local agricultural products and resources

Stakeholders need to:

- ✓ Analyse opportunities and problems, strengths and weaknesses of the local context
- ✓ Identify stakeholders and to promote their participation in planning processes
- ✓ Create networks of stakeholders in the local area and in the field of reference
- ✓ Identify the funding options and to provide advice for competition announcements
- ✓ Promote the territory through the organisation of events, communication campaigns, offline and online marketing

Place branding is a term based on the idea that "cities and regions can be branded," whereby branding techniques and other marketing strategies are applied to "the economic, political and cultural development of cities, regions and countries."





# Territorial Marketing (2):

Territorial Marketing consists of a number of approaches, techniques and tools used to build and develop the attractiveness of a given territory through

- ✓ the promotion of companies, products and services, talent, Know-how;
- ✓ the radiance of the territory (notoriety, image, visibility);
- ✓ the attraction and maintenance of people and capital .....

Thus, the implementation of an attractiveness policy translates into a well-defined strategy (territorial project) that finds its concrete expression in a TM mix.

The components of the TM Mix have been identified and organized under 4 categories: Organic components, economic components, geographic components and symbolic components. Or

- ✓ Product policy, the objective of which is to define a supply and adapt it to market trends and changes in demand;
- ✓ The price policy which, in TM, implies the price of local taxation, the price of the land in the zones of activity, the cost of hiring the farms, etc. It is the variable of the mix that makes consumers make sacrifices by requiring them to invest in the product;
- ✓ The communication policy which seeks, through the appropriate means, to make known the offer of the territory and to attract the attention of the request;
- ✓ The distribution policy with the objective of facilitating access to the city as well as the service modalities necessary for sales and after-sales services.



# Territorial Marketing (3):

Territorial Marketing is, more and more, influenced by new trends integrating them through the development of new practices enabling it to ensure its productivity through:

- ✓ Effective **integration of various disciplinary fields**: quality management, finance, product and service development, CRM (Customer Relationship Management), communication, promotion, marketing, studies and surveys, ...;
- ✓ **Individuals must be placed at the heart of any TM approach** because of the complexity of his role. The citizen is, at the same time, an actor of supply and demand. He is the identity bearer, the host, the guide, the creator of the offer, the provider of territorial content information ambassador. In the same way, he is a customer because he first consumes the territorial products / services;
- ✓ The successful outcome of an effective TM strategy is the **construction of excellence ecosystems**. The territorial brand will be the lever of products from the territory. A network of brands will be built around the latter and will constitute a network whose reputation strengthens the positioning of others;
- ✓ Valorisation of innovation to **offer a unique product**, excellent and thus create lasting links between the targets (customers) and the territorial competences (citizens) who will become co-owners of the territory;
- ✓ No more talk about B2C (Business to Consumers) or B2B (Business to business). **We are now in the era of H2H (Human to Human).**



# Rural Tourism:



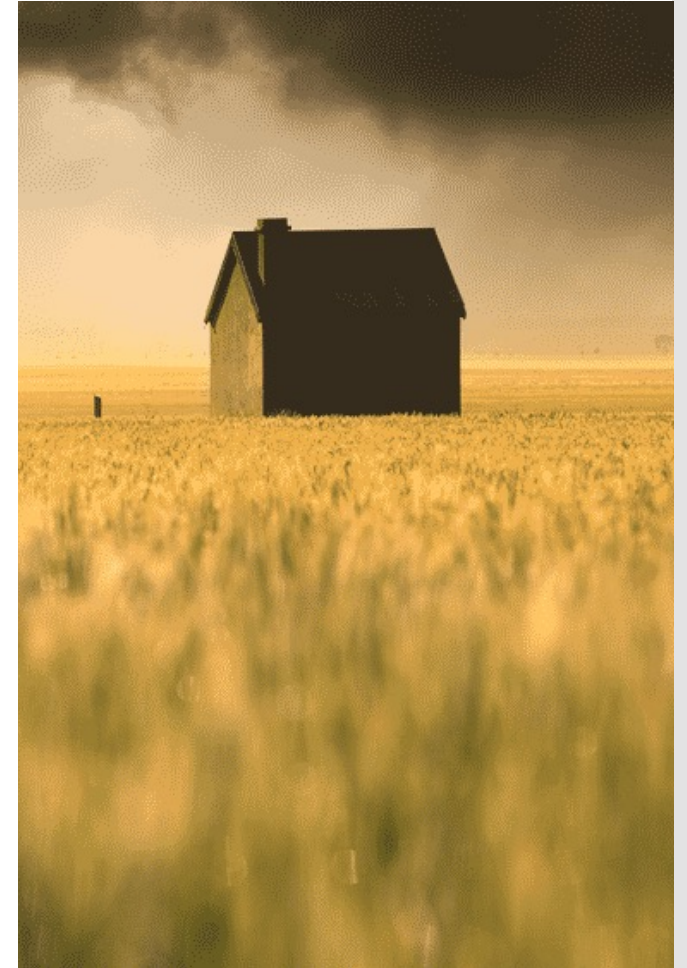
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# Rural Tourism:

Rural tourism may be defined as the movement of people from their normal place of residence to rural areas for a minimum period of twenty-four hours to the maximum of six months for the sole purpose of leisure and pleasure. Rural tourism refers to all tourism activities in a rural area.

The OECD states rural tourism should be:

- ✓ Located in rural areas.
- ✓ Functionally rural, built upon the rural world's special features; small-scale enterprises, open space, contact with nature and the natural world, heritage, traditional societies, and traditional practices.
- ✓ Rural in scale – both in terms of building and settlements – and therefore, small scale.
- ✓ Traditional in character, growing slowly and organically, and connected with local families.
- ✓ Sustainable – in the sense that its development should help sustain the special rural character of an area, and in the sense that its development should be sustainability in its use of resources.
- ✓ Of many different kinds, representing the complex pattern of the rural environment, economy, and history.



# Rural Tourism (2):

Various estimates suggest that tourism in rural areas makes up 10 to 20% of all tourism activity, and a Eurobarometer survey reported that 23% of European holidaymakers choose the countryside or rural areas as a destination every year.

Various cultural and nature-based activities occur in rural areas. The rural environment has a long history of being managed for recreational purposes, and this symbiotic relationship has had important impacts on both environment and activities.

A range of tourism and recreation activities are found in the countryside. We can categorize these activities on the bases of their nature. Types of rural tourism activities include:

- ✓ Touring
- ✓ Cultural activities
- ✓ Water-related activities
- ✓ Health-related activities
- ✓ Aerial activities
- ✓ Passive activities
- ✓ Sporting activities
- ✓ Hallmark events
- ✓ Business-related activities



# Rural Tourism (3):

## Importance and Benefits of Rural Tourism

Rural tourism is an important form of tourism sector which plays an important role and gives many benefits to rural areas community. When tourists travel to rural areas, they support the local economy and helps in various way. Rural tourism helps in the development of rural areas and living standards of host communities.

Some importance and benefits of rural tourism are as follows:

- ✓ Provides a source of new, alternative or supplementary income and employment in rural areas.
- ✓ Rural tourism spurs infrastructure development in rural areas.
- ✓ Help to reduce gender and other social power
- ✓ Encourage collective community
- ✓ Reinvigorate local culture.
- ✓ Instill the sense of local pride, self-esteem, and identity
- ✓ Contribution to conservation and protection.
- ✓ Increase the living standards of the local community.
- ✓ Assists refurbishment and re-use of abandoned properties.
- ✓ Provide opportunities for retaining population in areas that might otherwise experience depopulation.
- ✓ Enable areas to be repopulated.



Rural tourism is a growing form of tourism. It is not just farm stays or visits to rural areas. It is more than that. Rural tourism benefits the host community of rural areas as well as surrounding natural environment through preservation and conservation of natural resources.



# Rural Tourism (4):

## Rural Tourism Issues and Challenges

The major issues and challenges of rural tourism need to preserve the environment and natural resources, the need of education, proper understanding for both tourists and local people, and the need to generate a democratic movement which helps people at all levels to participate in tourism development.

Some important issues and challenges of rural tourism are as follows:

- ✓ Economic Leakages.
- ✓ Local price inflation.
- ✓ Distort local employment structure.
- ✓ Seasonal patterns of demands.
- ✓ Manufacture or distort local 'culture' for commodification and staged authenticity.
- ✓ Destroy indigenous culture.
- ✓ Natural habitat destruction of rural wildlife.
- ✓ Littering, emission and other forms of pollution.
- ✓ Congestion.

The cooperative system in rural tourism can be an effective approach in bringing positive impact in rural areas. Local people can monitor and control the negative impacts of rural tourism on their own society, if they have an equal stake and authority in management and development.



# Rural Tourism (5):

## Characteristics of Rural Tourism

The concept of rural tourism has a noble cause. It is another kind of sustainable tourism that exploits resources in rural regions, causes little or no harmful impact, and generates increasing benefits to rural areas in term of rural productivity, employment, improved distribution of wealth, conservation of the rural environment and culture, local people's involvement, and a suitable way of adapting traditional beliefs and values to modern time.

Some characteristics features of rural tourism are:

- ✓ Seasonality
- ✓ Fragmentation
- ✓ External market needed
- ✓ Co-operation needed between internal and external market
- ✓ Role of women
- ✓ Economic role: side income for farmers and other entrepreneurs in the rural area.

Rural tourism could help in boosting the local performing arts and help conserve the local culture and can prevent rural migration. Rural tourism could attract the tourists by providing an excellent glimpse of the village ambiance with local cuisine.



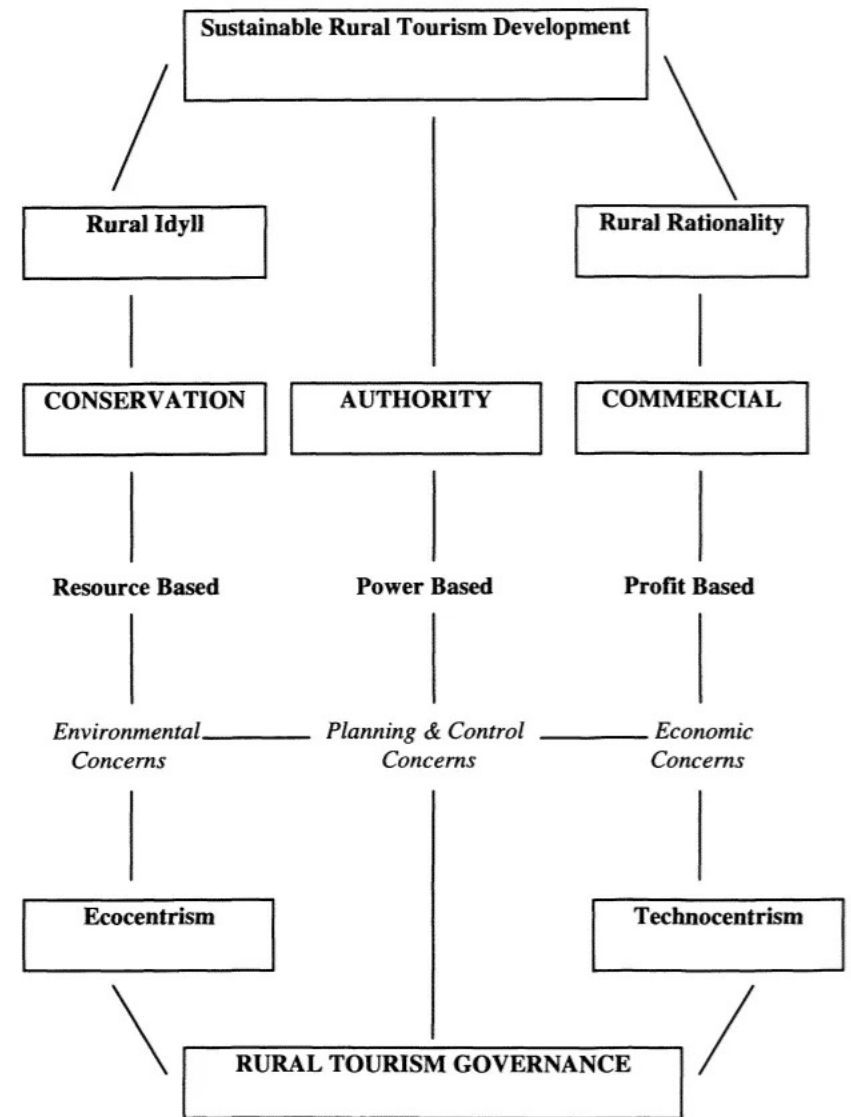


# Rural Tourism (6):

Rural tourism development is more than just a planned process. Using an actor-oriented approach, it can be seen as a dynamic, on-going socially constructed and negotiated process that involves many social actors who continuously reshape and transform it to fit it to their perceptions, needs, values, and agendas.

As tourism continues to be developed in rural areas in order to counter the economic decline in the primary production sectors, the need for sustainable forms of development is recognized. Since the early 1990s, the concept of sustainable tourism development has achieved almost universal acceptance as a desirable and appropriate approach to, and goal of, tourism development.

Rural tourism development has been driven by the need for economic growth and diversification and it is important, therefore, that tourism's potential contribution to rural economic growth is not diluted by the over-specificity of principles of sustainable tourism.



# Sustainable Tourism:



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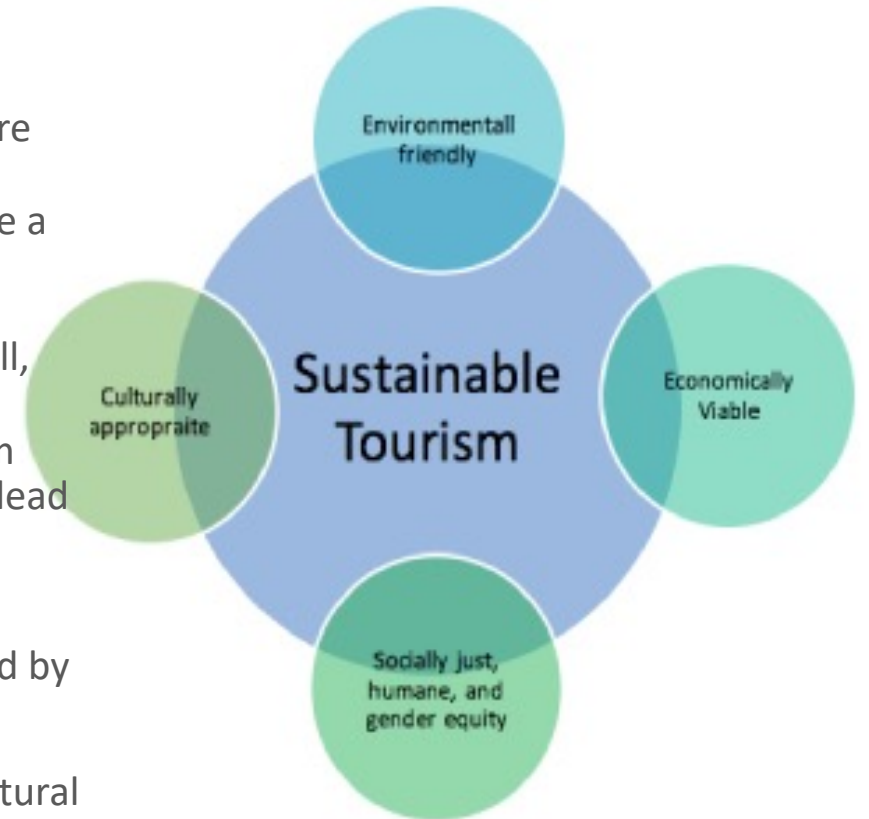
# Sustainable Tourism:



By its very nature, tourism values the things that are most precious in our world: stunning landscapes, wildlife, history, culture and people. Tourism can be a catalyst for growth in the local economy, providing good quality jobs, opportunities for enterprise and funds for conservation. But if it is not managed well, tourism can have negative impacts on local communities and environments, creating long term problems for local residents, which can ultimately lead to the decline of tourism in the destination.

The aim of sustainable tourism is to increase the benefits and to reduce the negative impacts caused by tourism for destinations. This can be achieved by:

- ✓ Protecting natural environments, wildlife and natural resources when developing and managing tourism activities
- ✓ Providing authentic tourist experiences that celebrate and conserve heritage and culture
- ✓ Creating socio-economic benefits for communities through employment and income earning opportunities



Taking a long-haul flight generates more carbon emissions than the average person in dozens of countries around the world produces in a whole year



# Sustainable Tourism (2):

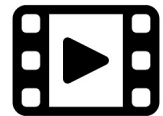
**The UNWTO defines sustainable tourism as:**

“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”

How does sustainability fit within your business?

Taking that first bold step or changing up a gear can seem daunting as there are many decisions to make.

- ✓ Which tourism impacts do we prioritise?
- ✓ Which products or services should we focus on first?
- ✓ How do we communicate what we're doing?
- ✓ Do we have the skills and resources to do this?



# Sustainable (responsible?) Tourism (3):



## Social & economic aspects

Global economists forecast continuing international tourism growth.

This continuous growth will place great stress on remaining biologically diverse habitats and Indigenous cultures, which are often used to support mass tourism.

Tourists who promote sustainable tourism are sensitive to these dangers and seek to protect tourist destinations, and to protect tourism as an industry.

Sustainable tourists can reduce the impact of tourism in many ways:

- ✓ informing themselves of the culture, politics, and economy of the communities visited
- ✓ anticipating and respecting local cultures, expectations, and assumptions
- ✓ supporting the integrity of local cultures by favouring businesses which conserve cultural heritage and traditional values
- ✓ supporting local economies by purchasing local goods and participating with small, local businesses
- ✓ conserving resources by seeking out businesses that are environmentally conscious, and by using the least possible amount of non-renewable resources

Increasingly, destinations and tourism operations are endorsing and following "responsible tourism" as a pathway towards sustainable tourism.

The pillars of responsible tourism are the same as those of sustainable tourism – environmental integrity, social justice, and economic development. The major difference between the two is that, in responsible tourism, individuals, organisations, and businesses are asked to take responsibility for their actions and the impacts of their actions. This shift in emphasis has taken place because some stakeholders feel that insufficient progress towards realizing sustainable tourism has been made. This is partly because everyone has been expecting others to behave in a sustainable manner. The emphasis on responsibility in responsible tourism means that everyone involved in tourism – government, product, and service owners and operators, transport operators, community services, NGOs and Community-based organization (CBOs), tourists, local communities, industry associations – are responsible for achieving the goals of responsible tourism.



# Sustainable (humane?) Tourism (4):

Humane tourism is part of the movement of responsible tourism. The idea is to empower local communities through travel related businesses around the world, first and foremost in developing countries. The idea of humane travel or humane tourism is to connect travellers from Europe, North America, Australia and New Zealand seeking new adventures and authentic experiences directly, to local businesses in the specific locations they wish to visit – thus, giving economic advantages to local businesses and giving travellers authentic and truly unique travel experiences. Humane travel or humane tourism focuses on the people, the local community. The idea is to enable travellers to experience the world through the eyes of its local people while contributing directly to those people, ensuring that tourist dollars benefit the local community directly.[citation needed]

Humane tourism is about giving opportunity to the local people, empower them, enable them to enjoy the fruits of tourism directly.

Forbes

FOL

## Ethical Elephant Tourism: Do It For Dumbo

By Lois Alter Mark, Contributor  
March 28, 2019 at 5:25 AM • 3 MIN READ



<https://www.forbes.com/sites/loisaltermark/2019/03/28/ethical-elephant-tourism-do-it-for-dumbo/>



# Sustainable Tourism (5):

## Example of business model mapping questions – the six ‘c’s

1. Who are your key market segments and what matters to your **customers**?
2. What defines your company **culture**? What do you most care about?
3. Who are your key **contacts** (business partners, suppliers and networks) and what opportunities exist to strengthen relationships?
4. What are your **core** products / services/ activities and the impacts they create?
5. How do you **communicate** and interact with customers, suppliers, and distributors?
6. **Culpability** - what are your biggest risks and most material impacts?

Some larger travel companies are taking this a step further by undertaking materiality assessments. This is the process of identifying, refining, and assessing numerous potential environmental, social and governance issues that could affect their business, and/or their stakeholders, and condensing them into a short-list of topics that inform company strategy, targets, and reporting.

## Building a sustainable supply chain

Your supply chain offers an enormous opportunity to demonstrate your commitment to becoming a sustainable business.

Don't defer responsibility. Work with suppliers to understand systemic sustainability challenges and then find ways to overcome these together.

The better they understand your organisation's long- term plans and vision the better they will be able to help you to improve. Using a sustainability lens at decision making points in product and services design lifecycles can help to innovate.



# Agri Tourism:



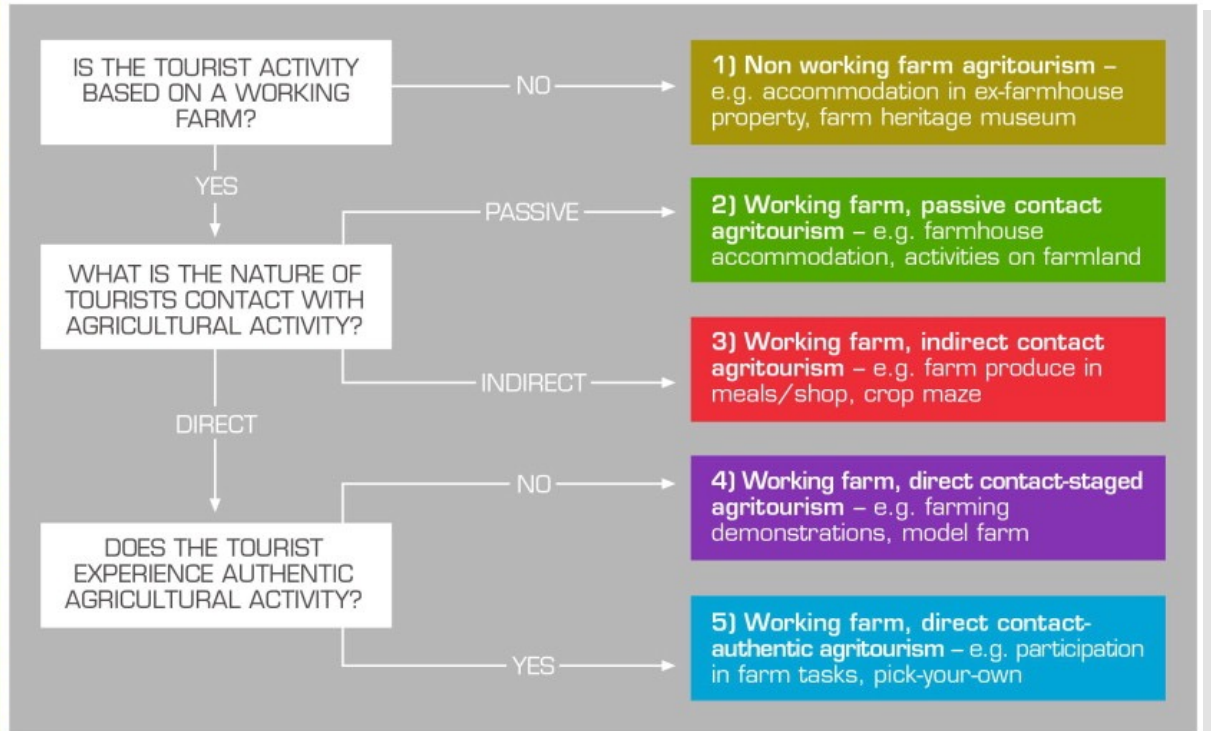
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# Agri Tourism:



## AGRITOURISM TYPOLOGY



# Agri Tourism (2):

**Agritourism:** although often used to describe all tourism activities in rural areas, more frequently either term relates to tourism products which are 'directly connected with the agrarian environment, agrarian products or agrarian stays': staying at farm, whether in rooms or camping, educational visits, meals, recreational activities, and the sale of farm product or handicrafts.

Farm Tourism: explicitly farm-related and most usually associated with tourism involving staying in farm accommodation and seeking experiences from farm operations and attractions.

Wilderness and Forest Tourism: tourist explores the wilderness and natural beauty of the rural area. It may be implicitly included within notions of rural tourism, or they may be regarded as separate. In wilderness and forest tourism, tourists travel to the natural habitat of plants and animals. It mostly encompasses non-consumptive interactions with wildlife and nature, such as observing and photographing animals in their natural habitats. Wilderness and forest tourism includes various tourism activities such as wild photography, safari, bird watching, trekking, and hiking etc.

Green Tourism: green tourism refers to tourism in the countryside or green areas. It is more commonly used to describe forms of tourism that are considered to be more environmentally friendly than traditional, mass tourism. In rural areas, green tourism is an important form of rural tourism. Green tourism is portrayed as an approach to tourism development which seeks to develop a symbiotic relationship with the physical and social environment on which it depends and implicitly seeks to attain sustainability ideals.

Ecotourism: it is a form of nature tourism (tourism to natural, unspoiled areas) which assumes active promotion of environmental conservation and direct benefits for local societies and cultures, together with the provision for tourists of a positive, educative experience. Ecotourism is a group of sustainable tourism activities occurred in the natural environment.



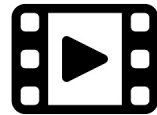
# Agri Tourism (3):

Agritourism or agrotourism involves any agriculturally based operation or activity that brings visitors to a farm or ranch.

Categories:

- ✓ direct-to-consumer sales (e.g., farm stands, u-pick),
- ✓ agricultural education (e.g., school visits to a farm),
- ✓ hospitality (overnight farm stays),
- ✓ recreation (e.g., hunting, horseback riding),
- ✓ entertainment (e.g., hayrides, harvest dinners).

Most agritourists spent time visiting farm stands, picking fruit, or feeding animals; others may navigate a corn maze or do a farm stay, assisting with chores or agricultural or ranch work.



# Agri Tourism (4):

Agritourism is a field that is growing in popularity as producers try to diversify and increase profits. By combining agriculture and tourism, agritourism offers new sources of revenue but also presents potential problems and legal complications to agritourism operators.

## “Agritourism” Defined

Simply stated, agritourism could be thought of as the crossroads of tourism and agriculture. Stated more technically, agritourism can be defined as a form of commercial enterprise that links agricultural production and/or processing with tourism in order to attract visitors onto a farm, ranch, or other agricultural business for the purposes of entertaining and/or educating the visitors and generating income for the farm, ranch, or business owner.

Regardless of the exact definition or terminology, any definition of agritourism should include the following four factors:

- ✓ combines the essential elements of the tourism and agriculture industries;
- ✓ attracts members of the public to visit agricultural operations;
- ✓ is designed to increase farm income; and
- ✓ provides recreation, entertainment, and/or educational experiences to visitors.

## Importance of Agritourism

Agritourism presents a unique opportunity to combine aspects of the tourism and agriculture industries to provide a number of financial, educational, and social benefits to tourists, producers, and communities. Agritourism gives producers an opportunity to generate additional income and an avenue for direct marketing to consumers. It enhances the tourism industry by increasing the volume of visitors to an area and the length of their stay. Agritourism also provides communities with the potential to increase their local tax bases and new employment opportunities.

Additionally, agritourism provides educational opportunities to the public, helps to preserve agricultural lands, and allows states to develop business enterprises. While agritourism may create new potential revenue streams, it also presents new legal issues for farmers and landowners.



## 5. Next Steps

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# Steps to getting a role & a career in tourism:



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# Steps to getting a job:

## How to Get a Job in Travel & Tourism Industry Areas

Step 1: Complete High School - Classes in geography, history, and foreign languages may provide students with background information for travel destinations. Many high schools offer foreign language classes or clubs that provide students with cultural events pertaining to the language or countries of origin.

Step 2: Gain Travel Knowledge - Experience within a city or foreign country will be an asset because it can help clients make travel decisions. Those with experience may be able to better answer questions on customs, weather, politics and exchange rates.

Step 3: Consider Degree Programmes - Employers prefer individuals with some tourism-related training. In addition to tourism and hospitality-based courses, curricula may include coursework in marketing, customer service, and computer skills.

Step 4: Find Work - Jobs for travel agents are decreasing quickly, but jobs for tour guides, foreign language teachers, au pairs, pilots, remote online workers, and independent filmmakers all offer potential opportunities to make a living while traveling the world and using travel expertise to help others to learn more about planet Earth.

### Step 5: Consider Career Options

Think about how to make a career in travel & tourism worthwhile for you. What do you enjoy? What kind of relationship would you like to have with the public? Sites like YouTube and Vimeo host video content and creators can generate advertising revenue.

Knowledge of foreign countries, cultures and languages may be all that's needed to work in travel and tourism, and college courses or a degree in tourism or a related field could be helpful for many people considering travel-related careers. There are many tourism-related industries, many of which are on the rise and give prospective workers significant freedom to travel the world while earning a living.



How you will use &  
share this & other  
MTYT tools:



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Please revisit this presentation and look at some of the videos again

Look at the handouts provided

Read the manual provided

Form small groups to encourage each other

Apply for a mentor

Practice the tips and techniques for getting yourself ready for employment

Plan Plan Plan



## Get Ready for Work





# Next Steps:



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## Next steps:

Remember to fill out the course evaluation sheets – they help us assess our delivery and content

Talk to our trainers

Find out how else we can help

Keep looking for opportunities

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