

# Sustainable tourism, the Tourism of the future?



**ACTIVITY 1.** Read the following definition from the UNWTO (World Tourism Organization)

*Tourism that takes full account of current and future impacts,  
economic, social and environmental  
to meet the needs of  
visitors, the industry, the environment and the host communities”*

[extract from the web page: <https://sdt.unwto.org/es/content/definicion>]

## Sustainable tourism must:

- 1) Provide an **optimal use of environmental resources**, which are a fundamental element of tourism development, maintaining essential ecological processes and helping to conserve natural resources and biological diversity.
- 2) **Respect the sociocultural authenticity** of host communities, conserve their cultural and architectural assets and traditional values, and contribute to intercultural understanding and tolerance.
- 3) Ensure **long-term viable economic activities** that bring all stakeholders well-distributed **socio-economic** benefits, including opportunities for stable employment and income and social services for host communities, and that contribute to poverty reduction.

## ACTIVITY 2.

Sustainable tourism is based on three basic pillars promoting the protection of...

the environment, (2)

socio – cultural values

and certain socio – economic values



### In-class discussion:

What can be those values that must be protected or that can be destroyed by certain types of tourism (a) in general / (b) in your region?

The types of tourism are countless, but many of them mean the same thing or have a lot in common.

# TYPES OF TOURISM

There are many types of tourism but deep down they have many common aspects.

rural tourism sensitive tourism cultural tourism shopping tourism  
 party tourism gastronomic tourism adventure tourism sun and beach tourism  
 mass tourism health tourism language tourism responsible tourism  
 religious tourism ecological tourism green tourism active/sports tourism  
 leisure tourism historical tourism agrotourism moderate tourism ...

**"Sustainable tourism is not a type of tourism as such, it is more an orientation."**

We can find two types or extreme orientations of tourism:

<b>CONVENTIONAL TOURISM</b>	Which mainly focuses on the interests of tourists and tour operators
<b>SUSTAINABLE TOURISM</b>	which also pays attention to the interests of the region, that are the protection of its nature, its culture and social values

**ACTIVITY 3.** Fill in the following chart.

Forms of traditional tourism (following "conventional" principles)	Forms of "new" or "future" tourism (following the [for some] sustainable principles)
	
<p>What types of tourism do mainly follow the principles of conventional tourism?                      Find <b>3 examples from the box above</b> and explain why it is a type of conventional tourism for you.</p> <p>1. _____</p> <p>2. _____</p> <p>3. _____</p>	<p>What types of tourism do mainly follow the principles of sustainable tourism?                      Find <b>5 other examples from the box above</b> and explain in what sense it corresponds to sustainable tourism.</p> <p>1. _____</p> <p>2. _____</p> <p>3. _____</p> <p>4. _____</p> <p>5. _____</p>

# PLANNING A TRIP

## what do you need to think about?

When planning a trip, the «conventional tourist» and the «tourist of the future (or sustainable)» have to consider several pragmatic aspects, for example, they have to think about the **destination** for their holiday, **the way of traveling**, etc.

**ACTIVITY 4.** ✎ Use two different colours [✎✎] who is going to prefer what?

### DESTINATIONS IN SPAIN

location	time	way of travelling	accommodation	group size	activities
the coast of Málaga	in February	By car	Stay at a family hotel	alone	A techno concert
a village in Sierra Nevada	In July	By bike	Find a country house or a farm	In pairs	Some snacks (picnic in the nature)
a beach in Costa Brava	In summer	On a horse	Stay at a hotel complex	Group of 30 tourists	jet ski
inland	In winter	On foot	A tent	Group of 8 people	Visit the Alhambra
a small place near Sevilla	High season	By bus	Spend time in a farm		watch processions (Semana Santa)

### DESTINATIONS IN GERMANY

location	time	way of travelling	accommodation	group size	activities
the coast of	in February	By car	Stay at a family hotel	alone	A techno concert
a village in	In July	By bike	Find a country house or a farm	In pairs	Some snacks (picnic in the nature)
a beach in	In summer	On a horse	Stay at a hotel complex	Group of 30 tourists	jet ski
inland	In winter	On foot	A tent	Group of 8 people	Visit the ....
a small place near	High season	By bus	Spend time in a farm		See....

# What kind of tourist are you?

## ACTIVITY 5. ✍️

Answer the following questions anonymously on a sheet. To identify your own sheet after the evaluation, you will get an ID (identification) from your teacher.

### 1 Has decidido ir de vacaciones y el lugar elegido es...

- a un complejo turístico para estar como en casa.
- b un lugar rico y diverso en cultura y paisaje.
- c un lugar con ambiente, para vivir la noche y pasar el día en la playa.

### 2 La mejor época para ir de vacaciones es...

- a en verano porque hay más ambiente.
- b cuando hay mucho turismo pero todavía hace buen tiempo para poder ir a la playa y hacer otras actividades.
- c cualquier época del año es buena para conocer mundo y disfrutar viajando.

### 3 El alojamiento ideal para ti es...

- a un alojamiento con todas las comodidades, pero que tenga un ambiente natural agradable.
- b un lugar poco turístico y de arquitectura tradicional. Un buen paisaje hace más agradables las vacaciones.
- c un edificio a primerísima línea del mar, lo mejor es estar cerca de la playa.

### 4 ¿Qué plan de vacaciones te parece más interesante?

- a Combinar la playa con excursiones para conocer los alrededores.

- b Todo el día en la playa, tomar sol y ligar mucho.

- c Viajar para conocer otros lugares, otra gente y sus costumbres.

### 5 Tienes hambre y buscas un lugar para comer. Evidentemente elegirás...

- a platos típicos del lugar. Me gusta probar comidas nuevas.
- b comida rápida. Es buena y económica.
- c un restaurante internacional porque allí sé lo que comeré y posiblemente encuentre también algún plato típico.

### 6 Decides visitar los pueblos cercanos. ¿Qué elegirías?

- a Una fiesta tecno en un hotel internacional que está cerca.
- b Pasear por la región para descubrir lugares auténticos.
- c Una excursión organizada por los alrededores. Haré fotografías para mostrárselas a mis amigas/-os.

### 7 En mi alojamiento...

- a me ducho siempre que tengo ganas.
- b ahorro agua. Y no sólo eso, también protesto cuando se derrocha agua.
- c trato de ahorrar agua. Hay que tener cuidado.

### 8 Hoy pasas el día en la playa. ¿Qué haces con la basura?

- a Pongo juntos los restos de cigarrillos, el papel, las botellas y el plástico. Ya los recogerá el servicio de limpieza.
- b No dejo basura y protesto si veo que alguien deja basura en la playa.
- c Hago un esfuerzo para no dejar basura ni en la playa ni en el agua.

### 9 Hoy decides pasar el día en un parque nacional próximo. ¿Qué haces?

- a Doy un paseo en coche y me paro en algún lugar para llevarme plantas, flores, piedras. ¿Qué bonita es la naturaleza!
- b Me informo sobre el lugar y hago una excursión. La mejor manera de conocer un parque nacional es a pie.
- c Voy en mi coche por los caminos del parque. A mí me gusta la aventura.

### 10 Tu familia no te perdonará si no le llevas un recuerdo. ¿Qué le llevas?

- a Un producto típico de la zona.
- b Un coral, o un objeto arqueológico "auténtico". Es original y exótico.
- c Una reproducción de un monumento local, un llavero o una camiseta del lugar.

Adaptado de [www.medforum.org/ulixes21](http://www.medforum.org/ulixes21)

## ACTIVITY 6. Find your score. Add the points you get.

	1	2	3	4	5	6	7	8	9	10
A	2	1	2	2	3	1	1	1	2	3
B	3	2	3	1	1	3	3	3	3	1
C	1	3	1	3	2	2	2	2	1	2

my ID: \_\_\_\_\_ my score: \_\_\_\_\_ my age: \_\_\_\_\_

## ACTIVITY 7.



Tell your German partners about your results so that they can evaluate them

and send you your individual profiles. 😊  
Extra materials to inspire teachers and students



**READY FOR THE GREEN CHALLENGE! CLASSROOM IDEAS TO ACHIEVE A GREENER EUROPE**

**THE FIVE TOPICS FOR SUSTAINABILITY: HOMES/BUILDINGS, PRODUCTIOS/CONSUMPTION, NATURE PRESERVATION, TRAVELLING/TRIPS, FOOD**

<https://dingdong-challenge.campaign.europa.eu/en>