

MODULE 13: RESPONSIBLE AND SUSTAINABLE TOURISM

INTRODUCTION

Up until now we have seen tourism as a positive vehicle for people to learn about other cultures and places in the world. Tourism has always been beneficial to both the traveler and the

local, but in many places, tourism has recently come to a tipping point. In this module, we want the students to dive deeper into responsible and sustainable tourism.

OVERVIEW



Knowledge

- The students learn that tourism can have some negative effects and how to avoid some of these problems.



Attitude

- The students take pride in what they have learned from Ukarimu and feel as though they are ready to go into the professional world of tourism and hospitality.



Learning Goals

- This module addresses the changing trends in tourism for both the good and the bad and as the last session of the Ukarimu curriculum it comes full circle to revisit the question 'What is tourism?'



Skills

- The students learn how to identify practices that can improve tourism as well as our environment.

SESSION 13A: Being a responsible traveler

SESSION 13B: Let's protect our planet, starting at our job!

SESSION 13C: Who benefits from tourism?

BEFORE YOU START, YOU NEED...

- Markers and pens
- Flipbooks in place
- Large pieces of paper
- Printed student diaries
- Read the case studies one time



- Preparation time (15 min)
- Training time (3 x 90 min)

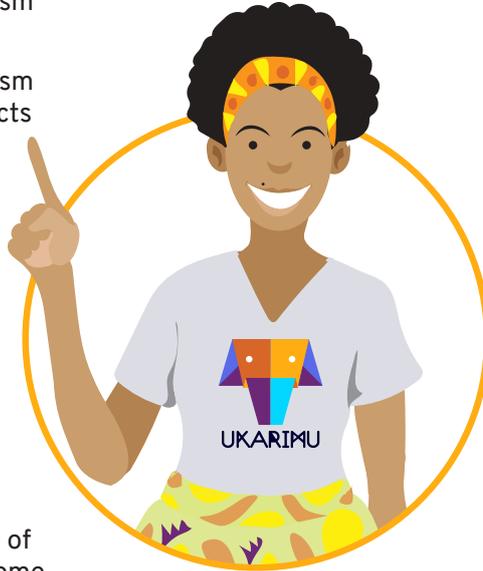


SESSION 13A: Being a responsible traveller



Knowledge

- The students learn that tourism is changing quickly and why.
- The students learn that tourism can have some negative effects and how to avoid some of these problems.



Learning Goals

- This session addresses the changing trends in tourism for both the good and the bad.



Attitude

- The students become aware of how tourism affects the world in both positive and negative ways.
- The students take ownership of their travelling habits to become responsible tourists.



Skills

- The students acquire skills to help them recognize changing trends in tourism and how to avoid some of the negative effects of tourism.

AGENDA



Energizer

(10 min)



Introduction: Responsible tourism

(10 min)



Exercise: Case Studies

(50 min)



Discussion: What can we learn from this?

(20 min)



INSTRUCTIONS

Energizer (10 min)



The Energizer team leads an energizer.

Introduction to responsible tourism (10 min)



ASK:

- Nowadays, we hear the term 'responsible tourism' has become popular. What do you think this means?
- Hasn't tourism always been a positive way for people to learn about other people and cultures?



FACILITATOR'S NOTE:

Let the students respond with a few ideas.



READ

For hundreds of years it has undoubtedly been the traveller who has benefitted from tourism. Yes, the locals get money for their services and are exposed to exotic people coming to their home countries, but the tourist has gained immensely. They are surrounded by new sights and sounds, eating different foods, seeing art works in museums that they could only see in books, climbing mountains that they have only read about and experiencing things they don't do at home like paragliding at the beach or riding a boda or a camel in the desert. Let's face it, they are usually on a well-deserved holiday so they can lie by a pool and be served. By definition tourism is an intangible product meaning that it cannot be touched or held in your hand or handled. It is not a physical thing. It is more what we imagine in our minds.



In modern times the internet can be used to surf websites and even virtual reality can take us to unknown places, but all in all there's nothing like the real thing. Because of more competitive airfares, accessibility of regions and removal of cultural and language barriers over 1.4 billion people left their homes and travelled throughout the world in 2018. The good news is that it is creating more jobs and opportunities for people like you joining the industry, but in reality it is creating a different culture of irresponsible tourists- or more simply, tourists behaving badly that are having negative effects on communities. Let's look at some case studies where this is true.

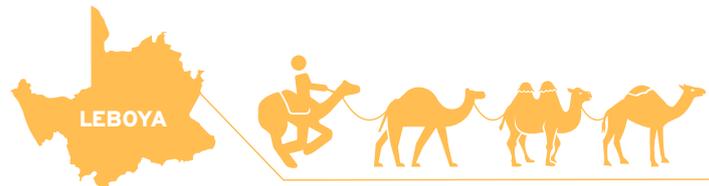


Case studies (50 min)



READ:

Case study 1: Traditions in the Tesketini Valley



Tesketini Valley is a region in the remote northwest of the dry country of Leboya. The people of this region are called the Tesketo and are herdsman. They are believed to have lived in the region for thousands of years and have kept a traditional lifestyle where they follow their herds of camels from one water source to the other. They wear beautiful clothing made of camel skins: in fact, the Tesketo camels are known for the dotted patterns on their skins. The Tesketo wear different skins based on their position in society: an elderly man is supposed to wear a golden skin with small dots, whereas a lady who has not yet married is supposed to wear skins with large red dots.

The Tesketo host a celebration each year called the Teskem, whereby all the Tesketo clans gather to engage in a singing competition in which the males of the tribe sing beautiful songs about Tesketo myths and events that happened in the past. Every clan is supposed to bring their most beautiful camels and the clan that sings best is allowed to pick the camel they consider is most beautiful and then ritually slaughter it. The meat will be shared with everybody. The slaughter is the beginning of 3 consecutive days of feasting. In Tesketo culture, it is a great pride to win the singing competition, but it is also a great pride to have your camel chosen by the winners.

The Tesketo are a proud tribe, but looked down upon by other people in Leboya who consider them backwards. For thirty years, tourists have come to watch the Teskem celebration. Recently, the number of tourists have risen to such a number that there are 2 times as many tourists as actual Tesketo present. The tourists are allowed to participate in the singing and also share the meals with the locals. However, the arrival of tourists has led to a conflict among the Tesketo themselves. Some of the Tesketo elderly have grown tired of the tourists as they believe they are not benefitting financially from the tourists, while they are looked upon as museum artifacts. Others claim that the tourists help them to preserve their traditions and have set up small businesses to sell little leather camels to tourists. Recently, there was a scandal in which a large tour operator claimed to help the Tesketo financially, whereas it ended up in the pockets of the owner.



ASK:

- Do you think tourism is beneficial to the Tesketo? Why?
- What can be done to make sure that tourism is appreciated by all the Tesketo?
- Do you know of any real life situations that resemble this case? What happened there?



Case study 2: Ruining the ruins of Pateltown

Pateltown is a small city in Tamaresh. While Pateltown has just about 80,000 people living there, it attracts about 300,000 tourists per year. This enormous number of tourists has to do with the fact that Pateltown has a rich history as it was once the capital of the Patelian Empire. The ruins of old Pateltown still remain. Some of the ruins are considered holy by the locals. The ruins, which are overgrown with flowers, in combination with the mountains that surround the city, form a beautiful décor for photographs. That is why the tourists take thousands of photos each day, which they spread on social media. A few sites are particularly popular and are flooded by tourists. Although the tourists are not allowed to do so, they climb the ruins, which results in the ruins breaking down. In the past twenty years, some of the ruins have collapsed almost completely. Tourists throw their garbage everywhere and trample the flowers as they move off the paths. With the arrival of tourists, alcoholism and prostitution has increased dramatically. The tourist also have a very different way of dressing than the locals, who dress very conservatively.



Many locals claim that they cannot live a proper life in Pateltown anymore. That is why it is not uncommon to see things like “tourists go home” written on walls. Recently, a group called the Pateltown Eradication Front (PEF) has decided to take violent action against the tourists as they have beaten up several drunken tourists who were on their way home. One of the victims has died from his injuries. They announced to stop only when the local government takes extreme measures against the floods of tourists. Ironically, there are a few other places in the area which are also beautiful but hardly attract any tourists.

? ASK:

- *If you were a local, living in Pateltown, what would you think of the tourists?*
- *What can be done to make sure to improve the situation in Pateltown?*
- *Do you know of any real life situations that resemble this case? What happened there?*



Case study 3: The dipi-dipi of Bambayoyo

Bambayoyo National Park is famous as it is the last place on earth where the rare dipi-dipi bird lives in relatively large numbers. During mating season the dipi-dipi come together to find a partner and breed. The dipi-dipi play an important role in the ecosystem of the whole region as they eat grasshoppers and rodents. Without the dipi-dipi, the farmers in the region would have to deal with plagues of grasshoppers and rodents, similar to what has happened in



neighboring countries where the dipi-dipi are almost extinct. In the park, the dipi-dipi are successfully protected. However, after breeding, the dipi-dipi move out of the park and sometimes travel north for hundreds of kilometers. With the adults, in March, the young dipi-dipi move north from the park to follow the grasshoppers. As they cannot fly yet, the young dipi-dipi wobble their way north, which is funny to see as they are very fluffy and clumsy. However, on their way north they pass through Bambayoyo Town, where very many tourists stay. The town has more than 80 hotels, has a golf course and many nightclubs.

Bambayoyo Town attracts tourists because of the dipi-dipi, as many tourists come to spot them. However, the tourists form an obstacle for the young dipi-dipi who often get trapped in the town. The problem is that many tourists like to play with the young dipi-dipi and feed them. Some even keep them as pets, only to find out that the young dipi-dipi die off easily. Some of the young birds mistake pieces of plastic for grasshoppers, which causes many of them to die. The fences in the Bambayoyo Town also destroy the migration patterns of the young dipi-dipi as they cannot pass through them. As a result, only 30% reach adulthood. Scientists have called for the complete relocation of Bambayoyo Town as they believe the dipi-dipi will become extinct within twenty years. However, the people living in Bambayoyo Town refuse to move as they have invested a lot in building the hotels and the golf course.

? ASK:

- *What can be done to make tourism flourish while protecting the dipi-dipi?*
- *What would be an effective way to make sure the tourists don't pet the young dipi-dipi?*
- *Do you know of any real life situations that resemble this case? What happened there?*

Discussion: What can we learn from this? (20 min)



FACILITATOR'S TIP:

See the facilitator guide about different ways of leading a discussion for some inspiration.





ASK:

- Do you know of any cases where tourism is affecting different cultures or regions?
- Is the money the locals are getting worth it?
- Have you heard about other places in the world where governments are turning away tourists?



FACILITATOR'S NOTE:

There are no right or wrong answers as people see tourism as both good and bad.



SESSION 13B: Let's protect our planet, starting at our job!



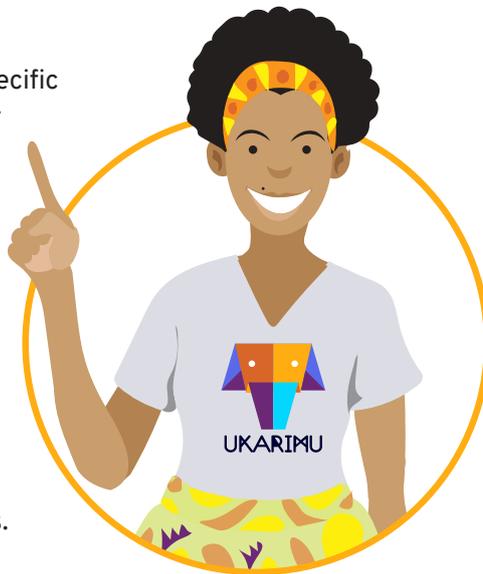
Knowledge

- The students recognize specific areas where tourist habits- and their own- can be more beneficial to their environment.



Attitude

- The students are aware of how important it is to maintain their cultural sites and natural resources.



Learning Goals

- This session looks more at the practical ways we can protect our environment and how tourism habits can be controlled in a positive way.



Skills

- The students change their habits and become more attentive to their environment.

AGENDA



Energizer

(10 min)



Quiz:

Wasteful practices

(40 min)



Discussion:

What would you do to make your hotel sustainable?

(20 min)



Reflection:

Discussion

(20 min)



INSTRUCTIONS

Energizer (10 min)



The Energizer team leads an energizer.

Quiz: Wasteful practices (40 min)



? ASK:

- What do you think the word 'sustainable' means and how does it apply to tourism?
- Just like 'responsible tourism', we also hear "sustainable tourism". What do you think it means?



FACILITATOR'S TIP:

You can check the glossary for an explanation of these phrases.



SAY:

- Let's take this quiz and see what you think about these situations individually. Then we will discuss together what you thought. These are all true or false statements which I will read.



FACILITATOR'S TIP:

To make the quiz more active, you can ask the students to stand up and pick a side after you read the statement. Right side of the room is 'true' and left side of the room is 'false'.



FACILITATOR'S NOTE:

After you have gone through the questions and given the students time to write what they think, go back over the questions as a group and discuss the answers.



QUIZ:

Statement	Tourism is always bad for the environment.
Answer	False
Explanation	Tourism can help to protect the environment by making protection of the natural environment financially profitable. This is particularly the case around nature parks which can often be protected through the profit made in tourism.



Statement	The world would be a better place if hotels and restaurants mainly use ingredients that are locally produced and processed
Answer	<i>True</i>
Explanation	Food that is locally produced didn't have to travel too much before it reaches the consumer. As a result, a lot of energy is saved, such as fuel for trucks or electricity to keep the food cool. In addition, it allows the local communities to benefit from tourism as well.
Statement	Solar powered electricity is very expensive compared to other forms of electricity
Answer	<i>False</i>
Explanation	While solar panels used to be very expensive, the costs are decreasing quickly. Especially in remote, sunny regions, solar panels can be a good investment on the long term, as it is cheaper than using generators.
Statement	Eating meat is a sign of wealth, so every tourist wants to eat meat
Answer	<i>False</i>
Explanation	Many tourists refuse to eat meat, such as beef, pork, chicken or fish. This may be because of religious reasons, but they may also do it because they want to protect the environment. Meat production costs a lot of land and water, as the animals have to eat a lot before they are slaughtered. In many countries, forests are cut to produce soy, which is then used to produce animal feed.
Statement	To produce a kilo of beef requires 20 times as much land and 10 times as much water compared to producing a kilo of beans.
Answer	<i>True</i>
Explanation	Producing beef is a very ineffective way to produce proteins. Beef may be tasty but it requires a lot of land and water. In order to save the environment it would therefore be a good thing if tourists would not eat meat every single day, but replace it once in a while with beans. Hotels and restaurants can help by putting tempting vegetarian options on the menu.
Statement	What a hotel does with their garbage doesn't matter to the tourist because it is not his/her concern.
Answer	<i>False</i>
Explanation	Many tourists are aware of the harmful practices that are common in the tourism industry. That is why many tourists choose hotels and restaurants that are taking measures to be sustainable. Many of them don't like to see garbage being burned and plastic bags being provided in every occasion, even if that is common in the country.
Statement	In every luxurious hotel towels are replaced every single day.
Answer	<i>False</i>
Explanation	In many eco-friendly hotels and lodges guests can decide whether they want their towels and bedsheets being cleaned. When they leave them on the floor, they can be replaced, but if they hang them they are left by the housekeepers: it is up to them. In that way, hotels can reduce the amount of soap and water being used. As the guests can decide themselves what they prefer, it is a very effective way to make a hotel more sustainable.
Statement	It is possible to heat water by composting organic waste.
Answer	<i>True</i>
Explanation	As composting organic waste results in warmth, it is a very innovative way to heat water. As the waste does not get in contact with the water directly, it is very clean as well. The compost can later be used as fertilizer.



Statement	It takes 450 years before a plastic bottle decomposes.
Answer	<i>True</i>
Explanation	Although it might be hard to believe, this is actually true. So unless anyone will pick it up, a plastic bottle will stay there for 450 years when you throw it away in nature. As in most African countries there are little ways to recycle plastics so it is best just to limit your use of plastic bottles. Buy a big bottle rather than several smaller ones and refill them from tanks. Burning plastic is not an option as it is very harmful to the environment and to your health as the gasses that are released can cause cancer.
Statement	Air conditioning is the only effective way to cool down hotels, that is why every luxurious hotel has them.
Answer	<i>False</i>
Explanation	Air conditioners use a lot of electricity, which can be costly. Most of the times there are ways to prevent the need for air conditioning, especially by building in such a way that cool air comes in. Another option is a fan. Even though it also costs electricity, it is not as much as air conditioners.
Statement	Garbage is just garbage: there is no use for it, so it is best just to burn it.
Answer	<i>False</i>
Explanation	Garbage can be used for various things! Plastics, metals and paper can be recycled, whereas organic waste can be turned into fertilizer or energy, using a biogas installation. Burning all of it is just... a waste. The smoke it creates is very unhealthy and bad for the environment.
Statement	Insects are bad and that is why you should use a lot of insecticide when cleaning rooms.
Answer	<i>False</i>
Explanation	While mosquitoes or tsetse flies are annoying and may cause diseases, other insects are extremely important for both humans and the environment. Bees for example play an important role in the environment and are used to produce honey and pollinate other plants. Insecticide kills all insects and should therefore be used as little as possible. Some detergents are more eco-friendly, but it is better just to use a mosquito net.
Statement	Forests have no other function than hosting wildlife. So clearing forests is a sign of modernity.
Answer	<i>False</i>
Explanation	Forests are the lungs of the world as they play an important role in the production of oxygen that all of us breath. However, forests are cut down in an alarming rate, particularly in the tropics. They are cut down to make way for agriculture, timber collection or to provide a place for people to live. Tourism can play a role in protecting those forests.
Statement	Burning on charcoal or wood is the traditional African way of cooking food and is not harmful.
Answer	<i>False</i>
Explanation	Although most people are used to cook on charcoal or wood, the smoke is very bad for the environment. Alternatives exist which are more sustainable. If you do want to cook on charcoal, use an efficient cooking stove as these produce less smoke and use less charcoal. They are a good investment on the long run.



Statement	It doesn't matter which cleaning agents you use as they all have the same impact on the environment.
Answer	False
Explanation	After you wash dishes or clothes, the soap will end up in the water. Some cleaning agents have a lot of chemicals in them that are very bad for the environment as they can kill animals and plants. Luckily there are also cleaning agents that are less dangerous and clean almost as well.
Statement	It doesn't matter if plastic bags are thrown away. Once they are gone, they are gone.
Answer	False
Explanation	Plastic bags are very bad for the environment as they don't compose naturally. Instead, they break down into small pieces and are often eaten by animals such as fish. As humans eat the fish, they may eat the plastics as well. This is likely to cause cancer. Luckily, it is very easy to decrease the amount of bags being used by reusing them many times instead of asking for new ones whenever you buy your groceries.
Statement	Buying food on the local market is not effective as tourists want food that comes from supermarkets.
Answer	False
Explanation	Buying food from the local market is less expensive, helps to benefit the local communities and is better for the environment. That is why it is good to buy most ingredients locally. Of course, some ingredients will always have to be imported from far away, but then they are preferably canned or vacuum sealed so that they can stored for a long time.

Discussion: Making your company sustainable (20 min)



FACILITATOR'S TIP:
See the facilitator guide about different ways of leading a discussion for some inspiration.



SAY:

- Let's say that you own a company or a hotel. What would you do to make it "sustainable"?

FACILITATOR'S NOTE:

Once all students have taken their turn tell all students to remove the sheet read the contents.

When everybody has read their piece of paper, tell the students to take a new piece of paper.

Reflection (20 min)



SAY:

- We have discussed some important topics today and it has given us much to think about. Let's take some time for you to reflect in your diaries.



SESSION 13C: Who benefits from tourism?



Knowledge

- The students learn that they must keep up with the changes as they are the future!



Learning Goals

- This session is designed for the students to put their thoughts into practice. As the last session of the Ukarimu curriculum it comes full circle to revisit the question 'What is tourism?'



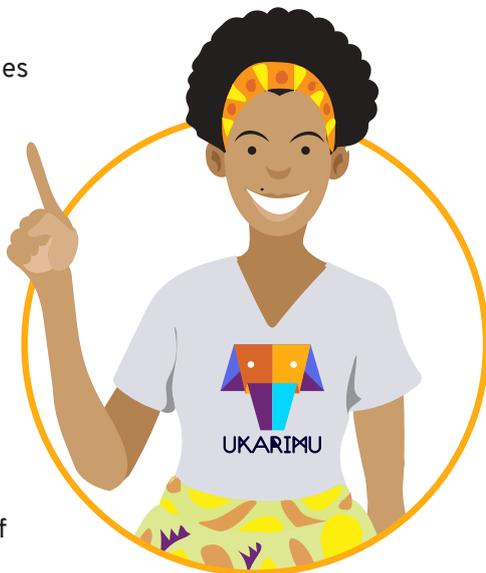
Attitude

- The students take pride in what they have learned from Ukarimu and feel as though they are ready to go into the professional world of tourism and hospitality.
- The students appreciate how tourism can be a positive link between cultures but also recognize when situations can be overwhelming.



Skills

- The students learn how to identify practices that can improve tourism as well as our environment.



AGENDA



Exercise:
Read tourism at
a tipping point

(10 min)



Exercise:
Create your own
country

(30 min)



Exercise:
Presentations

(30 min)



Discussion: What
is tourism?

(20 min)



Exercise: Read tourism at a tipping point (10 min)



SAY:

- *Up until now we have seen tourism as a positive vehicle for people to learn about other cultures and places in the world. It brings about the mix and exchange of ideas from one region to another. Tourism has always been beneficial to both the traveller and the local, but recently tourism has come to a tipping point in many countries. A tipping point is when the advantages shift. While we struggle to receive tourists here in Africa, there are other parts of the world that are turning them away. Why is this?*
- *Until a few years ago countries spent millions of dollars to advertise their resources and appeal to the senses of the traveller. They hire sophisticated marketing companies to write phrases such as:*



Denmark

Happiest place on earth!



Turkey

Be our guest



England

Discover your England



Canada

Keep exploring



India

Incredible India



Rwanda

Remarkable Rwanda



US

All within your reach



Botswana

Our pride – your destination



Mozambique

Come to where it all started



Kenya

Magical Kenya



ASK:

- *How do these phrases make you feel?*



SAY:

- *None of these phrases, though, mention anything physical, but rather make you feel as though you will be welcome in Turkey, you will be happy when you go to Denmark or magical when you come to Kenya. Your sense of curiosity will be satisfied when you “discover” England and when you are in the US you will be able to reach everything you want to see (although it is a very large country!)*
- *As much as tourism is in the mind and as we said, intangible, untouchable, it can create some very serious physical damage. Some countries in the world are actually trying to discourage tourists or limit the number of people who visit and redirect them to lesser known regions of the country. Unfortunately, visitors have begun overwhelming the local people with their bad and inconsiderate behavior as we saw in the case studies. Sometimes the mere number of visitors is making daily life difficult for the locals. They can't go into a shop to buy their morning coffee because there are so many tourists crowded inside. There are flower gardens and fields that the locals take care of that the tourists have ruined because they want to take a picture. When in fact, the tourists come to see the beauty and magnificence of the garden they are ruining it by climbing over the fences and trampling the flowers just for a selfie. They splash around in the fountains and throw their empty water bottles on the ground.*



- So what can be done? It is logical to think that because you want to work in the tourism industry that you want to travel. There is a lot to be said for being a responsible tourist. Every country has more than one city so you can do some research to find that hidden gem of a region. Instead of going to the monuments and cathedrals that 1.4 billion other people are going to, try to find the road less travelled. You can be creative in your research and find places that are equally rich with culture or even more fun because they are not overcrowded. It is possible that you will even enjoy your holiday that much more because you were treated well by the locals and they were glad to have you. When you begin to travel the world it is important to be resourceful. Be respectful. Be responsible. Each one of you in turn will proceed along the back of the line and write a strength on the back of each student. Then return to the line.

As is written in a very famous poem by Robert Frost:

*“Two roads diverged in a wood, and I—
I took the one less traveled by,
And that has made all the difference.”*

Exercise: Create your own country (30 min)



SAY:

- Now it is your turn. Throughout this Ukurimu curriculum you have designed the perfect hotel and what you think the perfect traveller looks like. Now I want you to break into small groups and create your own country and answer the following questions:



FACILITATOR'S TIP:

Write these question on a flipbook for everyone to read or print it out on pieces of paper.

1. What is the name of your country?
2. What is the population of your country?
3. What are 5 important highlights that attract tourists to your country and why?
4. How many tourists do you have in one year in your country?
5. What is the motto or advertising slogan for your country?
6. What methods do you use in your country to keep the environment sustainable?

Exercise: Presentations of countries (30 min)



FACILITATOR'S NOTE:

After they have finished, let each group present their countries. Make sure that they answer each question!



Discussion: **What is tourism?** (20 min)



FACILITATOR'S TIP:

See the facilitator guide about different ways of leading a discussion for some inspiration.



SAY:

- *During the past few weeks we have learned a great deal from the Ukarimu curriculum, We have learned about being a good employee, why people travel, how to cater for their needs and even how to make a bed. So having learned all of this, we can now go back to the very first module and see how you would answer,*

