

TOUR/DRIVER GUIDES MODULE 5: SUSTAINABLE TOURISM

INTRODUCTION

Tourism has an impact on the natural and social environment. Most often it has largely negative consequences, as we will find out in this module. However, if tourists as well as professionals are a bit more conscious about their actions, the negative impact can be significantly reduced - and sometimes tourism can even be used to help create a better world!



FACILITATOR'S TIP:

Please note that this module will take a bit longer as it is supplemented with a movie.

OVERVIEW



Learning Goals



Knowledge

- The participants will realize that - if done badly - tourism has negative impacts on the natural and social environment.



Attitude

- The participants will become more aware of the impact of tourism.



Skills

- The participants will learn to reflect on case studies.

SESSION 5A: Tourism's Impact

SESSION 5B: Hopeful Ideas

SESSION 5C: Common Environmental Sustainability

BEFORE YOU START, YOU NEED...

- Flipcharts
- Large paper
- Marker and pens
- Sticky notes
- Netflix Account
- Projector or video screen



SESSION 5A: Tourism's Impact

AGENDA



Discussion:
Case Studies
(70 min)

INSTRUCTIONS

Discussion: Case Studies (70 min)



- 1) In this exercise, the participants are going to discuss case studies about the potential negative impacts of tourism.
- 2) Split the group into three groups and provide each group with a case study. Ask them to read it and internally discuss the case studies by answering the questions formulated below.
- 3) Give them 20 minutes to prepare.
- 4) After the 20 minutes are over, ask one of the group members to read out the case study to the entire group. Ask them to read the questions and to explain the answers they have given to them.
- 5) Ask the rest of the group to respond to these questions as well and as a trainer, lead the discussion.
- 6) After the first group, let the second and third group also present their case studies.



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 has 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 benefiting 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.

- 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 Patelton



Patelton is a small city in Tamaresh. While Patelton 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 Patelton has a rich history as it was once the capital of the Patelian Empire. The ruins of old Patelton 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 tourists 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 Patelstown anymore. That is why it is not uncommon to see things like “tourists go home” written on walls. Recently, a group called the Patelstown 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.

- If you were a local, living in Patelstown, what would you think of the tourists?
- What can be done to make sure to improve the situation in Patelstown?
- 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.

- 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?



SESSION 5B: Hopeful Ideas

Learning Goals



Knowledge

- The participants learn more about the fragility of the natural environment.



Attitude

- The participants will be empowered in how good ideas can make a difference in battling environmental destruction.



Skills

- The participants learn to reflect on case studies.

AGENDA



Introduction: Responsible Tourism, Eco-Tourism and Community-Based Tourism
(20 min)



Case studies: Hopeful Ideas
(30 min)



Movie: David Attenborough A Life on Our Planet
(90 min)

INSTRUCTIONS

Introduction: Responsible Tourism, Eco-Tourism and Community-Based Tourism (20 min)



FACILITATOR'S TIP:

Refer to the case studies of the first session to introduce the topic of Responsible Tourism: a form of tourism in which both the tourism companies and the tourists aim to maximize their positive impacts on the natural and social environment and to minimize their negative impacts.



SAY:

Next to Responsible Tourism, the concepts of Community-Based Tourism and Eco-Tourism are becoming more and more famous. These are forms of responsible tourism that often go hand in hand. As the term suggests, Community-Based Tourism is organized by the local communities in a tourism destination that aims to protect the interests of the community. Community-Based Tourism is a perfect way to make sure that the local communities benefit from the presence of tourists in their vicinity.





SAY:

Tourism can have a lot of benefits for the local communities, in terms of offering decent jobs, creating business opportunities for local shops and other companies. Other possibilities include investing some of the profits into healthcare, education, or other services that benefit the community.



SAY:

Eco-Tourism aims to protect or revitalize the natural environment in a given destination. Nowadays, the loss of the natural environment is widespread around the whole world. Eco-Tourism is a way to make the protection of the natural environment profitable from a business perspective.



5) Explain :

That these forms of tourism are getting more and more popular and that they have a lot of business potential. Ask the participants whether they can come up with examples of Responsible Tourism, Eco-Tourism and Community-Based Tourism. In the next exercise you will provide some fictional examples.

Case studies: Hopeful Ideas (20 min)



Instructions:

Just like in the first activity of the day, you will now look at the three case studies again and discuss them. This time, however, you can just read out the case studies yourself or ask a volunteer, after which you will collectively brainstorm on it.

Case Study 1: The Tesketen Tourism Ambassadors



The community elders in the Tesketini Valley decided that enough is enough. Certainly, as tourists came to the communities they spent some money, but the communities decided this was not the type of tourism they wanted. Luckily there were also many young people who agreed. In various meetings with community groups and tourism stakeholders they collectively decided they wanted to improve the situation.

With the help of a local NGO they came up with a way forward: from then on tourism companies would voluntarily spend 20% of their earnings on a campaign that trained young people in becoming Sustainable Tourism Ambassadors, called the Tesketeens. They received training as site guides and sustainability ambassadors at the same time. They took the lead in cleaning up the towns and developed a sustainability pledge, which was signed by tourism companies, tourists and community groups in which they promised to have respect for the natural and social environment and would cause no harm.

Three years down the line, the Tesketini Valley has improved quite a bit. Of course, there are always challenges as not everyone lives up to their promises, but overall most people are very happy to support the initiative.

- Ask what the participants think of this initiative.
- Explain that similar initiatives have been initiated by communities around the world. In fact, this fictional initiative was loosely based on a recent initiative by tourism stakeholders in Karamoja, Uganda.





Case Study 2: Patelstown's Tourism Taxes

In the recent elections, Patelstown chose a new leader who used to work in tourism before. Mrs. Sangeet promised to stop the enormous influx of tourists. She claimed that Patelstown would benefit if only a certain number and certain type of tourists would come to Patelstown. When she introduced a heavy tourism tax many tourism companies believed she was crazy as this would stop their business. However, she promised to use this money in preserving the cultural heritage and in education projects.

Because of the tourism tax Patelstown became far more expensive for tourists to visit. Overtime, Patelstown started to attract more conscious tourists who were willing to pay more. At this moment the tourism companies are still not making the same profits as before, but Patelstown became a nicer place for residents to live in and the hostility has reduced a lot.

- Ask what the participants think of this initiative.
- This idea is also based to some extent on real life examples, such as Amsterdam and Venice.

Case Study 3: Rewilding the Dipi-Dipi Corridor



After years of tense debate between conservationists, local politicians, business people and other stakeholders, a compromise was finally reached. Whereas relocating the whole of Bambayoyo was not possible, the idea was to create a large wildlife corridor for the dipi dipi just west of the town. A zone of 8 km wide would be reforested with indigenous trees. This would encourage the dipi-dipi to move through this corridor instead of the town.

A limited number of ecotourists would be allowed inside the zone each day and a percentage of the visitors fees would be used to sustain the corridor and to compensate the farmers that had to relocate.

Although the corridor has just been opened and many trees are still very small, it already attracts a lot of animals, including the rare dipi-dipi.

- Ask what the participants think of this initiative.
- Explain that many reforestation and rewilding projects are currently initiated around the world. Many of them are very successful.



Movie: **A Life on Our Planet** (90 min)



Instructions:

In order to emphasize the importance of taking good care of our natural environment, you are now going to show a movie from 2020, called “David Attenborough: A Life on Our Planet”. For this you will need access to a Netflix account and a projector or video screen.



FACILITATOR'S TIP:

If it is not possible to show this movie, make sure to find a good documentary on Youtube on climate change and the loss of biodiversity. An alternative is to get a guest lecturer in.

As the movie will show, David Attenborough is someone who is extremely passionate about introducing the wonders of nature to a larger audience. He has been doing that throughout his life and he has seen the world changing due to irresponsible behaviour.

After the movie, make sure to reflect with the participants on what they just saw and how it makes them feel.



SESSION 5C: Environmental Sustainability

Learning Goals



Knowledge

- The participants will know more about harmful and sustainable practices.



Attitude

- The participants will be more attentive towards sustainable practices in their own work



Skills

- The participants will learn how to operate more sustainably.

AGENDA



Introduction: Save the Environment, Starting at Our Jobs
(30 min)



Quiz :
(30 min)

INSTRUCTIONS

Introduction: Let's Save the Environment, Starting at Our Jobs (30 min)



1) Introduce why saving the environment is important:



SAY:

We all know that the climate is changing rapidly: more extreme forms of weather are commonplace all over the world, which leads to many disasters such as rising sea-levels, droughts or floods, or famines caused by bad harvests. This is largely caused by human activities. The tourism industry plays a significant role in this, partly because of the promotion of flying and other harmful transport means, but also because of harmful habits among tourism companies that pollute the natural environment.

2) Ask the participants to help brainstorm on things they can do as guides to help protect the natural environment. Ask them to elaborate on their answers.

3) Help the group by adding the following items if they have not been mentioned

- Waste reduction;
- Conservation techniques e.g. water;



- Recycling;
- Energy efficiency;
- Awareness amongst staff members;
- Community awareness sessions. E.g., cleaning up the town, village, or park together with community members;
- Business case for sustainability i.e., profit margins, savings etc. especially by using case studies;
- Use of biodegradables/organic products;
- Community involvement & social sustainability;
- Buying locally;
- Promotion of eco-friendly forms of transport, including bicycles or public transport;

Quiz: (30min)



Instructions:

Depending on how much time you have, you can do this exercise in 2 different ways:

Option A:

The least time consuming would be to do this as an ordinary quiz in which individuals (or pairs) have to write down either “true” or “false” on a piece of paper, everytime when you read out a statement. After the quiz you go through the correct answers and mention the explanation. Think of a prize for the winner.

Option B:

Pick one side of the room where the participants need to move to in case they believe the answer is true, and let them move to the other side of the room if they believe the answer is false. After every statement, let people from both sides explain why they picked their position. After that, mention the correct answer.



FACILITATOR'S TIP:

ask the participants to really listen to or read the statement well. Often, discussions stem from some people not paying close attention to how the statement is formulated. Especially words like “always”, “never”, or “often” are the types of words to look for.

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| Statement 1 | 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. |



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| Statement 2 | The world would be a better place if hotels, restaurants and other tourism companies mainly use ingredients that are locally produced and processed. |
| Answer | <i>True</i> |
| Explanation | Food that is locally produced doesn'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. |

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| Statement 3 | 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 in the long term, as it is cheaper than using generators. |

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| Statement 4 | 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. |

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| Statement 5 | 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. |

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| Statement 6 | What a tourism company 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 on every occasion, even if that is common in the country. |



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| Statement 7 | 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. |

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| Statement 8 | 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. |

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| Statement 9 | 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. |

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| Statement 10 | 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 time 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. |

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| Statement 11 | 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. |



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| Statement 12 | Insects are bad and that is why you should use a lot of insecticide when cleaning rooms or offices. |
| 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. |

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| Statement 13 | 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 breathe. However, forests are cut down at 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. |

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| Statement 14 | 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 cooking 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 in the long run. |

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| Statement 15 | Buying food on the local market is not effective as tourists want food that comes from supermarkets. |
| Answer | <i>False</i> |
| 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 be stored for a long time. |

