



grassroots
young entrepreneurs in eco-health tourism

Sustainability & Ecotourism

Theoretical Background



www.ecohealthforyouth.com



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Message From The Editor

“

Entrepreneurship education in eco-health tourism, GRASSROOTS empowers young people to make a positive impact on the environment and their communities

”

This training program is essentially an investment in oneself. There are neither good nor bad questions or answers. It truly is a personal journey, an exploration of oneself and the realms of possibility. So, allow yourself to let go and explore all the possibilities that you deem relevant to you in ecotourism. Take pleasure in travelling this path with nature and the various professions surrounding it. May this beautiful human adventure be fulfilling and filled with joy.

Have FUN!

1a

Understanding Sustainability



1a Understanding Sustainability

General aspects

Everybody talks about sustainability but what does it mean really ? Sustainability is the practice of meeting the needs of the present without compromising the ability of future generations to meet their own needs. It involves balancing economic, social, and environmental considerations to ensure long-term well-being for both people and the planet. By promoting responsible resource use, social equity, and environmental stewardship, sustainability aims to create a resilient and thriving world for all.

Today, humanity faces an urgent and multifaceted challenge: climate change. Climate change refers to long-term shifts in temperature, precipitation patterns, sea levels, and other aspects of the Earth's climate system, primarily caused by human activities such as burning fossil fuels, deforestation, and industrial processes. This global phenomenon has far-reaching consequences, including more frequent and severe extreme weather events, loss of biodiversity, food and water insecurity, rising sea levels, and displacement of communities.

The scientific consensus is clear: climate change poses a significant threat to human societies, ecosystems, and economies worldwide. Urgent action is needed to mitigate its impacts and adapt to the changes already underway. Transitioning to renewable energy sources, reducing greenhouse gas emissions, conserving natural habitats, enhancing resilience to climate-related risks, and fostering international cooperation are among the key strategies required to address this existential challenge. By coming together and taking decisive action, we can work towards a more sustainable and resilient future for all.



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1a Understanding Sustainability

Learning about planetary limits

Understanding planetary boundaries is crucial for designing your eco-tourism project. These boundaries represent the limits within which humanity can operate safely to maintain Earth's essential systems and resources. By staying within these boundaries, we can ensure the health of our planet and the well-being of future generations.

In simpler terms, planetary boundaries are like guardrails that help us navigate the challenges of sustainable development. They guide us in making choices that protect ecosystems, biodiversity, and climate stability. By considering these boundaries in your project design, you can ensure that your eco-tourism venture respects the natural limits of the environment, minimising harm and maximising benefits for both people and the planet.

The "planetary boundaries" refer to the nine planetary processes identified by scientists as essential for maintaining ecological balance and Earth's stability as a living system. These boundaries were proposed to help define a "safe operating space" within which humanity can thrive without compromising environmental conditions and life-sustaining resources. The nine planetary boundaries are as follows:



1a Understanding Sustainability

Learning about planetary limits

Climate Change: This refers to the change in levels of carbon dioxide and other greenhouse gases, which can lead to severe climate disruptions.

Biodiversity: Loss of biodiversity due to factors such as habitat destruction, pollution, and invasive species can compromise ecosystems and the services they provide.

Land Use Change: Conversion of natural lands into agricultural, urban, and industrial lands can result in soil productivity loss and ecosystem degradation.

Nitrogen Biogeochemical Cycle: Excessive levels of nitrogen compounds in the environment, primarily resulting from fertilizer use and other human activities, can lead to detrimental consequences such as water pollution and biodiversity loss.

Phosphorus Biogeochemical Cycle: Excessive phosphorus use in agriculture and other industries can result in water and ecosystem pollution, as well as disruptions in biogeochemical cycles.

Freshwater Use: Overexploitation of freshwater resources can lead to water scarcity, water-related conflicts, and impacts on aquatic ecosystems.

Land Use Change: Deforestation, urbanization, and other land use changes can result in loss of natural habitats, reduced biodiversity, and disruptions in biogeochemical cycles.

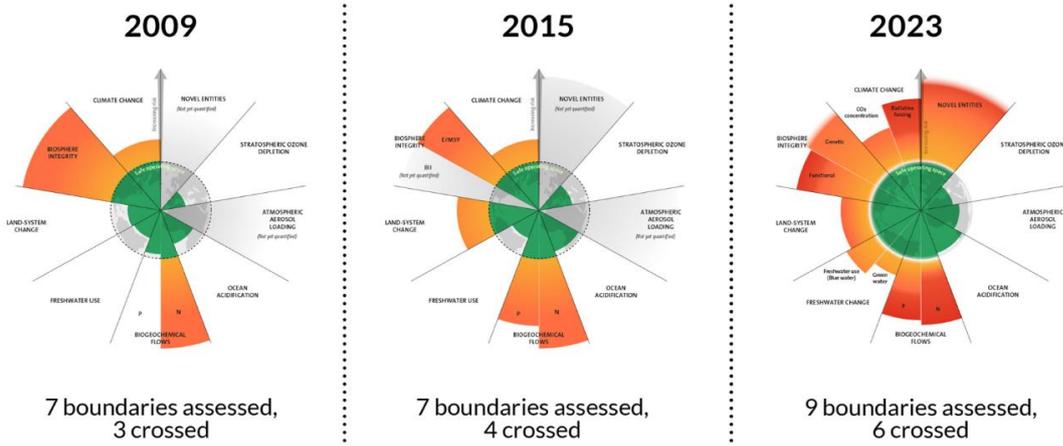
Toxic Chemical Pollution: Use of toxic chemicals in agriculture, industry, and other activities can lead to air, water, and soil pollution, as well as impacts on human and environmental health.

Ocean Acidification: Increased carbon dioxide levels in the atmosphere lead to ocean acidification, which can have severe consequences for marine ecosystems and species dependent on them.

1a Understanding Sustainability

Learning about planetary limits

These nine planetary boundaries are interconnected and determine Earth's ability to maintain environmental conditions favorable to life. By respecting them, humanity can avoid irreparable harm to our planet and ensure a sustainable future for generations to come.



The evolution of the planetary boundaries framework. Licenced under CC BY-NC-ND 3.0 (Credit: Azote for Stockholm Resilience Centre, Stockholm University. Based on Richardson et al. 2023, Steffen et al. 2015, and Rockström et al. 2009)



1a Understanding Sustainability

What is IPCC

The IPCC, or Intergovernmental Panel on Climate Change, was created in 1988 by the World Meteorological Organization (WMO) and the United Nations Environment Programme (UNEP). Its main purpose is to give governments worldwide scientific information to help them make climate policies. The IPCC's reports, made with help from thousands of experts, are used in international climate change talks.

The IPCC is made up of governments from the United Nations or WMO, totaling 195 countries. Experts volunteer their time to review scientific papers and make detailed summaries of climate change causes, effects, risks, and ways to adapt and lessen its impact.

To make sure the assessments are fair and complete, the IPCC's work is reviewed openly and transparently by experts and governments worldwide. The IPCC identifies areas where scientists mostly agree and where more research is needed. It's important to know that the IPCC doesn't do its own research but gathers existing knowledge to help make policy decisions.

Their latest report, the 6th Synthesis report, combines information from earlier reports. It talks about recent climate science, current dangers from climate change, and ways to stop temperatures from rising more.

The report has some good news. Progress is happening in using low-carbon technologies, countries are making stronger promises to cut emissions, and more money is being spent on climate-related work. But even if all countries keep their promises, it might not be enough to stop global warming from going above 1.5°C, which could cause serious problems.

Not enough is being done to help communities adapt to climate change. If the planet gets much hotter, it could cause permanent changes to nature, which would be bad for people and animals.

To tackle climate change, everyone needs to work together. Communities, especially Indigenous Peoples and local communities, are key to protecting nature. Governments, especially richer ones, need to make stronger plans to fight climate change and invest in nature-friendly solutions. Businesses should aim to have zero emissions and switch to renewable energy. Individuals can help by learning about climate change, spreading the word, joining efforts to make a difference, and continuing to learn about the issue.

1a Understanding Sustainability

What is IPCC

8 key findings about the sixth report of IPCC:

1. Climate Change Cause: Humans are causing climate change, which is dangerous for both people and nature.
2. Observable Effects: Earth is getting hotter, ice is melting, and sea levels are going up.
3. Extreme Weather: We're experiencing more severe and frequent extreme weather events.
4. Environmental Damage: Oceans are becoming more acidic, biodiversity is declining, and water is getting scarcer.
5. Inequality Impact: Climate change makes existing inequalities worse.
6. Economic Risk: The global economy is at risk because of climate change.
7. Emission Reduction: We can cut emissions in half by 2030 with changes in all sectors.
8. Global Cooperation: Dealing with climate change needs cooperation between countries.

Find out about the latest IPCC report: <https://wmo.int/publication-series/european-state-of-climate-2023>

1a Understanding Sustainability

Exploring ways to promote sustainability

Addressing the challenges posed by the planetary boundaries requires concerted efforts at local, national, and global levels. Here are some strategies to ensure we maintain environmental conditions favourable for life:

Reduce Greenhouse Gas Emissions: Implement policies and initiatives to reduce carbon dioxide and other greenhouse gas emissions, such as transitioning to renewable energy sources, improving energy efficiency, and promoting sustainable transportation.

Protect Biodiversity: Establish and expand protected areas, restore degraded habitats, and implement sustainable land management practices to conserve biodiversity and ecosystem services.

Promote Sustainable Land Use: Encourage sustainable agriculture practices, reduce deforestation, and promote reforestation and afforestation efforts to conserve natural lands and maintain ecosystem functions.

Manage Nutrient Cycles: Implement measures to reduce nutrient runoff from agriculture and wastewater, improve soil health, and promote sustainable nutrient management practices to protect water quality and biodiversity.

Conserve Water Resources: Implement water conservation measures, invest in water infrastructure and management systems, and promote sustainable water use practices to ensure access to clean water for people and ecosystems.

1a Understanding Sustainability

Exploring ways to promote sustainability

Reduce Pollution: Enforce regulations to reduce pollution from industrial, agricultural, and urban sources, invest in pollution control technologies, and promote cleaner production methods to protect air, water, and soil quality.

Promote Sustainable Consumption and Production: Encourage sustainable consumption patterns, promote resource efficiency, and support the development and adoption of green technologies to reduce environmental impacts.

Address Ocean Acidification: Reduce carbon emissions to mitigate ocean acidification, protect marine habitats and species, and promote sustainable fisheries management to ensure the health and resilience of marine ecosystems.

Enhance International Cooperation: Foster collaboration among governments, businesses, civil society organizations, and international institutions to address global environmental challenges, share knowledge and resources, and implement effective solutions.

Empower Communities: Engage and empower local communities in environmental decision-making processes, support grassroots initiatives, and promote education and awareness-raising efforts to build a culture of environmental stewardship and sustainability.

By implementing these strategies and working together to address environmental challenges, we can help ensure that we maintain environmental conditions favorable for life on Earth now and for future generations.

1a Understanding Sustainability

Discovering the history of sustainability.

Learning about sustainability is important because it helps us understand how to live in a way that preserves the planet for future generations. By grasping concepts like conserving resources, reducing waste, and protecting ecosystems, we can make informed choices in our daily lives and in broader endeavors like business or policymaking. Ultimately, understanding sustainability empowers us to be responsible stewards of the Earth, ensuring a better world for ourselves and those who come after us.

“Meeting the needs of the present without compromising the ability of future generations to meet their own needs.”

In June 1992, at the Earth Summit in Rio de Janeiro, Brazil, more than 178 countries adopted Agenda 21, a comprehensive plan of action to build a global partnership for sustainable development to improve human lives and protect the environment.

At the United Nations Conference on Sustainable Development (Rio+20) in Rio de Janeiro, Brazil, in June 2012, Member States adopted the outcome document "The Future We Want" in which they decided, inter alia, to launch a process to develop a set of SDGs to build upon the MDGs and to establish the UN High-level Political Forum on Sustainable Development. The Rio +20 outcome also contained other measures for implementing sustainable development, including mandates for future programmes of work in development financing, small island developing states and more.

Today, there are almost 140 developing countries in the world seeking ways of meeting their development needs, but with the increasing threat of climate change, concrete efforts must be made to ensure development today does not negatively affect future generations.

1a Understanding Sustainability

Understanding of Sustainable Development Goals (SDGs)

The 2030 Agenda for Sustainable Development, adopted by all United Nations Member States in 2015, provides a shared blueprint for peace and prosperity for people and the planet, now and into the future. At its heart are the 17 Sustainable Development Goals (SDGs), which are an urgent call for action by all countries - developed and developing - in a global partnership. They recognize that ending poverty and other deprivations must go hand-in-hand with strategies that improve health and education, reduce inequality, and spur economic growth – all while tackling climate change and working to preserve our oceans and forests.

Youtube: <https://www.youtube.com/watch?v=0XTBYMfZyrM>

SUSTAINABLE DEVELOPMENT GOALS



Credit: <https://www.un.org/sustainabledevelopment> The content of this publication has not been approved by the United Nations and does not reflect the views of the United Nations or its officials or Member States

1a Understanding Sustainability

Paris Agreement on climate change

The Paris Agreement is a landmark international treaty aimed at combatting climate change. Its key points include:

1. Temperature Goal: The agreement sets a target to limit global warming to well below 2 degrees Celsius above pre-industrial levels, with efforts to limit the temperature increase to 1.5 degrees Celsius. This ambitious goal is crucial for avoiding the most severe impacts of climate change.

2. Emission Reductions: Each participating country commits to reducing its greenhouse gas emissions to contribute to the overall goal of limiting global warming. These emissions reductions are outlined in nationally determined contributions (NDCs), which are unique to each country based on their individual circumstances and capabilities.

3. Climate Resilience: The agreement emphasizes the importance of building resilience to the impacts of climate change, particularly for vulnerable communities and ecosystems. This includes measures to adapt to changes such as rising sea levels, extreme weather events, and shifting agricultural patterns.

4. Finance and Support: Developed countries pledge to provide financial assistance and technology transfer to help developing countries mitigate and adapt to climate change. This support is crucial for ensuring equitable participation in the global effort to address climate change.



1a Understanding Sustainability

Paris Agreement on climate change

5. Transparency and Accountability: The agreement establishes a framework for transparent reporting and review of countries' progress toward their emissions reduction targets. This ensures accountability and helps track collective progress toward the overall goals of the agreement.

Overall, the Paris Agreement represents a significant global commitment to addressing climate change through collective action, cooperation, and sustained efforts to reduce greenhouse gas emissions and build climate resilience.

2023 in Dubai, at COP28, countries agreed for the first time to move away from fossil fuels in their energy systems. They said this transition should happen fairly, but they didn't set a deadline or force anyone to act. Some wanted a stronger commitment to stop using fossil fuels altogether, but instead, the agreement focuses on increasing renewable energy like wind and solar power and improving energy efficiency. It also encourages developing cleaner technologies. COP28 is important because it aligns with the goal set at COP21 in Paris to limit global warming to 1.5 degrees Celsius, which experts say is crucial for avoiding the worst effects of climate change.



1b

Tourism Today



1b Tourism Today

Understand the environmental impact of tourism

Traveling is amazing, but if we don't travel or develop tourism destination responsibly, it can harm the places we visit.

The number of international tourist arrivals has skyrocketed over the years. In 1950, there were 25 million arrivals, which grew to 166 million by 1970 and reached 435 million by 1990. From 1990 to 2018, the numbers more than tripled, hitting 1.442 billion. Projections estimate that by 2030, there will be 1.8 billion tourist arrivals.

Tourism is a significant contributor to global greenhouse gas emissions, accounting for over 5 percent of the total. Transportation, in particular, contributes 90 percent of these emissions.

Projections indicate that by 2030, there will be a 25% increase in CO2 emissions from tourism compared to 2016, rising from 1,597 million tons to 1,998 million tons.

Tourism frequently leads to the overuse of water. For instance, an average golf course in a tropical region consumes as much water as 60,000 rural villagers and utilizes 1500 kilograms of chemical fertilizers, pesticides, and herbicides per year.

Tourism has significant negative effects on the environment. It often strains natural resources through excessive consumption, especially in areas where resources are already limited.

Tourism also puts immense pressure on local land use, resulting in soil erosion, increased pollution, loss of natural habitats, and heightened threats to endangered species. These impacts can gradually degrade the environmental resources upon which tourism relies.

1b Tourism Today

Recognize negative effects of tourism on natural habitats, wildlife, and local communities

Let's look at some of the main problems caused by tourism so we can understand how tourism might impact the environment and local communities.

Destroying Nature and Wildlife Homes:

Building hotels and roads can destroy natural areas, forcing animals out of their habitats.

Using Up Resources:

Tourists use a lot of water and electricity, especially in areas where resources are limited.

Losing Cultural Traditions:

Local cultures can change or disappear as they adapt to cater to tourists' tastes.

Causing Conflicts and Crime:

Ignorance of local customs can lead to tension and sometimes even crime between tourists and locals.

Hurting Animals:

Activities like elephant rides or animal shows often involve mistreatment of animals.

Creating Traffic Jams:

Popular tourist spots can get very crowded, causing traffic and pollution.

Making Things Expensive:

Prices for everyday goods can go up in tourist areas, making life harder for locals.

Making Communities Dependent on Tourism:

if tourism declines, communities that rely on it can suffer economically.

Adding to Pollution:

Tourism contributes to pollution from plastic, noise, and sewage.

Damaging Historical Sites:

Irresponsible behavior, like graffiti, can harm important landmarks.

1b Tourism Today

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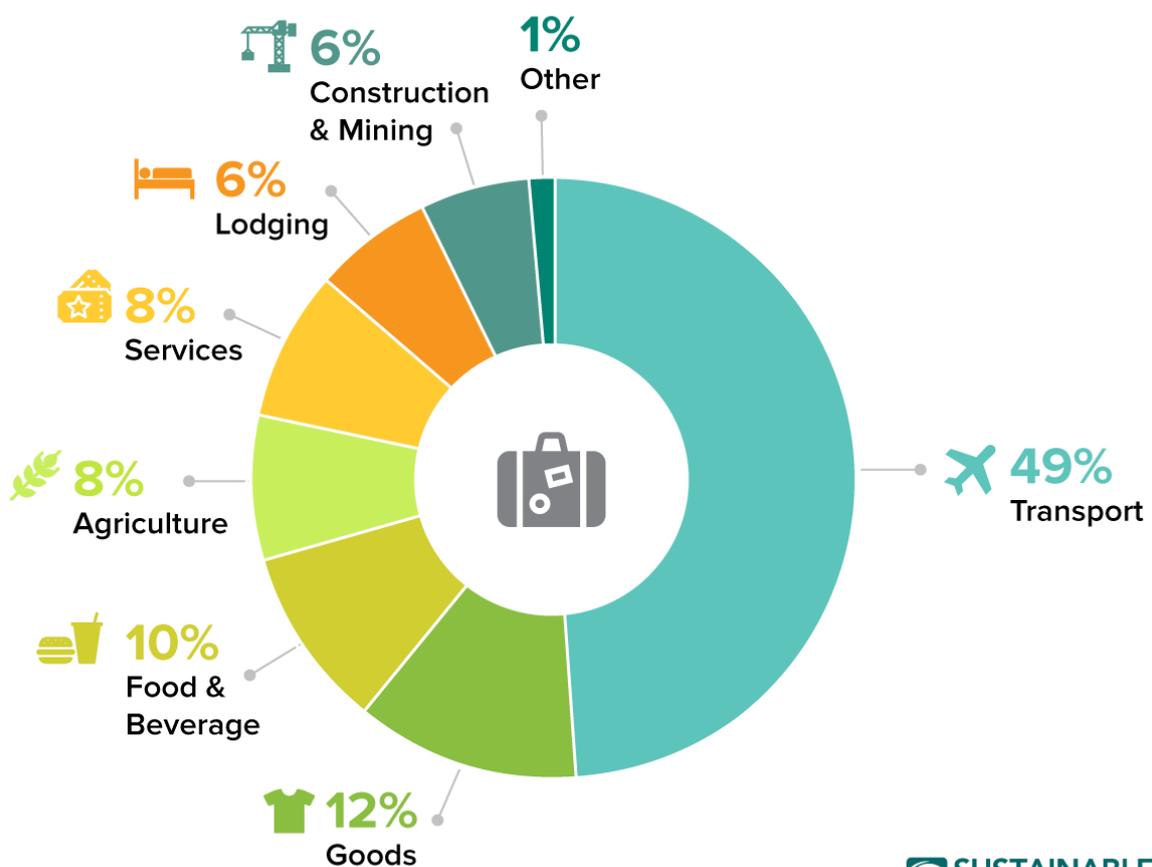


1b Tourism Today

Explore strategies for reducing the carbon footprint of travel

Tourism contributes around 8% of global carbon emissions. From flights and boat trips to souvenirs and hotels, many activities add to tourism's carbon footprint. Most of this comes from visitors from wealthy countries, with U.S. travelers leading. As more people can afford to travel, the environmental impact of tourism will increase.

Carbon Footprint of Global Tourism



Credit: <https://sustainabletravel.org/issues/carbon-footprint-tourism>. This graph shows the different activities that contribute to tourism's total carbon footprint. Data Source: [Nature Climate Change \(2018\)](#)



1b Tourism Today

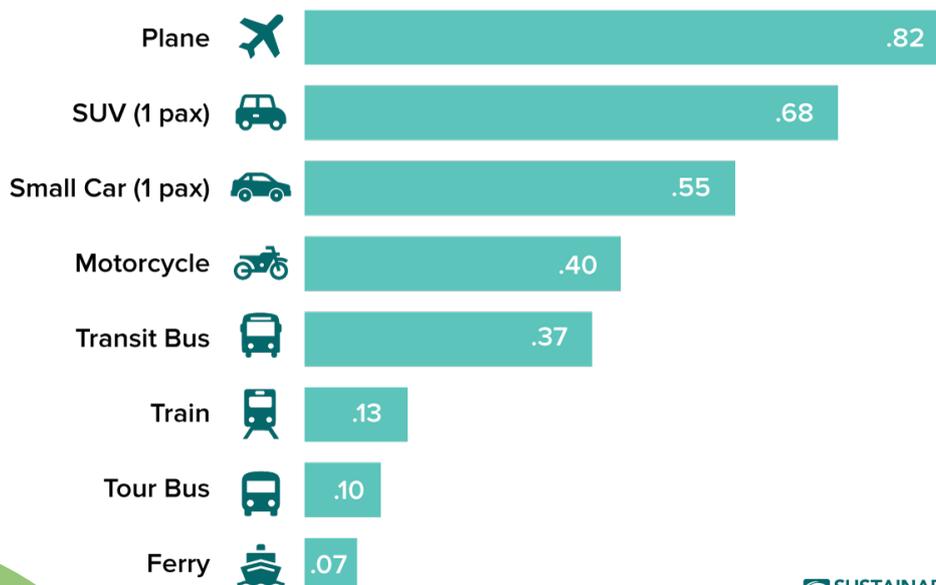
Transportation

Traveling from one place to another is fundamental to tourism. Whether by plane, car, train, boat, or even hot air balloon, these modes of transportation allow us to visit destinations worldwide. However, all this traveling leaves behind a significant carbon footprint.

Today, transportation is the primary source of greenhouse gas emissions in tourism. On average, planes and cars produce the most CO₂ per mile traveled by each passenger, while tour buses, ferries, and trains produce less. In recent years, the number of people traveling internationally has soared as airfare has become more affordable. Consequently, between 2005 and 2016, emissions from transport-related tourism increased by over 60%.

Emissions by Mode of Transport

pounds of CO₂e emitted per passenger per mile



Credit: <https://sustainabletravel.org/issues/carbon-footprint-tourism>. These are averages based on 2020 UK conversion factors. Values will vary based on distance traveled, vehicle model, occupancy rate, flight class, and various other factors.

1b Tourism Today

Tourism impact on local communities

Tourism can bring both good and bad effects on local communities and their cultural heritage. On the positive side, it can boost the economy, create jobs, foster community pride, promote cultural exchanges, and improve social services. It may also help revive local arts, crafts, and traditions, as well as restore traditional architecture. However, there are negative aspects too, like changes in social norms, damage to cultural heritage, and adverse effects on health, safety, and the environment. Additionally, tourism may create dissatisfaction with available jobs and decrease community involvement in tourism planning. To ensure sustainable development and the welfare of host communities, policymakers should work to minimize negative impacts and involve locals in decision-making processes.

To protect the places we love to visit, it's important to develop the tourism sectors responsibly. Every choice we make, from where we stay to how we get around, can help preserve the environment and support local communities.



1b Tourism Today

Identify opportunities for the tourism sector to lead in sustainability

Tourism has the potential to be a leader in sustainability by embracing innovative approaches and practices that promote environmental conservation, social responsibility, and economic prosperity. Here are some positive opportunities for tourism to lead in sustainability:

Promoting Sustainable Practices: Tourism can lead by example by adopting and promoting sustainable practices throughout the industry, such as reducing carbon emissions, minimizing waste, conserving water and energy, and supporting local sourcing and fair trade.

Empowering Local Communities: Sustainable tourism initiatives can empower local communities by involving them in decision-making processes, providing economic opportunities, and preserving cultural heritage. Community-based tourism projects, homestays, and cultural experiences can directly benefit local residents and foster mutual respect and understanding.

Conserving Natural Resources: Tourism can play a significant role in conserving natural resources and biodiversity by supporting protected areas, wildlife conservation projects, and habitat restoration efforts. Responsible wildlife tourism, eco-tours, and nature-based experiences can raise awareness and generate funding for conservation initiatives.

Supporting Responsible Consumption: Tourism can promote responsible consumption and production patterns by encouraging travelers to choose eco-friendly accommodations, transportation options, and activities that minimize environmental impacts.

1b Tourism Today

Identify opportunities for the tourism sector to lead in sustainability

Sustainable tourism certifications and labels can help consumers make informed choices and support businesses committed to sustainability.

Fostering Cultural Exchange: Tourism provides opportunities for cultural exchange, dialogue, and understanding between people from different backgrounds. By promoting authentic cultural experiences, respecting local customs and traditions, and facilitating meaningful interactions, tourism can foster mutual respect, appreciation, and global citizenship.

Investing in Sustainable Infrastructure: Tourism infrastructure investments can prioritize sustainability by incorporating green building practices, renewable energy technologies, water and waste management systems, and low-impact transportation solutions. Sustainable tourism development can enhance resilience, reduce environmental footprints, and contribute to local economies.

Advocating for Policy Change: The tourism industry can advocate for policy change and regulatory frameworks that support sustainability, such as environmental protection laws, land use planning, sustainable tourism strategies, and incentives for eco-friendly practices. Collaboration between governments, businesses, and civil society can drive positive change and promote sustainable development.

Promoting Education and Awareness: Tourism can raise awareness about environmental and social issues, promote sustainable lifestyles, and inspire action for positive change. Educational programs, interpretation centers, guided tours, and community engagement activities can inform and empower travelers to become responsible stewards of the planet.

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By embracing these opportunities and working collaboratively towards sustainable tourism practices, the industry can lead by example and contribute to a more sustainable and resilient future for all.

1b Tourism Today

The roles of the tourism industry and travellers in promoting responsible travel practices

Tourism Industry:

- ❖ *Implement sustainable practices:* The tourism industry must prioritize sustainable development and minimize its environmental and social impacts.
- ❖ *Promote responsible tourism:* Encourage tourists to engage in activities that respect local cultures, preserve natural habitats, and support local communities.
- ❖ *Invest in infrastructure:* Develop sustainable infrastructure that minimizes environmental damage and enhances the well-being of host communities.
- ❖ *Educate tourists:* Provide information and resources to help tourists make responsible choices and understand the importance of sustainable tourism.

Travellers:

- ❖ *Choose responsible travel options:* Select accommodations, tour operators, and activities that prioritize sustainability and minimize negative impacts on the environment and local communities.
- ❖ *Respect local cultures:* Learn about and respect the customs, traditions, and values of the places visited, and behave in a culturally sensitive manner.
- ❖ *Minimize environmental footprint:* Reduce waste, conserve resources, and minimize energy consumption while traveling.
- ❖ *Support local economies:* Patronize local businesses, artisans, and food vendors to contribute positively to the economic development of host communities.
- ❖ *Advocate for change:* Speak up for responsible tourism practices and support initiatives that promote sustainability within the tourism industry.

1c

Sustainable Tourism



1c Sustainable Tourism

Understand the principles of sustainable tourism and its 3 P'S

Sustainable tourism development guidelines and management practices are applicable to all forms of tourism in all types of destinations, including mass tourism and the various niche tourism segments. Sustainability principles refer to the environmental, economic, and socio-cultural aspects of tourism development, and a suitable balance must be established between these three dimensions to guarantee its long-term sustainability.

Thus, sustainable tourism should:

- 1. Make optimal use of environmental resources** that constitute a key element in tourism development, maintaining essential ecological processes and helping to conserve natural heritage and biodiversity.
- 2. Respect the socio-cultural authenticity of host communities**, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance.
- 3. Ensure viable, long-term economic operations**, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation.

Sustainable tourism development requires the informed participation of all relevant stakeholders, as well as strong political leadership to ensure wide participation and consensus building. Achieving sustainable tourism is a continuous process and it requires constant monitoring of impacts, introducing the necessary preventive and/or corrective measures whenever necessary.

Sustainable tourism should also maintain a high level of tourist satisfaction and ensure a meaningful experience to the tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices amongst them.

1c Sustainable Tourism

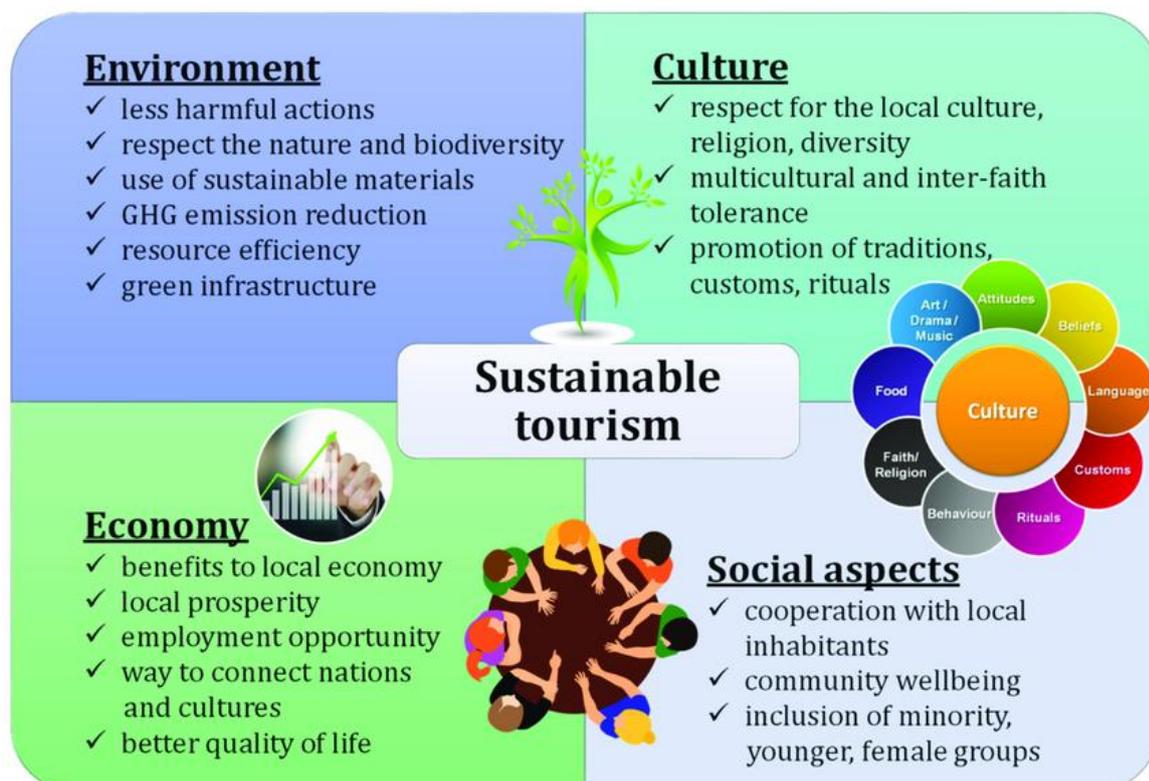
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Link to a guide of sustainable tourism:

<https://resources.unsdsn.org/guide-to-sustainable-tourism>



Credit: [Main attributes and achievements of sustainable tourism in Kosovo](#). Licenced under CC BY 4.0. Alberta Tahiri, University Haxhi Zeka, Idriz Kovaçi, University of Applied Sciences in Ferizaj, Anka Trajkovska Petkoska, University "St. Kliment Ohridski" – Bitola.

1c Sustainable Tourism

Understand the principles of sustainable tourism and its 3 P'S

The three P's of sustainable tourism are:

- 1. People:** This refers to ensuring that tourism benefits local communities by providing economic opportunities, preserving cultural heritage, and promoting social well-being. Sustainable tourism aims to involve and empower local residents in decision-making processes and prioritize their needs and interests.
- 2. Planet:** This emphasizes the importance of minimizing the environmental impact of tourism activities. Sustainable tourism seeks to protect and conserve natural resources, reduce carbon emissions and waste generation, and promote biodiversity conservation. It involves practices such as eco-friendly accommodation, responsible wildlife viewing, and sustainable transportation options.
- 3. Profit:** While promoting economic benefits for local communities, sustainable tourism also seeks to ensure profitability for tourism businesses. This involves adopting business practices that are financially viable in the long term, providing fair wages and employment opportunities, and contributing to local economic development without compromising environmental and social sustainability.

More information :

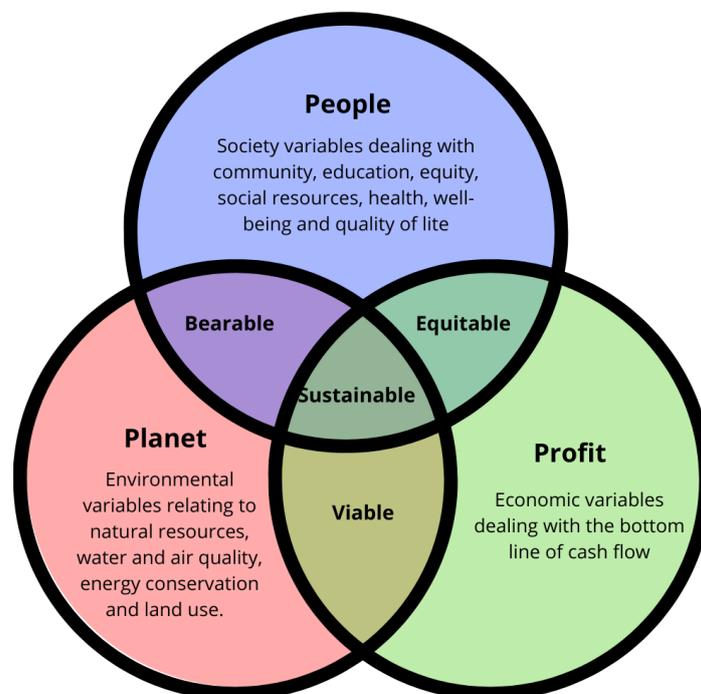
Youtube: <https://www.youtube.com/watch?v=OXTBYMfZyrM>

<https://www.unwto.org/sustainable-development>

<https://www.unwto.org/ethics-culture-and-social-responsibility>

1c Sustainable Tourism

Understand the principles of sustainable tourism and its 3 P'S



Various types of sustainable tourism:

- ❖ **Responsible tourism:** If sustainable tourism is a concept, responsible tourism can be considered the practice that follows from it. It involves the traveller's responsible approach to their way of experiencing travel.
- ❖ **Ecotourism** (or green tourism): A type of tourism focused on the exploration and preservation of nature.
- ❖ **Community-based tourism:** The tourism project is managed by the people living in the area. Thus, the benefits of tourist activities directly return to them.
- ❖ **Solidarity tourism** (or fair tourism): Its main purpose is to support local communities through financial participation from travellers.
- ❖ **Slow tourism:** This involves taking the time to explore destinations at one's own pace, immersing oneself in the surrounding landscapes, and completely disconnecting.

1d

What Is Ecotourism



1d What Is Ecotourism

Understand the definition of ecotourism and its core principles

The definition: “Responsible travel to natural areas that conserves the environment, sustains the well-being of the local people, and involves interpretation and education” (TIES, 2015). Education is meant to be inclusive of both staff and guests.

Principles of Ecotourism:

Ecotourism is about uniting conservation, communities, and sustainable travel. This means that those who implement, participate in and market ecotourism activities should adopt the following ecotourism principles:

- ❖ Minimise physical, social, behavioural, and psychological impacts.
- ❖ Build environmental and cultural awareness and respect.
- ❖ Provide positive experiences for both visitors and hosts.
- ❖ Provide direct financial benefits for conservation.
- ❖ Generate financial benefits for both local people and private industry.
- ❖ Deliver memorable interpretative experiences to visitors that help raise sensitivity to host countries’ political, environmental, and social climates.
- ❖ Design, construct, and operate low-impact facilities.
- ❖ Recognize the rights and spiritual beliefs of the Indigenous People in your community and work in partnership with them to create empowerment.



1d What Is Ecotourism

Explore various ecotourism activities and their roles

Ecotourism typically involves travel to destinations where flora, fauna, and cultural heritage are the primary attractions. Ecotourism is intended to offer tourists an insight into the impact of human beings on the environment and to foster a greater appreciation of our natural habitats. Ecotourism aims at minimal environmental impact on the areas visited. Besides fostering respect towards the natural environment, ecotourism endeavors to create socio-economic benefits for the area's communities.

Responsible ecotourism activities can be fun, educational, and fulfilling. Here are a few ecotourism examples:

- ❖ Travel to nature destinations (think flora, fauna, and natural resources)
- ❖ Learning about local cultural heritage
- ❖ Sustainable wilderness adventures
- ❖ Viewing or volunteering with wildlife
- ❖ Trips dedicated to activities that promote the planet's well-being, like beach cleanups
- ❖ Homestays that involve coexisting with a local family, integrating with their lifestyle, and helping to care their property/animals/etc.

With so many ecotourism options, it can be difficult to choose. Luckily, many types of ecotourism will benefit the planet and people around you.



1d What Is Ecotourism

Explore various ecotourism activities and their roles



Source: <https://www.odigootravel.com/travel-blog/cancun/ecotourism>



1d What Is Ecotourism

Explore various ecotourism activities and their roles

Ecotourism typically involves travel to destinations where flora, fauna, and cultural heritage are the primary attractions. Ecotourism is intended to offer tourists an insight into the impact of human beings on the environment and to foster a greater appreciation of our natural habitats. Ecotourism aims at minimal environmental impact on the areas visited. Besides fostering respect towards the natural environment, ecotourism endeavors to create socio-economic benefits for the area's communities.

Responsible ecotourism activities can be fun, educational, and fulfilling. Here are a few ecotourism examples:

- ❖ Travel to nature destinations (think flora, fauna, and natural resources)
- ❖ Learning about local cultural heritage
- ❖ Sustainable wilderness adventures
- ❖ Viewing or volunteering with wildlife
- ❖ Trips dedicated to activities that promote the planet's well-being, like beach cleanups
- ❖ Homestays that involve coexisting with a local family, integrating with their lifestyle, and helping to care their property/animals/etc.

With so many ecotourism options, it can be difficult to choose. Luckily, many types of ecotourism will benefit the planet and people around you.



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Here is a list of activities commonly associated with ecotourism:

1. **Wildlife Watching:** Observing animals in their natural habitats, either on foot, by boat, or from observation points.
2. **Birdwatching:** Identifying and observing birds in their natural environments, often guided by knowledgeable birding experts.
3. **Nature Hikes:** Exploring trails and pathways through natural landscapes, forests, or mountains, usually led by experienced guides.
4. **Interpretive Tours:** Guided tours that provide insights into the ecology, geology, and cultural history of a particular area.
5. **Kayaking and Canoeing:** Paddling through rivers, lakes, or coastal areas to explore natural habitats and observe wildlife.
6. **Snorkeling and Scuba Diving:** Exploring underwater ecosystems, coral reefs, and marine life while practicing responsible diving techniques.
7. **Whale Watching:** Boat tours designed to observe whales in their natural habitats, often led by marine biologists or naturalists.
8. **Indigenous Community Visits:** Engaging with indigenous communities to learn about their cultures, traditions, and sustainable lifestyles.

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9. Cultural Immersion Experiences: Participating in local customs, rituals, and traditional activities to gain insight into indigenous cultures and ways of life.

10. Farm Stays and Agro-tourism: Staying on working farms or agricultural properties to learn about sustainable farming practices and rural life.

11. Tree Canopy Tours: Exploring the canopy of forests through zip lines, canopy walks, or aerial tramways to observe wildlife and appreciate the forest ecosystem from above.

12. Volunteering and Conservation Projects: Participating in environmental conservation efforts, such as tree planting, habitat restoration, or wildlife monitoring, as part of ecotourism trips.

13. Sustainable Camping and Glamping: Camping in eco-friendly campsites or luxury tents that minimize environmental impact while providing comfortable accommodations in natural settings.

14. Eco-Lodge Stays: Staying in lodges or accommodations that prioritize sustainability, environmental conservation, and cultural preservation.

15. Educational Workshops and Eco-Talks: Attending lectures, workshops, and discussions led by experts on topics such as biodiversity, conservation, and sustainable living practices.



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16. Nature Photography Tours: Joining guided tours focused on capturing the beauty of natural landscapes, wildlife, and flora through photography.

17. Responsible Eating Experiences: Sampling local cuisine made from sustainable, locally sourced ingredients and learning about traditional food practices.

18. Low-Impact Adventure Activities: Engaging in activities such as rock climbing, mountain biking, or horseback riding that minimize environmental impact and respect natural ecosystems.

These activities aim to promote environmental awareness, support local communities, and foster a deeper connection with nature while practicing responsible and sustainable tourism behaviours.



1d What Is Ecotourism

Exploring the Significance of Ecotourism

Ecotourism is important for several reasons, both environmentally, socially, and economically:

1. Environmental conservation: Ecotourism encourages the preservation of natural ecosystems by showcasing their beauty and ecological significance. By raising awareness among visitors about the value of biodiversity and promoting sustainable tourism practices, it contributes to the protection of natural habitats, endangered species, and fragile ecosystems.

2. Awareness and education: Ecotourism provides visitors with the opportunity to learn about nature, conservation, and local cultures. By promoting environmental education and awareness of ecological issues, it fosters a better understanding and appreciation of the environment, which can lead to more nature-friendly behaviors.

3. Local economic development: Ecotourism can be a significant source of income for local communities, providing jobs in tourism, hospitality, catering, transportation, and related services. By involving local populations in the planning and management of tourism activities, it can stimulate economic development while preserving traditional ways of life and strengthening local cultures.

4. Promotion of sustainability: Ecotourism encourages environmentally friendly tourism practices, such as waste management, water conservation, the use of renewable energies, and carbon emissions reduction. By promoting sustainable tourism operations, it helps mitigate the negative impacts of tourism on the environment and preserves natural resources for future generations.

5. Protection of cultures and traditions: Ecotourism can play an important role in preserving indigenous cultures, traditions, and local knowledge. By fostering interactions between visitors and local communities, it contributes to the valorization and transmission of cultural traditions while respecting the rights and dignity of indigenous peoples.

Ecotourism is essential for promoting environmental conservation, environmental education, local economic development, and cultural preservation, while offering visitors enriching and responsible experiences.

1d What Is Ecotourism

Develop an appreciation for the diverse themes and opportunities offered by ecotourism

Ecotourism encompasses a variety of themes that showcase nature, conservation, local culture, and sustainable development. Here are some of the main themes of ecotourism:

1. Biodiversity and Conservation: Wildlife and flora observation, exploration of unique ecosystems, and participation in conservation projects are important aspects of ecotourism focused on biodiversity and species conservation.

2. Marine and Coastal Ecotourism: Coastal destinations and marine ecosystems offer opportunities for activities such as snorkeling, scuba diving, whale watching, coral reef visits, and protection of marine protected areas.

3. Mountain Tourism: Exploring mountain landscapes, mountain hiking, climbing, trekking, and winter sports in alpine environments are popular themes in mountain ecotourism.

4. Forest Ecotourism: Tropical forests, temperate forests, and wooded areas offer opportunities for wildlife and flora observation, hiking, canoe ecotours, and stays in eco-lodges.

5. Desert Tourism: Deserts and arid areas offer unique experiences such as desert safaris, stargazing, discovering wildlife adapted to the desert, and visiting historical cultural sites.

6. Rural and Community Ecotourism: Homestays, stays in traditional villages, meetings with local artisans, and participation in community development projects are aspects of ecotourism focused on local communities.

1d What Is Ecotourism

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7. Adventure Tourism and Active Ecotourism: Activities such as rafting, kayaking, mountain biking, climbing, paragliding, and walking safaris offer adventure experiences while highlighting the natural aspects of destinations.

8. Educational Ecotourism: Nature education programs, guided tours by naturalists, conservation workshops, and interactive learning experiences are key components of educational ecotourism.

9. Ethical and Responsible Tourism: Ecotourism emphasizes responsible tourism practices, such as environmental respect, cultural awareness, support for local communities, and reducing carbon footprint.

10. Sustainability-Focused Ecotourism: Promoting sustainable tourism practices, responsible management of natural resources, use of renewable energies, and waste minimization are aspects of sustainability-focused ecotourism.

These themes highlight the diversity of experiences and opportunities offered by ecotourism, showcasing the richness of nature and local cultures while promoting conservation and sustainable development.



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