

SUSTAINABLE TOURISM

Clil lesson



<https://youtu.be/ssPbrPpuXbI>

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IISS MEDITERRANEO

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index



Tourism evolution



Last trend in tourism: sustainable tourism and ecotourism

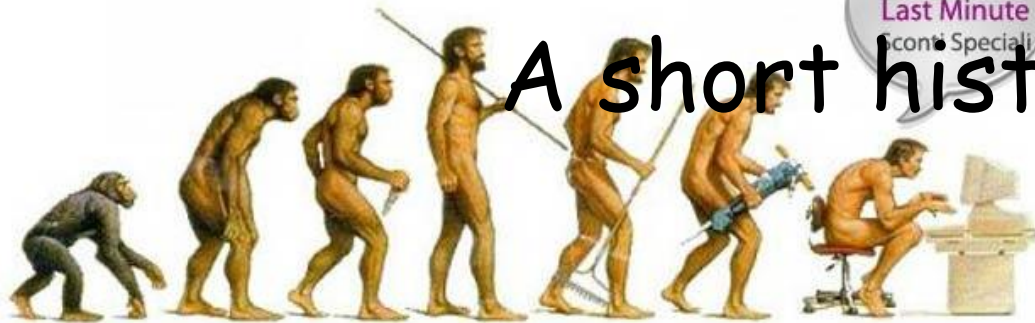


Trademarks of environmental quality: ecolabel; emas ; iso 14001



EEC EDEN prize

Deals Offerte
Last Minute
Conti Speciali



A short history of tourism

Tourism has its roots in antiquity. The invention of money by the Sumerians and the development of trade around 4000 BC marked the beginning of the era of travel.

Egyptians were the first travellers. They celebrated festivals many times a year, which involved their movement to other regions. Roads had a primary importance as far as the increase of travel was concerned in ancient times.

The Greek travelled for religious purposes and for leisure. The Olympic games were also an important event involving a large movement of people.

The Romans started building roads around 150 BC. They travelled for military reasons but also for leisure, visiting their villas in the countryside or staying at spa centers. Roads, rivers, seas and oceans were also a way of connections between continents and countries.

In the Middle Ages, the main reasons for travelling were trade and religion. Merchant travelled to buy and sell goods while pilgrims travelled to religious centres like Rome, Canterbury and Santiago de Compostela. Explorations from Europe to unknown countries such as the discovery of America by Columbus in 1492, brought an era of enlightenment and curiosity.

In the Renaissance, wealthy people travelled for pleasure and health reasons.

A short history of tourism



In the 18 th century, with the Grand Tour, rich young British nobles travelled to European cities learning about the art and the culture of the country visited.

In the 19 th century, the Romantic movement discovered the importance of natural landscapes and poets loved to travel to places with fabulous scenery like the Lake District or the Swiss Alps. Then, the Industrial Revolution brought the development of railways and steam ships and travelling changed rapidly. In 1841, Thomas Cook organized a first trip of 12 miles. Thus the explorer can be rightfully recognized as the first rail excursion agent. Later he opened the first travel agency which continues to be one of the world's largest travel organizations.

In the 20 th century, going to seaside resorts became fashionable and automobile entered the travel scene in the United States when Henry Ford introduced his famous Model T in 1908. Mass tourism could develop with the improvements in technology, enabling the transport of large number of people to reach remote places.

There has been a new trend in tourism over the last few decades, especially in Europe, where international travel for short breaks is common. The continuing development in technology and transport infrastructure, including jumbo jets, low cost and more accessible airports, have made many types of tourism more affordable. This is facilitated by Internet sales of tourist services, even if there are been a few setbacks in tourism due to terrorist threats to tourist destinations.



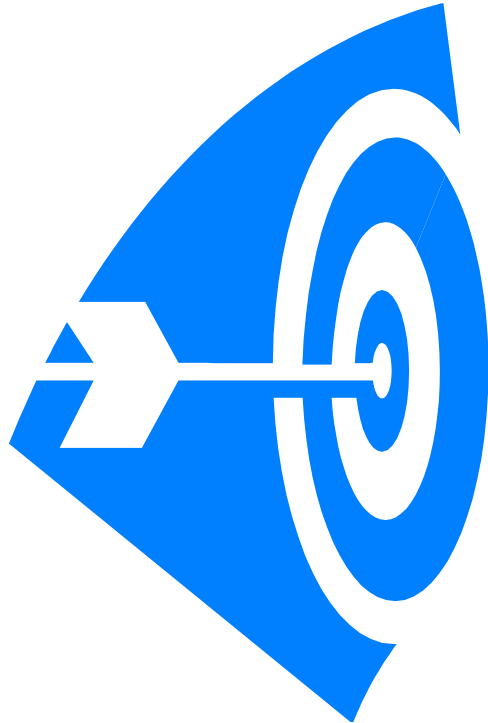
read the text and answer the questions

1. what marked the beginning of the travel era?
2. why did the Romans travel?
3. what did the Olympic Games involve?
4. which were the reasons for travelling in the Middle Ages?
5. what did the Romantic movement discover?
6. what did the industrial revolution bring?
7. who was Thomas Cook?
8. what became fashionable in the 20 th century?
9. what did Henry Ford introduce?
10. what has been the cause of setbacks in tourism recently?



Match the words and phrases with the correct definition

- 1) must-see sights
- 2) pioneering
- 3) tailor
- 4) refund
- 5) scheduled flight
- 6) currency
- 7) fee
- 8) embassy
- 9) flight crew
- 10) catering



- a) the building used by diplomats to represent their government in a foreign country
- b) a generally accepted form of money, including coins and paper notes, which is issued by a government and circulated within an economy
- c) a repayment of funds
- d) all of the team members on a flight
- e) a regular flight organized by an airline
- f) a compensation paid for particular acts, services or labour
- g) organizing the food and drinks for an event such as a party or meeting
- h) venturing into unknown countries or opening up new areas of thought, research and development
- i) attractions of particular interest that cannot be missed
- j) the making or adapting of something to suit a particular purpose

1 _____; 2 _____; 3 _____; 4 _____; 5 _____;

6 _____; 7 _____; 8 _____; 9 _____; 10 _____



Sustainable tourism and ecotourism

https://www.youtube.com/watch?v=rT6P2N_x-Mc

read and fill in the blanks

Sustainable tourism attempts to make a low impact on the environment and local culture of the place visited while helping to _____ future employment for local people.

The aim of sustainable tourism is to ensure that development brings a positive experience for local people, tourism companies and the tourists themselves.

Sustainable tourists can reduce the _____ of tourism by informing themselves about the politics and economy of the communities they visit, respecting their culture, supporting local economies and preserving their resources.

Responsible tourism is a pathway towards sustainable tourism, whose goal is sustainable development that tries to maintain the cultural integrity, essential ecological _____, biological diversity and life support systems of a tourist destination.

It shows regard for the environmental consequences of tourism as well as ecological and socio-cultural aspects and includes _____ the local communities in tourism development and planning.

Ecotourism, also known as ecological tourism, is a kind of sustainable tourism, which could be defined as travelling to destinations where their flora, fauna and cultural _____ are the primary attractions.

It means responsible travel to pristine and usually protected area.

It helps educate the traveller, providing funds for conservation and benefits directly the economic development and political empowerment of local communities, fostering respects for different cultures and human rights.

Responsible ecotourism involves programmes that _____ the negative impact of traditional tourism on the natural environment by avoiding pollution and _____ respecting and protecting the culture of local people.

Therefore it promotes the creation of economic opportunities for local people while preserving the natural resources such as national parks, marine _____ and archeological sites to mention a few.

It conserves resources and focuses on local traditions and personal growth through the creation of economic incentives for natives, employing and involving them in planning and _____ a respectful relationship with tourists.

Generate
Impact
Processes
Involving
Heritage
Fragile
Minimise
Waste
Ecosystem
Managing

Read the text again and write down the summary



Sustainable tourism:

Ecotourism:

Positive & negative effects of tourism



Tourism has environmental and cultural consequences. Due to the size, strength and impact of the tourism industry on local economies worldwide, the debate over the positive and negative effects of tourism is little more than a mental exercise.

But to develop sustainable tourism policies, a thoughtful consideration of these effects is necessary.

Economic effects

Tourism's primary benefit is the profit it brings to the local and regional area.

But the financial burden shouldered by a community to build and maintain tourism industry is also a consideration.

Tourism development also opens communities to encroachment by offshore corporations providing services to affluent tourists, funneling the biggest profits away from locals.

Environmental effects

Although tourism itself can disrupt or destroy ecosystems and environments, tourism can also be the very impetus for conserving an unspoiled landscape otherwise vulnerable to industrial development.

Cultural effects

“culture” is one of the chief consumables of tourism and experiencing unusual cultures can be educational for the visitor and highly profitable for the community.

But tourism is a necessarily invasive process that thrusts traditional communities into the modern world, threatening their distinct lifestyles and cultural products.

Social effects

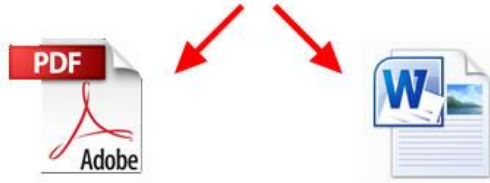
Tourism employment brings new stream of income into a community but also inhibits individuals from performing traditional tasks, making families dependent on cash income from tourism and therefore less likely to participate in social activities.

Political effects

Travel is touted as a mean to close the gaps between peoples, cultures and religions, but the extreme differences of wealth and lifestyle between locals and tourists in some areas can **cause** resentment.

http://www.ehow.com/facts_5244298_positive-negative-effects-tourism.html

Google translate



Read the text and look for the English equivalents of the Italian words listed below

e.g. 1. STRENGTH

1. Forza
2. Benessere
3. Peso
4. Altrimenti
5. Dovuto
6. Reddito
7. Materiali di consumo
8. Popoli
9. Ricco
10. Disturbare
11. Differenze
12. Incontaminato
13. Probabile
14. Disturbare
15. Società
16. Flussi
17. Contanti
18. Invasione
19. Impulso
20. ambientale

Read the text again and answer the questions

1. Which consequences can tourism have?
2. Why is a thoughtful consideration of the effects of tourism necessary?
3. What is the main positive effect of tourism on local communities?
4. Who may take away the biggest profits from locals?
5. How can tourism have both a positive and negative impact on the environment?
6. What can a visitor experience from the cultural aspect of tourism?
7. What may tourism threaten?
8. What is the social effect of tourism on local communities?
9. What can cause resentment between locals and tourists?
10. Do you think that tourism has more positive or negative effects? Why?

**Risposta
Esatta**



Match each word of the first column with the appropriate word in the second one and write them down. Then, translate them into Italian

1. Animal
2. Human
3. Protected
4. Natural
5. Wild
6. National

- a) rights
- b) land
- c) government
- d) area
- e) species
- f) enviroment

1 _____; 2 _____; 3 _____; 4 _____; 5 _____; 6 _____

- 1.
- 2
- 3
- 4
- 5
- 6



Eco words

Biodegradable	Hydrosphere
Biodiversity	Landfill
Climate change	Marine life
Deforestation	Natural resources
Drought	Organic
Eco-friendly	Oxygen
Ecology	Ozone layer
Eco-system	Paper
Ecotourism	Pollution
Endangered	Recycling
Environmental friendly	Renewable energy
Extinction	Sea level
Geothermal energy	Soil erosion
Global warming	Solar energy
Greenhouse effect	Ultraviolet radiations
Hydroelectric energy	Waste
Habitat	Wind turbine

Read the previous words and insert the correct word or phrase next to each definition below

- 1) Removal of trees from a forested area without adequate replanting
- 2) An extended period of unusually low rainfall
- 3) The study of living things in their environment
- 4) In immediate danger of becoming extinct
- 5) The rise in average temperatures
- 6) Liquid of earth
- 7) Electric energy produced by moving water
- 8) Energy obtained from solar power
- 9) Invisible rays that are part of the energy that comes from the sun
- 10) Collecting and reprocessing a resource so it can be used again



How to be green

choose the responsible and irresponsible behaviours from the list and write them down in the correct column

- Throw litter in the wastepaper bin
- Leave cans on the beach
- Pick up paper off the floor
- Don't waste water
- Turn on the heating while you are sleeping at night
- Have a shower for an hour
- Recycle paper, plastic and glass
- Throw litter on the floor
- Switch electrical appliances off when you are not us
- Leave the computer on when not using it
- Use the air conditioning continuously in the summer
- Purchase reusable items
- Leave the lights on when you are not in a room
- Use recycling bags and bins
- Don't leave the water running when you are not using it
- Use a lot of hot water



- <https://youtu.be/lieN18OTIME>

DOs	DON'Ts

Exercises

Answer the questions

1. what is the aim of sustainable tourism?
2. how you can define ecotourism?
3. can you mention the positive effects of tourism on local communities?
4. what about the negative effects?

What's the Italian for...?

1. Unspoiled landscape
2. Organic food
3. Natural environment
4. Wind turbines
5. Electric appliances



Going green

read and fill in the blanks

It's _____ this weekend. Everyday things are still important for caring for the planet.

And it's also a good reminder that "going green" really isn't all that hard.

There are many little things we can do in our homes to play a small part in reducing _____, cleaning the air, and preserving the _____.

Here are some small, easy, _____ we can make in our homes.

Choose one that you are not already doing, and make a point to do it this year.

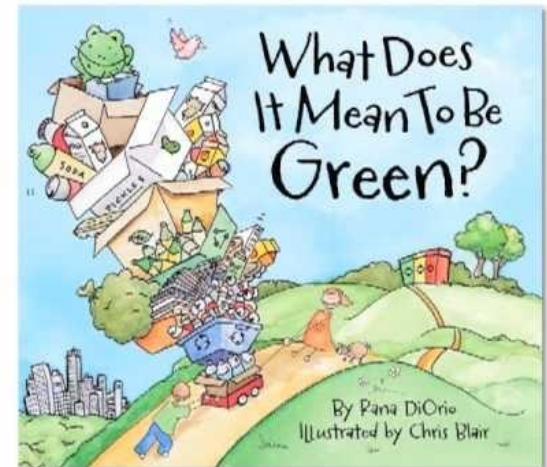
Perhaps it'll become a habit. Eat _____.

Crops grown without chemical pesticides do not contaminate the earth with _____.

Choose _____. Buy it and use it. Then recycle it. Look at the lights.

So many of us expect every light to be on all day at work. Begin a program to turn off _____.

If there is no one in the meeting rooms, lights should be off. Empty offices, whether for the day, the duration or just a lunch hour: _____.



Earth day
Landfill waste
Natural landscape
Green choices
Organic food
Toxic substances
Recycled paper
Unneeded lights
Lights off

Discuss the following questions

- Are you environmentally friendly?
- What do you do to help preserve our planet?
- Why is recycling important?
- What do you think about renewable energy?





ecolabel

<http://ec.europa.eu/environment/ecolabel/>

23rd of March is a big day for EU companies and consumers! It's been 25 years since the EU Ecolabel scheme was launched and adopted in EU law as a voluntary ecolabel award scheme. 25 years on, and the EU Ecolabel continues to help consumers lead a healthier, safer and more sustainable lifestyle across Europe and beyond. There are 40 000 EU Ecolabel products and services currently covered by the scheme. For your company it:

- CERTIFIES that your product is among the most environmentally-friendly in its class
- DIFFERENCIATES your product on the global market
- SHOWCASES your company's CSR and commitments to sustainable production, and
- CONTRIBUTES to achieving a circular economy.

The EU Ecolabel appreciates all the licence holders and partners that believe in sustainability and help us promoting the healthy and responsible lifestyle amongst EU citizens and companies.



TOWARDS A CIRCULAR ECONOMY

The EU Ecolabel promotes Europe's transition to a circular economy, where materials stay in a loop, so new products begin when old ones end. This drives manufacturers to produce goods that:

- Promote green innovation and sustainable industries
- Generate less waste and CO₂ when they are made and used
- Use energy, water and raw materials more wisely
- Last longer and are easier to repair
- Are easier to recycle

For example, some paints now use oil from algae as a low-carbon alternative to traditional petrol-based oil.

Thanks to the label's transparent criteria, consumers can make responsible choices while supporting green innovation and jobs.

ECO-VALUES IN ACTION

Find out more about the European Commission's Circular Economy Package, a detailed plan to move to a more competitive, sustainable economy.
ec.europa.eu/environment/circular-economy

Look for the **EU Ecolabel** for products and services that are better for the environment and better for you.

It is the label that makes green choices easy.

ADDITIONAL INFORMATION

EU policies support and recognise sustainable production and consumption.



EU Ecolabel:
www.ecolabel.eu



@EMAS.EUEcolabel



@EMAS_EUEcolabel



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Environment

A LABEL YOU CAN TRUST

Around 40000 products and services hold the EU Ecolabel, from baby clothes to electronic equipment. It is a reliable label that identifies products and services with a reduced environmental impact:

- Verified by independent experts
- Strict criteria for over 30 different categories of products and services, updated regularly
- The entire product life cycle considered, from production to recycling or disposal
- Consumer health and responsible production guaranteed
- No compromise on performance. It is easy to consume green!

65 % of consumers who know the EU Ecolabel already trust it*.

EU Ecolabel products can come from anywhere in the world, as long as they prove that they fulfil its criteria.

* Consumer Market Study on Environmental Claims for Non-Food Products, European Commission 2014

HOW GREEN CAN YOU SHOP?

LOOKING FOR A GREEN HOLIDAY?

Hotels and campsites can display the label, too. They are just as comfortable as traditional accommodation, but use less energy and water and produce less waste, including food waste.

ec.europa.eu/ecat/hotels-campsites

It is easier than you think to make the responsible choice for your home, work or free time. Here are just some of the products with the EU Ecolabel to inspire you to switch to a sustainable lifestyle.

CLEANING UP

Washing detergent has to work at **30°C**, saving energy and money with each wash.

PERSONAL CARE PRODUCTS

8 million tonnes of plastic enter oceans each year – criteria **ban microplastics** and **limit packaging waste**.

ELECTRONIC EQUIPMENT

Products must be **easy to repair and upgrade** so they last longer.

DO-IT-YOURSELF

Keep your indoor air clean. Paints have **less than half** the solvent emissions of conventional products.

PAPER PRODUCTS

Almost half of all trees harvested worldwide become paper. Support **recycled** or **sustainable** sources instead.

FURNITURE

Items must **do their job well** and last. When their useful life ends, they must be **easy to recycle**.

CLOTHING AND TEXTILES

Shoes must be assembled in **safe and fair conditions** – doing good while looking good!



READY TO START SHOPPING?

Access the full catalogue of products here: ec.europa.eu/ecat

Emas

http://ec.europa.eu/environment/emas/index_en.htm

Read the text and say what are the advantage to have an emas business

<https://youtu.be/8r2BziT435A>

In what sector the emas business work?



ISO 14001

<https://www.iso.org/iso-14001-environmental-management.html>

What does ISO means?

What does ISO 14001 concerned?

What are the advantage of a certified
Quality sistem?

**Great
things
happen
when the
world
agrees**



eden



http://ec.europa.eu/growth/tools-databases/eden_en

<https://www.youtube.com/watch?v=q2AsTC47fAc>

The EDEN initiative

EDEN is an initiative promoting sustainable tourism development models across the EU.

The initiative is based on national competitions that take place every other year and result in the selection of a tourist 'destination of excellence' for each participating country.

Through the selection of destinations, EDEN effectively achieves the objective of drawing attention to the values, diversity and common features of European tourist destinations.

https://ec.europa.eu/growth/tools-databases/eden/quiz_en

Search on the website what are the principles of eden competition and what are the italian sites who won the prize

<http://youredenexperience.com/destinations/crispiano/>



MASSERIA AMASTUOLA - CRISPIANO



WRITE A SHORT
INTERVIEW TO THE OWNER