SUSTAINABLE TOURISM
Clil lesson

https://youtu.be/ssPbrPpuXbI

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Prof.ssa Michela De Marzo
Tourism evolution

Last trend in tourism: sustainable tourism and ecotourism

Trademarks of environmental quality: ecolabel; emas; iso 14001

EEC EDEN prize
Europe: the first tourist destination in the world

Europe is the most attractive destination in the world, and tourism plays a major part in economic growth and job creation in Europe. The sector’s competitiveness is closely linked to its sustainability, as the quality of tourist destinations is very much influenced by their natural environments and their local communities. For this reason it is necessary to take a holistic approach, addressing not only the economic prosperity of the sector, but also social cohesion, environmental protection and the promotion of the culture of European tourist destinations.

https://youtu.be/NYX2Av1i_S4


What are the challenges for the European tourism sector? And what are the priorities for action?

Work in pair
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 18th 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 19th 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 20th 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 destination.
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 20th 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
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:

_________________________________________________________________________________
_________________________________________________________________________________
_________________________________________________________________________________
_________________________________________________________________________________
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 tourist, funneling the biggest profits away from locals.

**Environmental effects**

Although tourism itself can disrupt or destroy ecosystem 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
Read the text and look for the English equivalents of the Italian words listed below.

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

e.g. 1. STRENGHT
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?
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  a) rights
2. Human   b) land
3. Protected c) government
4. Natural  d) area
5. Wild    e) species
6. National f) environment

1_____ ; 2_____ ; 3_____ ; 4_____ ; 5_____ ; 6_____
<table>
<thead>
<tr>
<th>Eco words</th>
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<tbody>
<tr>
<td>Biodegradable</td>
<td>Hydrosphere</td>
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<td>Biodiversity</td>
<td>Landfill</td>
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<tr>
<td>Climate change</td>
<td>Marine life</td>
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<td>Deforestation</td>
<td>Natural resources</td>
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<td>Drought</td>
<td>Organic</td>
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<td>Eco-friendly</td>
<td>Oxygen</td>
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<td>Ecology</td>
<td>Ozone layer</td>
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<td>Eco-system</td>
<td>Paper</td>
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<td>Ecotourism</td>
<td>Pollution</td>
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<td>Endangered</td>
<td>Recycling</td>
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<td>Environmental friendly</td>
<td>Renewable energy</td>
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<td>Extinction</td>
<td>Sea level</td>
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<td>Geothermal energy</td>
<td>Soil erosion</td>
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<tr>
<td>Global warming</td>
<td>Solar energy</td>
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<td>Greenhouse effect</td>
<td>Ultraviolet radiations</td>
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<td>Hydroelectric energy</td>
<td>Waste</td>
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<td>Habitat</td>
<td>Wind turbine</td>
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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 using them
• 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
<table>
<thead>
<tr>
<th>DOs</th>
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### 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…?

<table>
<thead>
<tr>
<th>English</th>
<th>Italian</th>
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</thead>
<tbody>
<tr>
<td>1. Unspoiled landscape</td>
<td>1. Paesaggio inurbato</td>
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<tr>
<td>2. Organic food</td>
<td>2. Cibo biologico</td>
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<tr>
<td>3. Natural environment</td>
<td>3. Ambiente naturale</td>
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<tr>
<td>4. Wind turbines</td>
<td>4. Turbina eolica</td>
</tr>
<tr>
<td>5. Electric appliances</td>
<td>5. Apparecchi elettrici</td>
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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: _________.

What Does It Mean To Be Green?

By Piri DiCrio
Illustrated by Chris Blair
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?
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
- **DIFFERENTIATES** 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.
ECO-VALUES IN ACTION

EU policies support and recognize sustainable production and consumption.

SUSTAINABLE CONSUMERISM

Eco-Label: a label that identifies products and services with a reduced environmental impact.

A LABEL YOU CAN TRUST

Around 40,000 products and services to elect. The EU Eco-Label ral environment. It is a reliable, updated regularly. Verity by independent experts.

BETTER FOR YOU

Reduced environmental impact:
- As effective as conventional products.
- No compromise on performance.
- Consumer Health and Responsibility.
- Consistent from production to recycling and disposal.
- The online product life cycle.
- The label criteria for over 30 different categories of products and services.
- EU Eco-label trusted and reliable.

BETTER FOR THE ENVIRONMENT

- 65% of consumers who know the EU Eco-label can claim that they fulfill criteria.
- EU Eco-label products can come from anywhere in the world, as long as they prove that they fulfill criteria.
- Products using less energy and raw materials.
- Generate less waste and CO2 when they are made and used.
- Last longer and are easier to repair.
- Use energy, water and raw materials more wisely.
- Provide green innovation and sustainable industries.
- Make circular economy a reality.

ADDITIONAL INFORMATION

Turning a circular economy, where materials stay in a loop, so new products begin when old ones end. This drives manufacturers to produce goods that are better for the environment and better for you. It is the label that makes green choices easy!
HOW GREEN CAN YOU SHOP?

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.

DO-IT-YOURSELF
- Keep your indoor air clean. Paints have less than half the solvent emissions of conventional products.

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

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

CLOTHING AND TEXTILES
- Shoes must be assembled in safe and fair conditions – doing good while looking good!

ELECTRONIC EQUIPMENT
- Products must be easy to repair and upgrade so they last longer.
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

What does ISO mean?
What does ISO 14001 concerned?
What are the advantages of a certified Quality System?
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.

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/
WRITE A SHORT INTERVIEW TO THE OWNER