



# EXERCISES

## Module 7 : Sustainability Certifications

### Exercise 1 - Open questions and puzzle (30 minutes)

- What the Blue Flag certification stands for?
- What criteria are required for the EU Ecolabel certification?
- Arrange steps in the process of obtaining a sustainability certification in the correct sequence.

### Exercise 2 - Word cloud (20 minutes)

Students should submit words they associate with sustainable tourism and display them as a word cloud to initiate discussions about common perceptions. Followed by discussion.

### Exercise 3 - Polling questionnaire and discussion (40 minutes)

- Do you think a single EU tourism label would be more effective than multiple national labels? Discuss the advantages and disadvantages of centralized versus localized certifications.
- Scenario: choose the best certification path based on the scenario where certificate is lost by a hotel due to non-compliance.

### Exercise 4 - a collaborative board (1 hour)

Students can post examples of sustainable tourism from around the world. Each student should link a short description of how these examples adhere to different sustainability criteria.

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