



G4T

GREEN FOR TOURISM

Module 01: Design techniques for sustainable itineraries



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SUMMARY

1. Sustainable tourism definition
2. Sustainable tourism type
3. Market analysis
4. Mapping social and cultural attractions and events

INTRODUCTION

In this module you will learn how to create a complete sustainable tourism itinerary by providing you tools and knowledge to implement correctly an effective itinerary

LESSON 1 : SUSTAINABLE TOURISM

"Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities"
(UNWTO, World Tourism Organization)

PILLARS OF TOURISM SUSTAINABILITY:

CULTURAL VITALITY



ENVIRONMENTAL RESPONSIBILITY



SOCIAL EQUITY AND ECONOMIC HEALTH



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ENVIRONMENTAL RESPONSIBILITY



The 8% of the global carbon footprint is produced by tourist activities, i.e. around 4 giga-tonnes of CO₂.

4 giga-tonnes = 4 000 000 000 tonnes

1 tonne of CO₂ = 1 year's trash from one household in the West

ACCORDING TO UNWTO AND THE INTERNATIONAL TRANSPORT FORUM (ITF), THE TOURISM SECTOR IS NOT AT ALL ON THE PATH OF REDUCING EMISSIONS BUT IS PREDICTED TO EVEN INCREASE ITS CO₂ EMISSIONS BY AT LEAST 25 PERCENT BY 2030 (UNWTO & ITF, 2019)

CARBON FOOTPRINT & SUSTAINABLE TOURISM

What is a Carbon Footprint?

The total amount of greenhouse gases, specifically carbon dioxide (CO₂), and other emissions generated by human activities, which is usually expressed in tons of CO₂ emitted

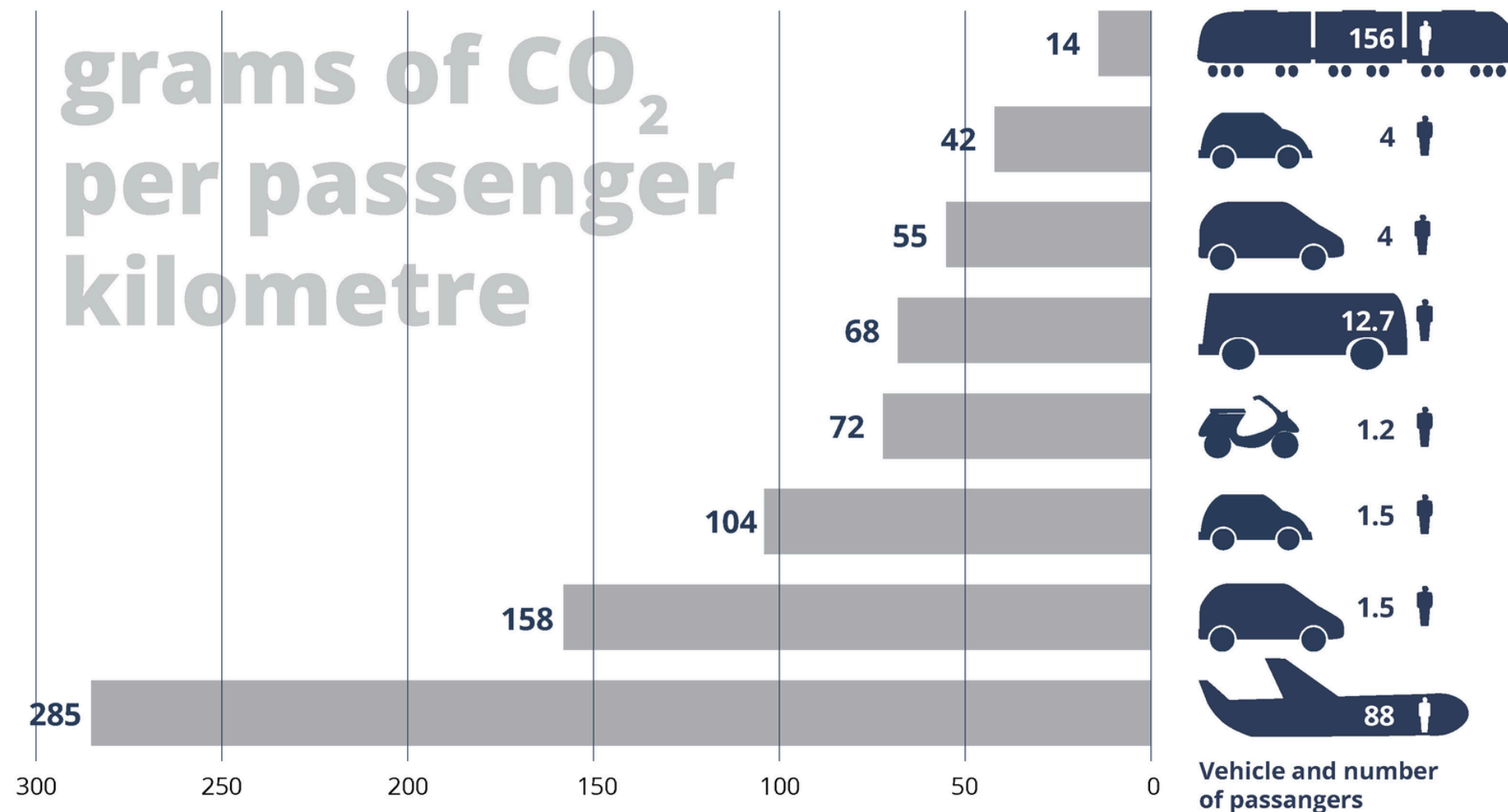
How does it translates into sustainable itineraries? Through the impact generated by:

- Transport
- Accomodation
- Activities

MEANS OF TRANSPORTS:

For a sustainable travel itinerary it is important to assess the impact of different means of travel (flights, cars, etc.) on the environment. This is done calculating the Grams of Co2 emissions per passengers per Km

CO₂ emissions from passenger transport



Note: The figures have been estimated with an average number of passengers per vehicle. The addition of more passengers results in fuel consumption - and hence also CO₂ emissions - penalty as the vehicle becomes heavier, but the final figure in grams of CO₂ per passenger is obviously lower. Inland ship emission factor is estimated to be 245 gCO₂/pkm but data availability is still not comparable to that of other modes. Estimations based on TRACCS database, 2013 and TERM027 indicator.

Source: EEA report TERM 2014
eea.europa.eu/transport

SOURCE: EEA REPORT TERM 2024
[HTTPS://WWW.EEA.EUROPA.EU/MEDIA/INFOGRAPHICS/CO2-EMISSIONS-FROM-PASSENGER-TRANSPORT/VIEW](https://www.eea.europa.eu/media/infographics/co2-emissions-from-passenger-transport/view)



CARBON FOOTPRINT & SUSTAINABLE TOURISM- DATA AND STATISTICS

GLOBAL ESTIMATES:

Contribution to Total Emissions: The hospitality industry, including accommodations, reportedly contributes around 1-2% of global greenhouse gas emissions.

Energy Consumption: Hotels are estimated to account for approximately 1% of global electricity consumption.

Carbon Emissions: On average, a hotel room generates around 20-40 kg of CO₂ per night due to energy use, heating, cooling, and other operational aspects.

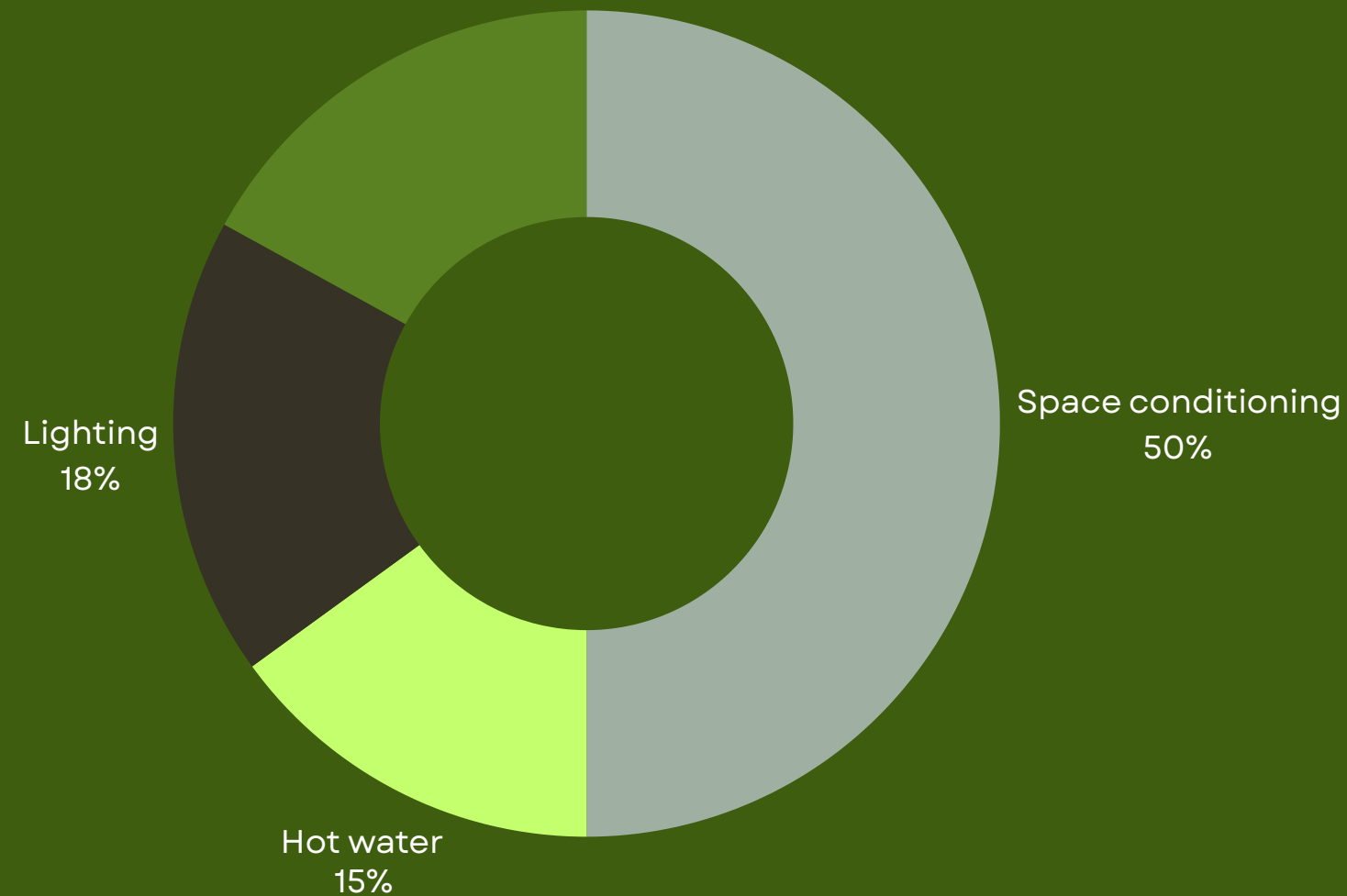
Scope of Emissions: Emissions from accommodations are categorized into direct (onsite fuel combustion) and indirect (purchased electricity and heating).

CARBON FOOTPRINT & SUSTAINABLE TOURISM

OVERVIEW OF ENERGY CONSUMING ACTIVITIES IN A HOTEL

Catering and laundry + sport facilities

17%



HOTEL ENERGY SOLUTIONS (2011)

ACCOMMODATIONS AND EMISSIONS:

Accommodations, including hotels, lodges, and resorts, contribute a substantial portion of greenhouse gas emissions in the tourism sector

SOURCES OF EMISSIONS:

- Energy Use: Heating, cooling, lighting, and appliances in guest rooms and common areas.
- Water Heating: Emissions from hot water systems and laundry services.
- Waste Management: Emissions from waste disposal processes.
- Food Services: Kitchen operations and food waste.

FACTORS AFFECTING EMISSIONS FROM TOURIST ACCOMODATIONS:

- **Hotel Size and Class:** Larger hotels and luxury establishments often have higher energy consumption and emissions due to more extensive facilities and services.
- **The average carbon intensity** per bed in European **hotels** is 1.18 tCO₂e. Whereas, the average carbon intensity per bed in **European hostels** is 0.30 tCO₂e* (understanding the carbon impact of hotels Vs. hostels, 2022)
- **Location:** Properties in regions reliant on fossil fuels for electricity production may have higher carbon footprints.
- **Operational Practices:** Sustainable practices, energy-efficient systems, waste management, and guest behavior significantly impact emissions.
- **Highest energy consumption features:** HVAC systems (cooling and heating) and lightning
- **Highest water consuming features:** kitchens and public areas (showers, toilets and taps)

BIGGEST IMPACT ON THE CO2 VALUE OF A HOTEL:



AMOUNT OF ELECTRICITY USED



THE DIET



GUEST'S MODE OF TRAVEL



EQUIPMENT OF THE HOTEL
ROOM

CARBON FOOTPRINT & SUSTAINABLE TOURISM

Decarbonisation in tourist accommodation

- **Infrastructure and efficiency improvements:** investments in resource efficiency building system
- **Behavioural changes:** encouraging environmentally friendly behaviour
- **Changes in energy production:** investment in renewable energy
- **Carbon offsetting:** purchases of carbon credits

NATURE CLIMATE CHANGE (2018)



CHOOSING TOURIST ACTIVITIES WITH LOW CARBON IMPACT

Selecting activities with low carbon impact is crucial for sustainable travel. It minimizes environmental harm while supporting local communities

1. Look for activities easily accessible on foot or within a short distance.
Examples include exploring local markets or visiting nearby cultural sites
2. Opt for activities reachable via public transport, reducing reliance on private vehicles and minimizing emissions

EXAMPLE OF TOURIST ACTIVITIES:

Guided Walking Tour of Local Markets: Join a guided tour exploring nearby markets showcasing local produce and culture. Participants walk through streets, supporting local vendors

SOURCE: ENGAGING HOTEL GUESTS TO REDUCE ENERGY AND WATER CONSUMPTION: A QUANTITATIVE REVIEW OF GUEST IMPACT ON RESOURCE USE IN TOURIST ACCOMMODATION 2023 - [HTTPS://WWW.GAIAGUY.COM/BLOGS/NEWS/LOW-IMPACT-ECO-TOURISM-SUSTAINABLE-TRAVELERS-GUIDE-TO-TOP-DESTINATIONS-WITH-TIPS#:~:TEXT=HERE%20ARE%20SOME%20GREAT%20EXAMPLES,AS%20WELL%20AS%20ANIMAL%20SANCTUARIES.](https://www.gaiaguy.com/blogs/news/low-impact-eco-tourism-sustainable-travelers-guide-to-top-destinations-with-tips#:~:text=HERE%20ARE%20SOME%20GREAT%20EXAMPLES,AS%20WELL%20AS%20ANIMAL%20SANCTUARIES.)



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SOCIAL EQUITY AND ECONOMIC HEALTH

Applying the principles of social responsibility while searching for local economic development is a key component for a sustainable travel itinerary

a. Social equity covers a range of challenges:



Empowering
women for
gender
equality



Reducing
class
inequalities



Facilitate
education
access



Increasing
health care
access

EMPOWERING WOMEN FOR GENDER EQUALITY

The following gender gaps need to be addressed*

- gender segregation in the labour market
- women's low representation in decision-making within tourism businesses
- gender stereotypes and travelling
- risks of gender-based violence

*according to the European Institute for Gender Equality.

REDUCING CLASS INEQUALITIES

Reducing inequality within and among countries
is **SDG #10***

What's it got to do with Tourism?

Tourism can be a powerful tool for community development & reducing inequalities if it involves local populations and all stakeholders in its development

*Goal 10 of the UN 17 Global Goals of the 2030 Agenda for Sustainable Development



FACILITATE EDUCATION ACCESS

SDG #4

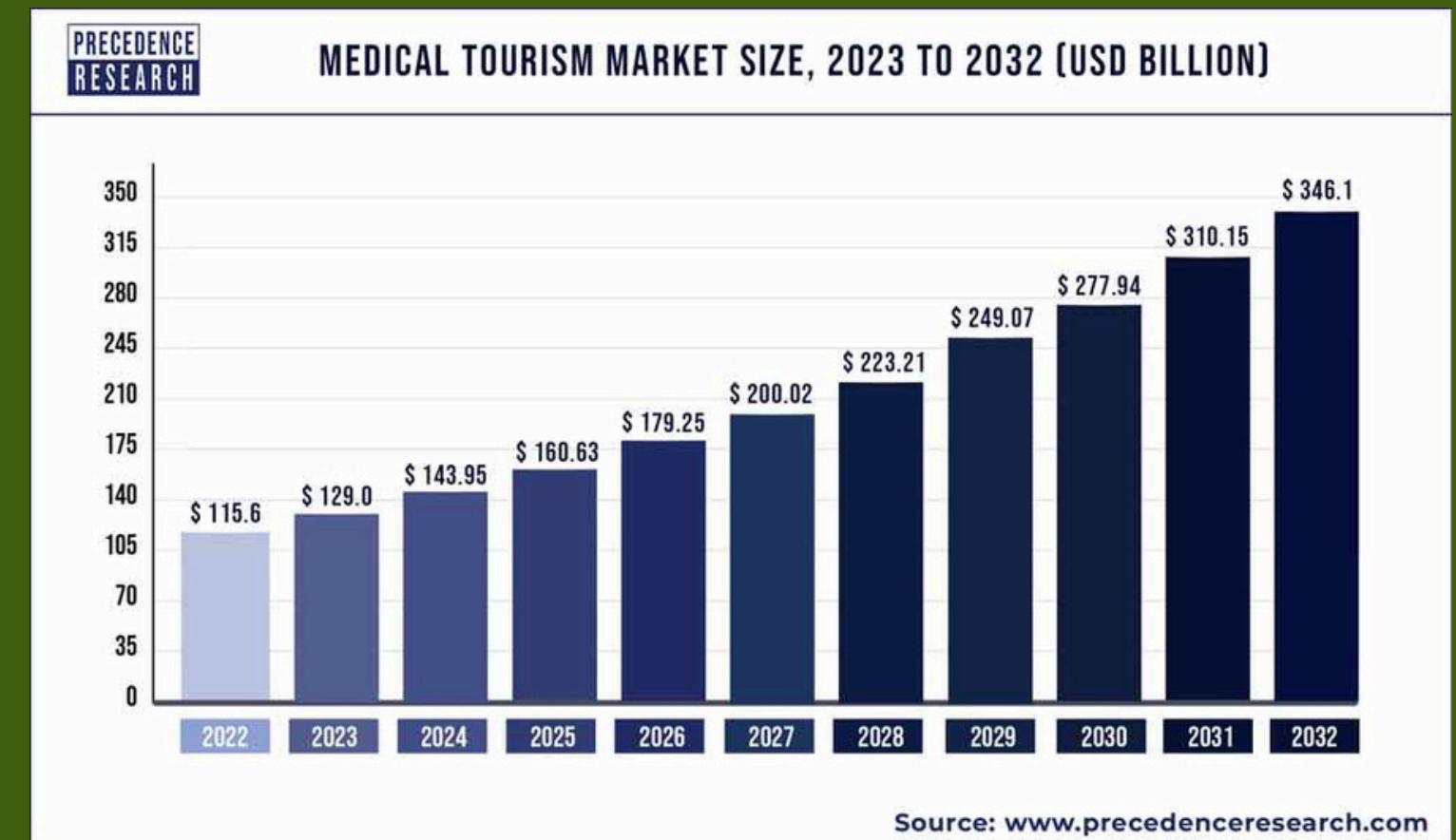
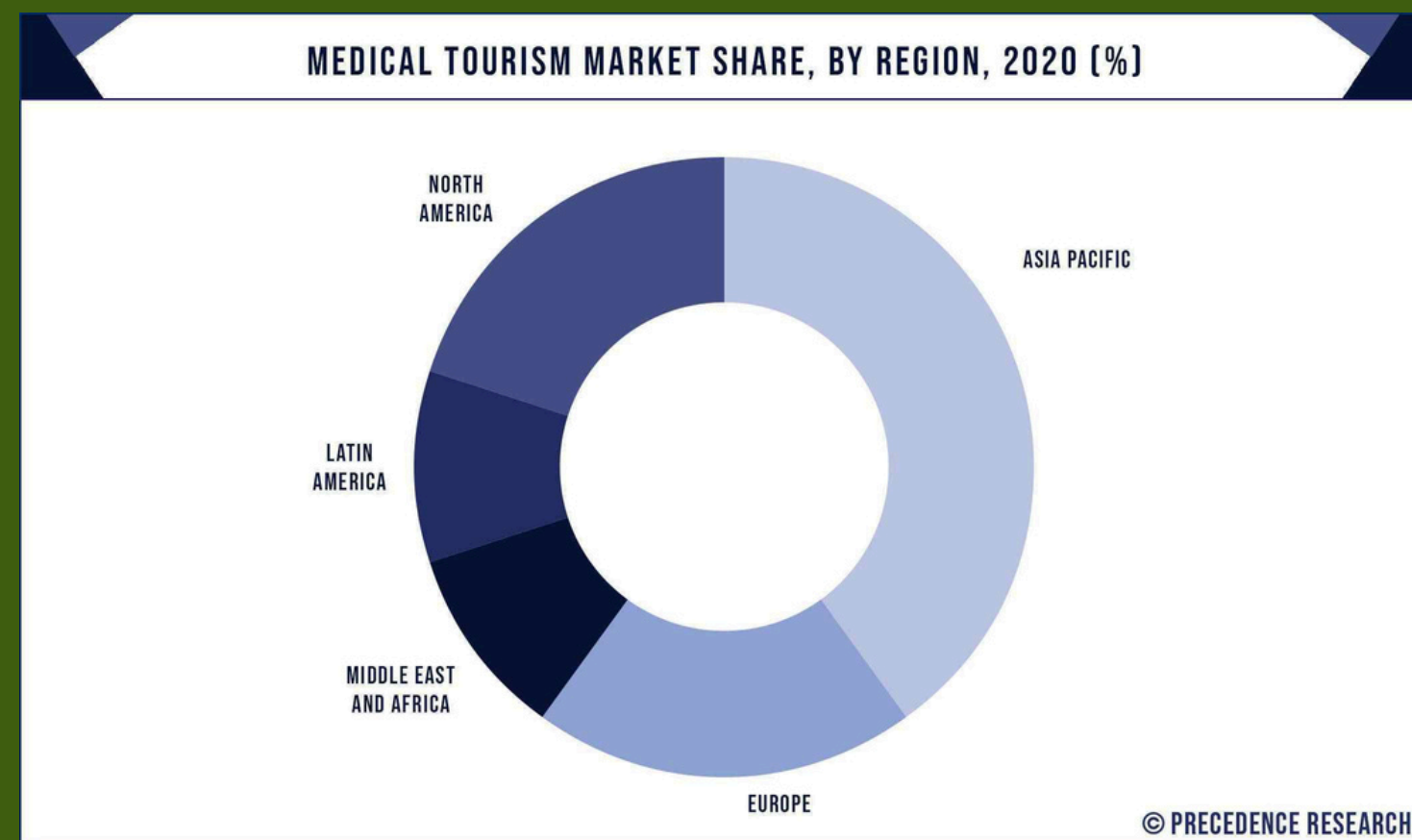
QUALITY EDUCATION: ENSURE INCLUSIVE AND EQUITABLE QUALITY EDUCATION AND PROMOTE LIFELONG OPPORTUNITIES FOR ALL

since tourism relies on a well-trained and skillful workforce, investments in education and vocational training in tourism form the basis for decent employment and entrepreneurship



INCREASING HEALTH CARE ACCESS

MEDICAL TOURISM is when consumers elect to travel across international borders with the intention of receiving some form of medical treatment



b. 4 pillars of economic health in sustainable tourism



Supporting
local
economy



Local markets
and States
providing
jobs
opportunities



Increasing
skills
development



Public
institution
developping
infrastructures
and innovation



How to support local economy?

Sustainable tourism plays a pivotal role in supporting local economies, fostering community growth, and ensuring a fair distribution of benefits

1. DIRECT ECONOMIC CONTRIBUTION:

Tourism expenditures directly benefit local businesses, including accommodations, restaurants, and local tours.

2. EMPOWERING LOCAL ENTREPRENEURS:

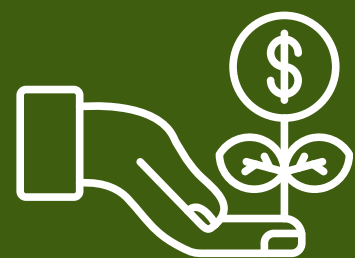
Encourages entrepreneurship by providing opportunities for locals to start businesses catering to tourists.

3. PRESERVING CULTURAL HERITAGE:

Supports cultural initiatives and heritage preservation, contributing to the local identity

4. COMMUNITY EMPLOYMENT OPPORTUNITIES:

Creates jobs within the community, reducing unemployment and enhancing livelihoods.



how to design an itinerary for local economy ?

1. **Prioritize locally owned and operated accommodations** such as boutique hotels, guesthouses, or homestays.
to provide direct channels revenue to local entrepreneurs and businesses.
2. **Including activities organized and led by local communities**, showcasing their traditions, crafts, and skills.
generating income for local artisans and guides, empowering the community economically.
3. **Planning dining experiences that utilize locally sourced ingredients** and involve local culinary talent.
to supports local farmers, markets, and chefs, contributing to the regional food economy.
4. **Supporting Local Markets and Businesses**
5. **Planning Community-Led Tours and Workshops**, collaborating with local guides for tours and workshops that provide insights into the community's way of life.
6. **Including visits to social enterprises** that reinvest profits into community development projects.
7. **Encouraging travelers to buy locally produced and sustainable souvenirs.**
8. **Choosing service providers and accommodations that adhere to fair wage practices** and prioritize local hiring.
9. **Facilitating educational programs or cultural exchanges** that involve local schools, artists, or cultural practitioners.

Source: <https://ecobnb.com/blog/2024/01/ways-supporting-local-community-travelling/>

Source: Hubert Job, Susanne Becken & Bernard Lane (2017) Protected Areas in a neoliberal world and the role of tourism in supporting conservation and sustainable development: an assessment of strategic planning, zoning, impact monitoring, and tourism management at natural World Heritage Sites, Journal of Sustainable Tourism, 25:12, 1697-1718, DOI: 10.1080/09669582.2017.1377432



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CULTURAL VITALITY

Culture nurtures individual and community identity, promotes social cohesion, and contribute to the creation of “social capital.”

PRESERVING CULTURAL VITALITY IN TOURIST ITINERARY DESIGN

"PRESERVING CULTURAL VITALITY IN TOURIST ITINERARIES IS CRUCIAL FOR FOSTERING AUTHENTIC EXPERIENCES WHILE RESPECTING AND SUPPORTING LOCAL TRADITIONS."

CULTURAL PRESERVATION STRATEGIES

RESPECT LOCAL TRADITIONS: EMPHASIZE RESPECTING CUSTOMS AND TRADITIONS THROUGH ACTIVITIES AND INTERACTIONS.

ENGAGE WITH LOCAL COMMUNITIES: ENCOURAGE INTERACTIONS WITH LOCAL COMMUNITIES FOR GENUINE CULTURAL EXPERIENCES.

PROMOTE ARTISANAL CRAFTS AND ARTS (INCLUDE VISITS TO ARTISANS OR WORKSHOPS TO SUPPORT LOCAL CRAFTSMANSHIP)



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PLANNING CULTURAL ROUTES

1. **Choose the destination:** At a European Level there are 38 Cultural routes recognised by the Council of Europe
2. **Storytelling:** a good story helps the visitor to interpret the route in a specific context
3. **Identifying bookable experiences**
4. **Research the environment:** to have a clear view of the factors that may influence the planning and implementation of a cultural route and create a **cultural map of a place**
5. **Get to know the target audience and create values based on that**
6. **Mapping stakeholders and partnerships:** to help with the creation of the itinerary

Guidelines for planners of cultural routes: https://nm.it/wp-content/uploads/2021/05/Cultural_routes.pdf



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Main elements of a cultural route:

- Cultural heritage
- Points of interests and stops
- Linear or network based
- Thematic: following a particular theme
- Clear geographical scope
- Connectivity and accessibility
- Adaptability to the target audience

LESSON 2 : SUSTAINABLE TOURISM TYPES

- Ecological tourism: sustainable exploitation of resources as tourism products
- Eco-tourism: tourism that preserve the nature or approach to rare species, with an education and interpretation component
- Green tourism: tourism with the end of improving the social, cultural and environmental impact of tourism
- Soft tourism: with social and economic purposes
- Rural tourism: all activities developed while staying in the rural environment
- Community tourism: involves local population in the development of tourism activities
- Equitable tourism: ensures local communities the revenues generated by the activities

PRINCIPLES OF SUSTAINABLE ITINERARY DESIGN

Key Points:

- **Local Engagement:** Prioritize community involvement and cultural experiences.
- **Environmental Considerations:** Choose eco-friendly accommodations and low-impact activities.
- **Economic Impact:** Support local businesses and promote fair trade practices.

KEY COMPONENTS OF A SUSTAINABLE ITINERARY

- **Diverse Experiences:** Include a mix of cultural, natural, and community-based activities.
- **Responsible Transportation:** Opt for eco-friendly transportation options and minimize carbon footprint.
- **Educational Opportunities:** Integrate opportunities for travelers to learn about local conservation efforts and sustainability initiatives.

SUSTAINABLE DESTINATIONS

When planning an itinerary, it is essential to be able to identify so-called sustainable destinations. The **GSTC Destination Criteria** are a useful guide in this area.

They help to establish the precise **criteria** that are essential for qualifying an establishment as sustainable.

SUSTAINABLE MOBILITY

Transport is one of the factors in tourism that generates the most CO₂. It is essential to find ways of reducing this and using less polluting methods.

It is therefore essential to give priority to **electric transport, public transport and car-sharing**. Individual means of transport and air travel are the most polluting.



SUSTAINABLE ACCOMMODATIONS

You also need to make sure that the accommodation you are travelling in respects the environment, the economy and the local culture.

Here are the main criteria:

- Overall commitment to sustainability
- Employing locals
- Purchasing local and sustainable products
- Supporting local communities
- Single-use plastic and waste management
- Efficient water use
- Efficient energy use
- Contributing to nature conservation



**Here are a few websites that will guide
you to find some sustainable
accommodation:**

Bookitgreen;
Bookdifferent;
Wayaj;
Kind Traveler;
Fairbnb;
Ecobnb

LESSON 3 : MARKET DEMAND ANALYSIS

To tackle the subject properly, you need to carry out market research. This should take into account 3 main areas:
demand, supply and the environment

DEMAND

The general characteristics of the public are as follows:

- Over 35 years old
- Mostly women
- High social, economic and educational level



This type of tourism appeals to a committed and aware public, who are therefore **prepared to pay more but are also more demanding.**

SUPPLY

As the sector becomes more democratic and popular, it is **increasingly competitive**



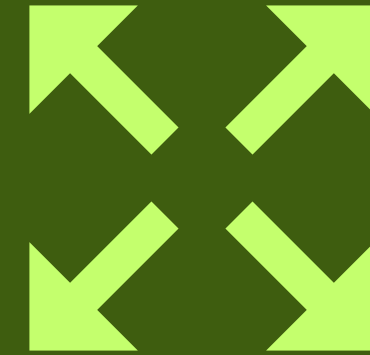
To diversify and differentiate, specific types of tourism have been created:
ecotourism, “green” tourism, heritage tourism, adventure tourism, soft adventure tourism, and resort tourism

ENVIRONMENT

The factors likely to have an impact on the development of this market are as follows:



New local and international regulations and laws in favour of the market (or not)



Greater public interest in sustainable issues
Large-scale changes to public transport (prices, destinations, etc.)

HOW TO STAND OUT?

4 points to have in mind if you want to stand up to the competition:

- Comparative advantage
- Demand orientation
- Industry structure
- Environmental commitment

COMPARATIVE ADVANTAGE



The destination's comparative advantage includes factors associated with both the macro and micro environments that are critical to market competitiveness.

These attributes include climate, location, natural resources, tourism awareness among local citizens, and indigenous culture

DEMAND ORIENTATION



The destination's ability to respond to the changing nature of market demand will influence its competitiveness.

INDUSTRY STRUCTURE



The existence or absence of an organized tourism-related industry structure can be associated with the destination's ability to compete.

ENVIRONMENTAL COMMITMENT



The destination's commitment to the environment will influence the potential for sustained market competitiveness.

-For destinations to sustain their competitive positions, they need to **develop integrated activities and products** that usually range from **culture/nature education and heritage/history** to **outdoor adventure sports and wildlife viewing**

-As well as the destination and the activities on offer, what attracts tourists the most is the **protection and conservation of the environment**

LESSON 4 : MAPPING SOCIAL AND CULTURAL ATTRACTIONS AND EVENTS

To make your trip complete, you need to be able to attract participants with attractions that they are likely to enjoy and that are adapted to them and the local population

CULTURAL ATTRACTIONS AND EVENTS



For a complete and attractive itinerary, you need to be able to look for places that offer local cultural attractions and that are accessible to tourists.



Websites that will help you construct an itinerary based on cultural places:

UNESCO's interactive map:

<https://whc.unesco.org/en/interactive-map/>

Council of Europe's cultural routes

<https://www.coe.int/en/web/cultural-routes>



THANK YOU FOR WATCHING

!YOU CAN FOLLOW THE PROJECT
ON SOCIAL MEDIA!



<https://green4tourism.eu/>



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