

Sustainable Tourism Training for Tomorrow

Thursday, 17th of June 2021

“How can we upskill to ensure sustainable tourism that is good for people, good for business and good for nature in the covid world?”

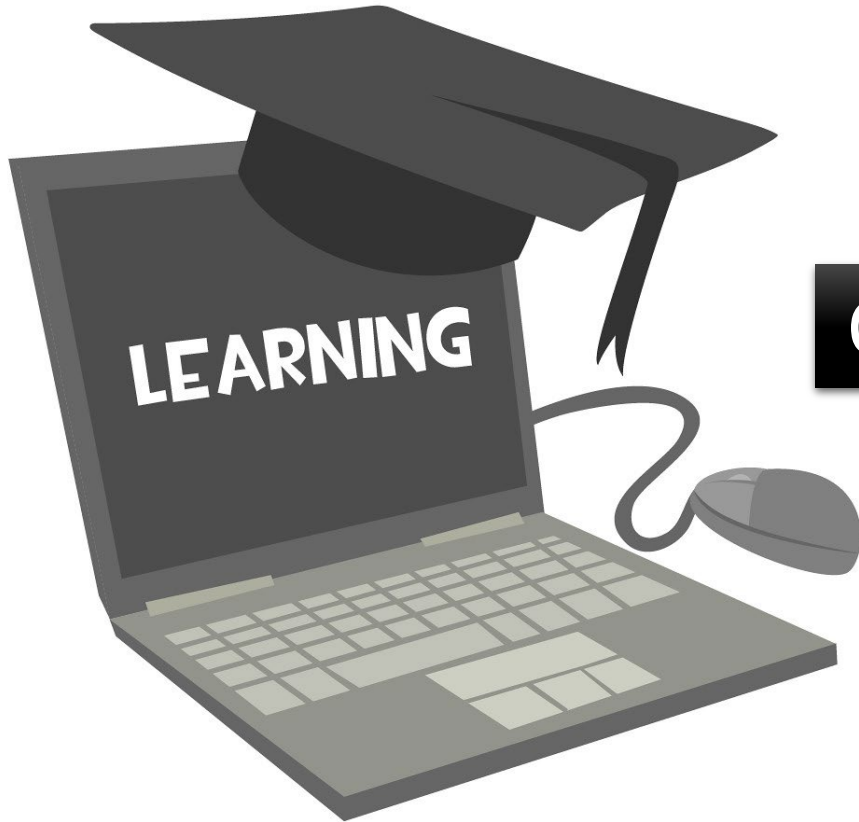


Where do we go from here?

Dr. Fernando Correia – Hull University Business School



Some reflections / recommendations from the project:



Online / blended learning is here to stay!

The Global Learner Survey

August 2020



1 There is no returning to a pre-COVID-19 education world.

Globally, more than 3 in 4 people believe that education will fundamentally change as a result of the pandemic. Online learning will be a key part of experiences for learners of all ages, and economic uncertainty will drive more people to upskill and reskill for job security.

Where do we go from here? Recommendations

Outputs of the project
as a **starting point**,
not an end.



Some reflections and recommendations

Advantages of online learning for training for Protected Areas' contexts:

- **Reach & availability**
 - Protected Areas are geographically dispersed, many tend to be in remote areas, low access to services
- **Accessibility & flexibility**
 - Access when you can or need
 - suitable for busy lives, limited time and resources
 - Access from multiple formats , pc mobile phone
 - Always available
 - reduces uncertainty, less affected by 'crisis', lack of trainers



Some reflections and recommendations

Advantages of online learning for training for Protected Areas' contexts:

- **Cost-effective**
 - Many PAs tend to have low population densities, availability of traditional capacity-building and training structures far from guaranteed
 - Advantages of scale
- **Customisable and more personalised**
 - Cover just what you need/prefer
 - Self-paced
 - Can suit different learning styles -text, video, audio, games, quizzes,



Some reflections and recommendations

Some disadvantages, challenges or limitations:

- **Multiple “digital divides”:**
 - Between individuals, generations, income levels, regions, localities...
 - Need to strengthen digital infrastructure in remote areas (internet speed, bandwidth, etc...)
 - Need for *transversal* digital skills’ upskilling
- **Does not fully replace human contact and interaction**
 - Sense of isolation...
 - Value of direct peer-to-peer learning and sharing of experiences - inside and outside training room
 - Value of place-based learning approaches with local communities, etc
- **Requires a great deal of self-discipline**
- **eLearning is ideal as a *complement* - not full replacement - to presential learning**
 - providing alternatives and other collaborative approaches is still important



KEY TOPICS KEY ACTIONS

<p>1) Protecting valuable landscapes, biodiversity, and cultural heritage</p>	<p>1) Influencing land use planning and the control of potentially damaging developments; 2) Influencing the location, type and design of tourism developments; 3) Managing visitor flows, activities and behavior in sensitive areas and sites.</p>
<p>2) Supporting conservation through tourism</p>	<p>1) Encouraging visitors and tourism businesses to support conservation, through donations, volunteering, and other activity; 2) Using revenues obtained from tourism-related activity to support conservation; 3) Establishing, supporting and promoting tourism-related investments, projects and activities that help to conserve the natural and cultural heritage.</p>
<p>3) Reducing carbon footprint, pollution, and wasteful resource use</p>	<p>1) Working with tourism businesses to improve environmental management, including the use of energy and water, waste management, and noise and light pollution; 2) Promoting the use of public transport and other alternatives to cars.</p>
<p>4) Providing safe access, quality facilities and special experiences of the Protected Area, available to all visitors</p>	<p>1) Providing a wide range of access opportunities, with attention to safety and risk management; 2) Improving the quality of visitor facilities and services; 3) Providing visitors with specific tourism offers which involve discovery, interpretation and appreciation of the area's special natural and cultural heritage; 4) Providing facilities and information for visitors with special needs.</p>
<p>5) Effectively communicating the area</p>	<p>1) Ensuring that marketing materials and activities promote the area effectively and responsibly; 2) Providing good quality and effective visitor information and interpretation; 3) Ensuring that tourism businesses and other local stakeholders are well informed about the area</p>



EUROPARC
 Sustainable Tourism
 in Protected Areas

8) Providing training and capacity building

- 1)** Providing relevant training for staff of the Protected Area authority in sustainable tourism development and management;
- 2)** Providing and encouraging relevant training and capacity building for tourism businesses and other stakeholders in sustainable tourism.

<p>performance and impacts</p>	<p>2) Monitoring of tourism businesses – performance and needs; 3) Monitoring of tourism impacts – on the environment, economy and community; 4) Monitoring progress in implementing the action plan.</p>
<p>10) Communicating actions and engaging with the Charter</p>	<p>1) Communicating sustainable tourism actions and results to local stakeholders and more widely at a local, regional and national level; 2) Promoting and making visible the award of the Charter; 3) Engaging with EUROPARC and the Charter Network, including participating in related events and activities; 4) Taking steps for re-application and renewal of the Charter.</p>

Recommendations

Where to start? What to prioritize?

- Check overall training needs' priorities identified in the project's TNA Report (European survey)
- Consider replicating the TNA exercise at your local/regional level.

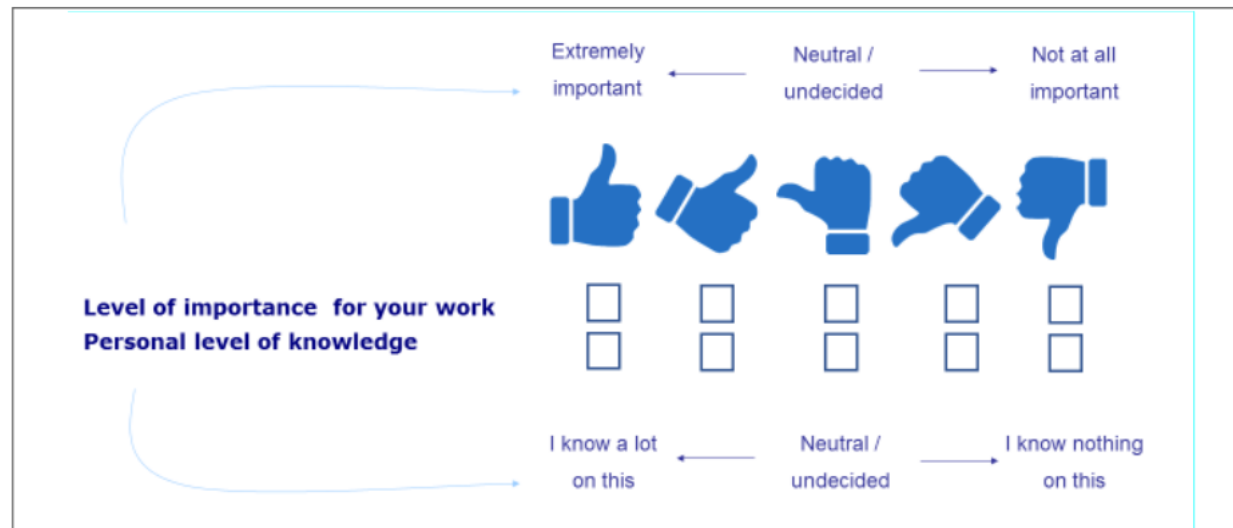


Figure 3: Answering scale.

Skills for Sustainable Tourism in Protected Areas: Training Needs Analysis

NOVEMBER 2019



Co-funded by the Erasmus+ Programme of the European Union

PARTNERS



Where do we go from here

Recommendations

Project platform provides wide range of resources and introductory knowledge on a variety of sustainable tourism themes



Decision-makers, practitioners, trainers, can use these resources to develop more in-depth training activities on the areas of more relevance to them and their territories.



Recommendations

How to use it? How to maximise potential?

Use project resources to help develop networks of trainers/facilitators across Europe (and beyond) that can support development of sustainable tourism skills in PAs.

Useful resources:

- ‘Train the Trainer’ toolkit
 - Guidance and activities to support PA staff/trainers/facilitators to use the materials on the online platform to run capacity-building sessions on sustainable tourism;
- ‘Train the Trainer’ course materials
 - Support on how to plan, design, deliver and facilitate training and capacity building, including using the project’s resources on future training activities in Protected Areas.



Engage with the other 'Tools & Training' resources of EUROPARC



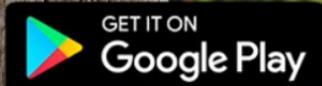
Supporting e-learning and capacity building for Natura 2000 Managers



The project and all actions are made possible with support from the LIFE financial instrument of the European Community

eNatura2000 App

Connect and Learn with Natura 2000 Land Managers



*Draw by Frits Ahlefeldt
The HikingArtist*

LIFE+ Information and Communication Project:

EFFICIENT MANAGERS FOR EFFICIENT NATURA2000 NETWORK



Final Project Report

“Recommendations for Policy and Practice”

- Final report to be published in August 2021
- Keep an eye on the project and partners’ social media for announcement!
- <http://sttft.eu/>
- <https://twitter.com/SustDests>



Recommendations (summary, non exhaustive)

- **Significant skills gaps in ST – but also intervention opportunities!**
 - PA contexts require new strategies for upskilling and engagement, for wider reach/accessibility.
 - Need to capitalise on trends on online learning take-up and development, removal of behavioural barriers, etc
- **New demands on all stakeholders/practitioners, outside of their “comfort zone”**
 - Digital skills, communication tools, new collaboration formats, environmental management, sustainable transportation, visitor management, impact management...
- **Significant need for peer-to-peer learning between practitioners, sharing, knowledge transfer, etc**
 - Strengthening of ST international networks, support programmes, funding and policy priorities.
- **ST upskilling as a strategic tool to deliver public policy** (Green New Deal, Net Zero, SDGs, Digital Age, new vision for rural areas, inclusion, bottom-up democracy ...)
 - Tourism as transversal activity, with large multiplier effects and systemic impacts on PA communities and nature
- **‘Sustainable Tourism’ is by definition collaboration-focused => ST upskilling needs to be the same**
 - No real sustainability learning by working in ‘silos’.



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Where do we go from here?

A good place to start: <https://sustainabletourismtraining.eu/>

To learn more about the European Charter for Sustainable Tourism in Protected Areas (ECST),

see: <https://www.europarc.org/sustainable-tourism/>

