



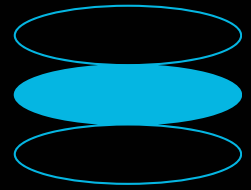
Co-funded by
the European Union



Be My Green Guide in My Town

THE HANDBOOK OF GREEN SKILLS AND GREEN OPPORTUNITIES IN TOURISM

An educational handbook for vocational schools.



Project Information

Project Name: BE MY GREEN GUIDE IN MY TOWN

Project Number: 2024-1-ES01-KA210-VET-000244231

This handbook is designed to equip vocational school students and educators with the knowledge and skills necessary to thrive in the rapidly evolving green tourism sector. It explores the importance of sustainability, highlights emerging green job opportunities, and provides practical guidance for implementing eco-friendly practices in tourism, hospitality, and catering.

Funded by Erasmus+ programme of the European Union.

Table of Contents

Main Sections

1. Introduction to Green Tourism
2. The Importance of Sustainability in Tourism
3. Green Skills in Hospitality and Catering
4. Job Opportunities in Green Tourism
5. Case Studies and Best Practices
6. Certification and Training Programs
7. The Future of Sustainable Tourism

Appendices

- Glossary of Green Terms
- Resources and Further Reading

1. Introduction to Green Tourism

Green tourism, also known as sustainable tourism, is 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. It is about making a positive impact on the environment and local communities, rather than a negative one.

This section will introduce the fundamental concepts of green tourism and its growing significance in the global travel industry.

Key Principles of Green Tourism

- **Environmental Protection:** Minimizing negative impacts on natural ecosystems and biodiversity.
- **Socio-Cultural Authenticity:** Respecting and preserving the heritage and local culture of host communities.
- **Economic Viability:** Ensuring that tourism activities are economically sustainable and benefit local economies.
- **Resource Efficiency:** Optimizing the use of water, energy, and other resources.
- **Waste Reduction:** Implementing effective waste management and recycling strategies.

These principles guide the development and operation of sustainable tourism businesses.

Eco-lodge in nature

Eco-lodges are a prime example of green tourism, often built with sustainable materials and powered by renewable energy sources, blending seamlessly with their natural surroundings.

2. The Importance of Sustainability in Tourism

The tourism industry has a significant impact on the environment, economy, and society. Embracing sustainability is no longer an option but a necessity for the long-term health and viability of the sector. By adopting green practices, businesses can reduce their environmental footprint, enhance their brand image, attract environmentally conscious travelers, and contribute positively to local communities.

Environmental Benefits

- **Conservation:** Protecting natural habitats and biodiversity.
- **Resource Management:** Efficient use of water and energy.
- **Pollution Reduction:** Minimizing air, water, and noise pollution.
- **Climate Action:** Reducing greenhouse gas emissions.

Economic and Social Benefits

- **Local Economic Growth:** Supporting local businesses and creating jobs.
- **Community Empowerment:** Engaging local communities in tourism development.
- **Cultural Preservation:** Promoting and respecting local traditions and heritage.
- **Enhanced Reputation:** Attracting a growing segment of responsible travelers.

Students learning about sustainable landscaping

Vocational training plays a crucial role in developing the next generation of professionals equipped with green skills.

3. Green Skills in Hospitality and Catering

The demand for green skills is rapidly growing across the tourism, hospitality, and catering sectors. These skills encompass a wide range of abilities, from understanding environmental management systems to implementing sustainable sourcing and waste reduction techniques.

Green Skill Category	Examples of Skills	Relevance
Environmental Management	Energy efficiency, Water conservation, Waste reduction & recycling	Reducing operational costs, minimizing environmental impact
Sustainable Sourcing	Local and organic food procurement, Ethical supply chains	Supporting local economies, enhancing guest experience
Eco-Friendly Operations	Green housekeeping, Sustainable landscaping, Renewable energy integration	Reducing carbon footprint, improving brand image
Guest Education & Engagement	Communicating sustainability efforts, Promoting responsible behavior	Enhancing guest satisfaction, fostering community awareness
Technology & Innovation	Using eco-friendly technologies, Data analysis for sustainability metrics	Driving efficiency, innovation, and competitive advantage

Eco-Friendly Housekeeping

This involves using environmentally friendly cleaning products, reducing water and energy consumption during laundry, and implementing effective waste sorting in guest rooms. Training staff on these practices is essential.

Sustainable Landscaping

Utilizing native plants, water-wise irrigation systems, organic fertilizers, and minimizing the use of pesticides. This not only conserves resources but also enhances the aesthetic appeal of the property and supports local biodiversity.

4. Job Opportunities in Green Tourism

The shift towards sustainability has created a wealth of new job opportunities within the tourism sector. These roles often require a combination of traditional hospitality skills and specialized knowledge in environmental management and sustainable practices.

Emerging Roles

- **Sustainability Manager:** Overseeing and implementing environmental policies.
- **Eco-Tourism Guide:** Leading tours with a focus on environmental and cultural education.
- **Green Event Planner:** Organizing events with minimal environmental impact.
- **Sustainable Food & Beverage Manager:** Focusing on local, seasonal, and ethically sourced ingredients.
- **Renewable Energy Technician:** Managing solar panels or other green energy systems in hospitality venues.

Salary Ranges and Certification

Salaries for green jobs in tourism can vary widely depending on the role, experience, and location. Holding relevant certifications can significantly enhance earning potential and career prospects.

Green tour guide in nature

Green tour guides are increasingly sought after for their expertise in local ecosystems and sustainable practices.

5. Case Studies and Best Practices

Examining real-world examples of successful sustainable tourism initiatives provides valuable insights and inspiration for adopting green practices.

Case Study: Eco-Lodge 'The Green Haven'

'The Green Haven' is a renowned eco-lodge that has integrated sustainability into every aspect of its operations. They utilize:

- **Solar Power:** Providing 80% of their energy needs.
- **Rainwater Harvesting:** For irrigation and non-potable uses.
- **Organic Farm-to-Table Restaurant:** Sourcing ingredients from their own organic garden and local farmers.
- **Waste Management:** A comprehensive recycling and composting program.
- **Community Engagement:** Employing local staff and supporting local artisans.

Their commitment to sustainability has not only reduced their environmental footprint but also attracted a loyal customer base interested in responsible travel.

Best Practice: Waste Management

- **Reduce:** Minimize single-use plastics and packaging.
- **Reuse:** Implement reusable items where possible.
- **Recycle:** Establish clear and accessible recycling stations for guests and staff.
- **Compost:** Divert organic waste from landfills.

Recycling stations in a hotel lobby

Visible recycling stations encourage guest participation in waste reduction efforts.

Solar panels on a hotel rooftop

Many hotels are investing in solar energy to reduce their reliance on fossil fuels and lower operational costs.

Best Practice: Sustainable Transportation

- **EV Charging Stations:** Providing charging facilities for electric vehicles.
- **Bicycle Rentals:** Offering guests eco-friendly transport options.
- **Public Transport Promotion:** Encouraging the use of local public transportation.

Electric vehicle charging station

Electric vehicle charging infrastructure is becoming an essential amenity for eco-conscious travelers.

6. Certification and Training Programs

Formal certifications and targeted training programs are crucial for developing and recognizing green skills within the workforce. These credentials demonstrate a commitment to sustainability and can open doors to new career opportunities.

Certification Name	Issuing Body	Focus Area	Target Audience
LEED Green Associate	U.S. Green Building Council	Sustainable Building Design	Professionals in construction, design, and operations
Certified Sustainable Tourism (CST)	Global Sustainable Tourism Council (GSTC)	Sustainable tourism practices	Tourism businesses and destinations
ServSafe Alcohol / Food Handler	National Restaurant Association	Food safety and responsible alcohol service	Hospitality and catering staff
Organic Food Preparation	Various Culinary Institutes	Sustainable food sourcing and preparation techniques	Chefs and culinary professionals

Vocational Training

Vocational schools play a vital role in delivering hands-on training for green jobs. Curricula should incorporate modules on environmental management, sustainable resource use, and eco-friendly operational practices relevant to tourism, hospitality, and catering.

Students in vocational training for green skills

Practical training prepares students for the demands of the green job market.

The Triple Bottom Line

Sustainability in business is often measured by the "Triple Bottom Line": People, Planet, and Profit. Successful green businesses strive to achieve a balance across all three.

Triple Bottom Line Diagram

This diagram illustrates the interconnectedness of economic, social, and environmental performance.

7. The Future of Sustainable Tourism

The future of tourism is undeniably green. As global awareness of environmental and social issues grows, sustainable practices will become the standard, not the exception. Innovation in green technologies, increasing consumer demand for responsible travel, and supportive government policies will continue to drive the growth of the sustainable tourism sector.

Key Trends

- ****Increased demand for eco-certified accommodations.**
- ****Growth in nature-based and responsible adventure tourism.**
- ****Focus on local experiences and cultural immersion.**
- ****Technological advancements in sustainable operations (e.g., smart energy management).**
- ****Greater emphasis on circular economy principles.**

Call to Action

This handbook aims to empower the next generation of tourism professionals to lead the transition towards a more sustainable future. By embracing green skills and opportunities, individuals and businesses can contribute to a thriving industry that benefits both people and the planet.

Organic food preparation in a professional kitchen

Chefs and caterers are increasingly focusing on preparing dishes with sustainably sourced, organic ingredients.

References and Further Reading

- Global Sustainable Tourism Council (GSTC) Criteria: <https://www.gstcouncil.org/>
- UNWTO Sustainable Development Goals: <https://www.unwto.org/sustainable-development-goals>
- Green Key Global: <https://www.greenkey.global/>
- European Union Tourism Policy:
 - https://ec.europa.eu/growth/sectors/tourism/sustainable-tourism_en

This list is not exhaustive and encourages further exploration into the dynamic field of sustainable tourism.



BE MY GREEN GUIDE IN MY TOWN

GREEN TRAVELLER'S GUIDEBOOK

2024-1-ES01-KA210-VET-000244231



Foreword

Tourism plays a significant role in the global economy, accounting for 10% of global GDP. However, it also contributes to 8% of greenhouse gas emissions. This guidebook has been created by students and teachers participating in Erasmus+ mobility activities, aiming to promote responsible and eco-friendly travel practices.

Part I – Understanding Green Travel

1. Tourism Environmental Impact

Positive Impacts:

- Local employment opportunities
- Preservation of cultural heritage
- Environmental protection initiatives
- Income generation for local communities
- Promotion of intercultural understanding

Negative Impacts:

- Increased carbon emissions
- High water consumption
- Generation of plastic waste
- Damage to ecosystems
- Significant energy use
- Overtourism challenges

2. What Is Green Travel?

Green travel, or sustainable tourism, is about making conscious choices to minimize your environmental footprint and maximize positive impacts on local communities and economies. Key principles include:

- **Prioritize sustainable transportation:** Use public transport, walk, or cycle whenever possible.

- **Choose certified accommodation:** Opt for hotels and guesthouses with recognized eco-certifications.
- **Support local businesses:** Eat at local restaurants, shop at local markets, and buy authentic souvenirs.
- **Reduce waste:** Minimize single-use items, carry reusable bottles and bags.
- **Conserve resources:** Be mindful of water and energy consumption.
- **Respect nature and wildlife:** Observe from a distance and avoid disturbing natural habitats.
- **Embrace local culture:** Learn about and respect local customs and traditions.
- **Savor local and seasonal food:** Enjoy the freshest produce and reduce food miles.

3. Green Key Hotels & Eco-Certifications

The Green Key is a leading global eco-label awarded to hotels and other tourism establishments in over 90 countries. Certified accommodations demonstrate a commitment to sustainability through:

- **Renewable energy sources:** Utilizing solar or wind power.
- **Water-saving technologies:** Implementing efficient fixtures and practices.
- **Comprehensive recycling programs:** Minimizing waste sent to landfills.
- **Reduced plastic usage:** Eliminating single-use plastics.
- **Sourcing local food:** Supporting regional producers.
- **Environmental awareness programs:** Educating staff and guests.

Other reputable certifications include the **EU Ecolabel**, **Green Globe**, **Biosphere Tourism**, and **Global Sustainable Tourism Council (GSTC)** standards.

4. Planning Eco-Friendly Trips

Before You Go:

- **Choose accessible destinations:** Consider locations reachable by train or bus.
- **Pack essentials:** Bring reusable water bottles, coffee cups, and shopping bags.
- **Opt for eco-friendly toiletries:** Choose biodegradable and natural products.

During Your Trip:

- **Refill your water bottle:** Avoid buying single-use plastic bottles.
- **Utilize public transport:** Explore cities using buses, trams, and trains.
- **Rent bicycles:** A great way to see a city and stay active.
- **Eat local and seasonal:** Discover regional flavors and support local agriculture.
- **Respect local customs:** Be mindful of cultural norms and traditions.

After Your Trip:

- **Offset your carbon emissions:** Consider donating to reputable carbon offsetting projects.
- **Share your experiences:** Inspire others by sharing your sustainable travel tips.
- **Support environmental projects:** Contribute to organizations working to protect the places you visited.

5. Sustainable Restaurants

Choosing sustainable dining options significantly reduces your environmental impact. Look for restaurants that:

- **Prioritize local and seasonal products:** This reduces transportation emissions and supports local farmers.
- **Minimize food waste:** Implementing smart inventory management and composting.
- **Avoid single-use plastics:** Using reusable tableware and offering alternatives to plastic straws.
- **Support local farmers and producers:** Building direct relationships with food suppliers.

6. Farmers' Markets and Local Food

Visiting farmers' markets is a fantastic way to experience local culture and support sustainable practices. The benefits include:

- **Direct support for local producers:** Ensuring fair prices and viable livelihoods.
- **Reduced transportation emissions:** Food travels shorter distances from farm to market.
- **Preservation of traditional agriculture:** Supporting diverse and heritage farming methods.
- **Fresher, higher-quality food:** Often harvested just before sale.
- **Lower carbon footprint:** Minimizing the environmental impact of food production and distribution.
- **Strengthened local economy:** Keeping money within the community.

7. Voluntary Work for the Environment

Many destinations offer opportunities for travelers to contribute positively through volunteer work. Examples include:

- **Beach clean-ups:** Helping to preserve coastal ecosystems.
- **Tree planting initiatives:** Reforestation efforts and habitat restoration.
- **Wildlife conservation projects:** Assisting in monitoring and protecting local fauna.
- **Community gardening:** Contributing to local food security and green spaces.
- **Environmental education programs:** Sharing knowledge and raising awareness.

Part II - Eco-Friendly Destinations

Békéscsaba, Hungary

Population: 55,000

Region: Southern Great Plain

Attractions:

- Árpád Thermal Bath Area
- City Parks and Green Corridors
- Körös River Region

Eco-Activities:

- Cycling tours
- Bird watching
- Local food tasting
- Nature photography
- Visiting organic farms

Local Products: Csabai sausage, honey, fresh vegetables, traditional baked goods.

Sustainability Focus: Biodiversity protection, environmental education, community gardening, waste reduction.

Córdoba, Spain

Population: 325,000

Region: Andalusia

UNESCO World Heritage Site

Sustainability Focus:

- Promotes walking tourism
- Encourages bicycle mobility
- Active heritage conservation
- Celebrates local gastronomy
- Supports traditional markets

Attractions:

- Historic Centre
- Guadalquivir River Paths
- Patios of Córdoba

Local Markets & Produce:

Alanya, Türkiye

Population: 360,000

Region: Mediterranean Coast

Attractions:

- Alanya Castle
- Damlataş Cave
- Dim Valley
- Mediterranean Coastal Routes

Local Markets & Produce:

- Wednesday Bazaar (Çarşamba Pazarı) for fresh produce, olives, dairy, and homemade foods.
- Alanya Carob Producers Association promoting sustainable agriculture.

Sustainable Accommodation Practices:

- Waste separation
- Water conservation
- Recycling programs
- Environmental education for guests
- Prioritizing local procurement

- El Arenal Market for local produce, flowers, plants, and artisan goods.
- Local specialties: Salmorejo, olive oil, seasonal vegetables, local cheeses.

Student Travel Notes

Here are some of the opinions from students in each city:

- *"Exploring Békéscsaba by bike was amazing! The green corridors are so well-maintained."* - Anna, Hungary
- *"The Wednesday Bazaar in Alanya is a feast for the senses, and knowing the produce is local makes it even better."* - Mehmet, Türkiye
- *"Walking through Córdoba's historic center felt like stepping back in time, and the focus on local food was incredible."* - Sofia, Spain)

Green Traveller's Checklist

Before You Travel:

- ☐ Pack reusable water bottle
- ☐ Pack reusable shopping bag
- ☐ Pack eco-friendly toiletries
- ☐ Research public transport options
- ☐ Book certified eco-friendly accommodation

During Your Travel:

- ☐ Use public transport, walk, or cycle
- ☐ Refill your reusable water bottle
- ☐ Eat at local restaurants
- ☐ Shop at local markets
- ☐ Minimize waste and recycle
- ☐ Conserve water and energy
- ☐ Respect local culture and wildlife
- ☐ Avoid single-use plastics

Conclusion

By embracing the principles of green travel, we can create positive experiences that benefit not only ourselves as travelers but also the communities we visit and the planet for future generations. Every responsible choice, no matter how small, contributes to a more sustainable and enriching travel landscape. Let's travel with purpose and leave a positive footprint.



Travel Photograph Exhibitions Report

BE MY GREEN GUIDE IN MY TOWN Project

2024-1-ES01-KA210-VET 000244231

Introduction

This report details the dissemination activities undertaken as part of the BE MY GREEN GUIDE IN MY TOWN project. A key component of these activities was the organization of travel photograph exhibitions. These exhibitions showcased compelling images captured during three international mobilities, highlighting the themes of green travelling and eco-friendly tourism. The photographs served as a powerful visual narrative, conveying the project's core messages to a diverse audience and fostering a deeper understanding of sustainable tourism practices.

Preparation and Selection Process

Participants were actively involved in documenting their experiences related to sustainable tourism, environmental conservation, local cultural heritage, and responsible travel practices. They were encouraged to capture the essence of these themes through their lenses. Following the collection of photographs, a dedicated selection committee, comprised of experienced Tourism and Art teachers, meticulously evaluated each submission. The evaluation focused on several key criteria: artistic value, visual impact, and the clear representation of green travelling and ecotourism concepts. This rigorous process ensured that the final selection of photographs for the exhibitions were not only aesthetically pleasing but also effectively communicated the project's educational objectives.

Exhibition Activities

Exhibitions were organized at various partner institutions, providing accessible platforms for showcasing the project's photographic output. A wide range of stakeholders were invited to attend these events, fostering broad engagement and awareness. Attendees included students, teachers, parents, representatives from Non-Governmental Organizations (NGOs), tourism industry stakeholders such as hotels, restaurants, and travel agencies, local authorities, community members, and members of the local press. During the exhibitions, project coordinators were present to provide detailed information about the project's objectives, the activities undertaken during the mobilities, and the significant outcomes achieved. This direct engagement allowed for meaningful dialogue and reinforced the project's impact.

Impact and Dissemination

The travel photograph exhibitions proved to be an exceptionally effective dissemination tool. By presenting the project's themes through the engaging medium of photography, we were able to reach broader audiences beyond the immediate project participants and partners. The exhibitions served to visualize the tangible results of the international mobilities and promote the principles of green travelling. Furthermore, the involvement of local media, through coverage of the exhibition events, significantly increased the project's visibility. This media attention played a crucial role in raising public awareness about the importance of ecotourism and encouraging a more conscious approach to travel.

Outcomes

The travel photograph exhibitions successfully achieved several key outcomes:

- **Showcased Participant Experiences:** Provided a platform for participants to share their personal journeys and discoveries related to sustainable travel.
- **Promoted Green Travelling Principles:** Visually communicated and advocated for environmentally conscious travel practices.
- **Increased Awareness of Sustainable Tourism:** Educated attendees about the significance and benefits of sustainable tourism.
- **Encouraged Environmentally Responsible Travel Habits:** Inspired individuals to adopt more eco-friendly behaviours when travelling.
- **Strengthened Cooperation:** Fostered collaboration and networking between partner institutions and various stakeholders.
- **Enhanced Project Visibility:** Increased the overall profile and reach of the BE MY GREEN GUIDE IN MY TOWN project.

Conclusion

The travel photograph exhibitions represented a vital dissemination strategy for the BE MY GREEN GUIDE IN MY TOWN project. By artfully combining the power of photography with educational outreach and community engagement, these events not only showcased the project's achievements but also served as a catalyst for inspiring more sustainable tourism practices among a wide audience. The exhibitions successfully translated the project's goals into a visually compelling and memorable experience, leaving a lasting impression and encouraging a greener future for travel.

Photographs from the Travel Photograph Exhibitions

Community



Learning



Collaboration