



ECHO-Tourism Competency Framework



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● What is the purpose of the Framework?

The ECHO-Tourism project is part of an educational program for adult education. The educational process has been planned and organised according to the objectives of the project.

Therefore, the knowledge, skills and competence that adults having an interest in the field can gain using the tools of ECHO-Tourism are defined in our competency framework. It describes what can be done with the skills acquired and what social and working activities can be implemented autonomously and responsibly.

Using the Competency framework, a person can plan **its own training** or plan and organize **the training of employees in an organization** and develop an awareness of the gaps to be filled in to become an eco-citizen in her/his working and social life and more particularly as an eco-tourist.

This framework is therefore meant for professionals of the tourism industry to map what has to be gained to implement sustainable policies in the industry. It is also useful for individuals who want to get information on sustainability in the tourism sector.

To create learning pathways, we will use the standardization of learning outcomes units, including descriptors of competencies (knowledge and skills responsibility), which individuals will master/acquire for the purpose of achieving sustainable practice projects.

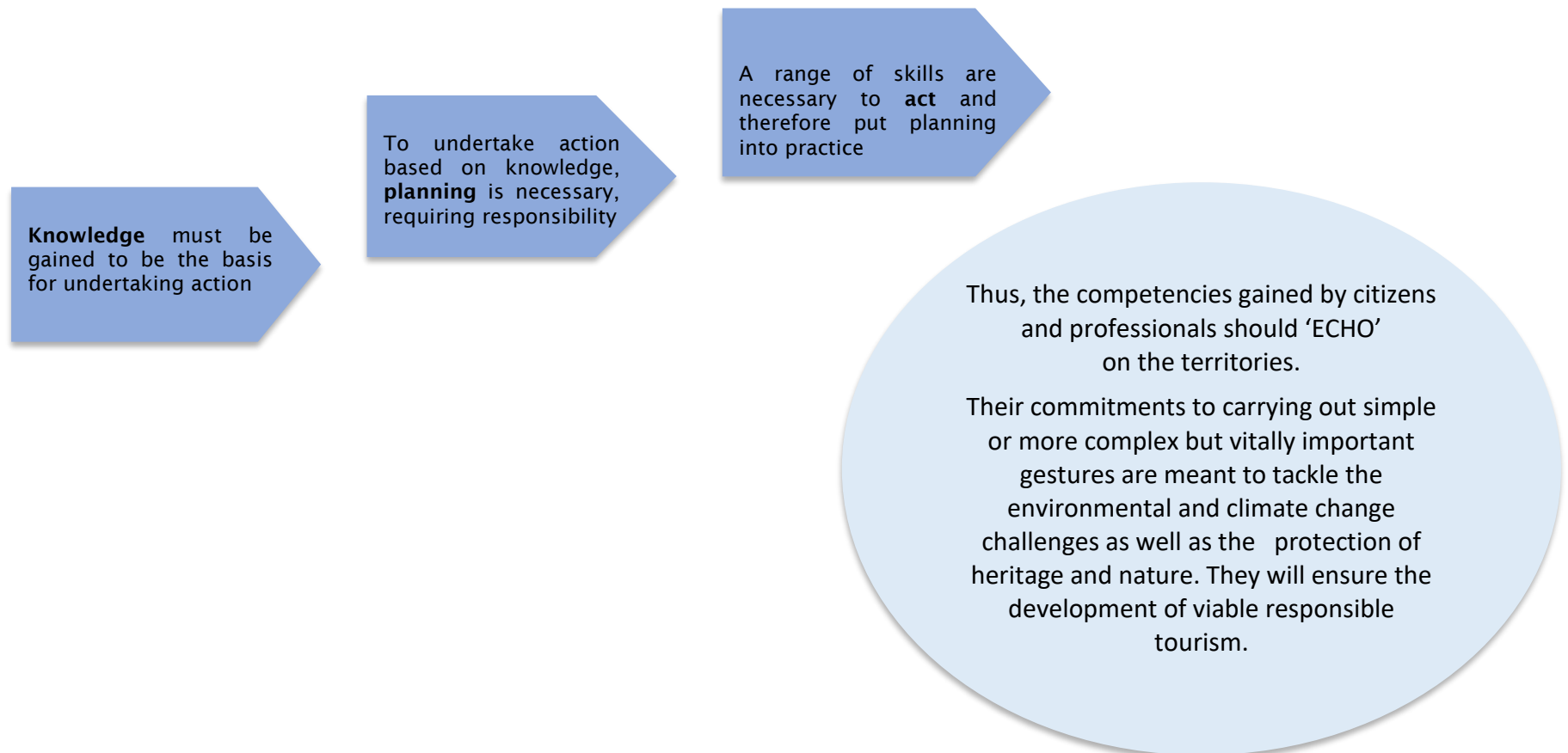
The descriptors inspired from the European Qualification Framework are as follows:

| Knowledge | Competence | Skills |
|--|--|--|
| the body of facts, principles, theories and practices that is related to a field of work or study. Knowledge is described as theoretical and/or factual . | The proven ability to use knowledge, implement skills and personal, social and/or methodological abilities, in work or study situations and in professional and personal development. Competence is described in terms of responsibility and autonomy . | A skill is the ability to apply knowledge and use know-how to complete tasks and solve problems . Skills are described as cognitive (involving the use of logical, intuitive and creative thinking) or practical (involving manual dexterity and the use of methods, materials, tools and instruments |



● Structure of the Competency framework

The competency framework is structured as follows:





Important notice

It is up to stakeholders to choose among the following options to make the most relevant planning for their households and businesses to be sustainable, environmentally, socially, and economically, according to their contexts. Not all the competencies can be applied immediately of course.

The learning
basis to create

Units of learning outcomes and provides the
DC Echo-Tourism:

ULO 1. Ecological footprint and eco gestures

ULO 2. Sustainable development

ULO 3. Waste management

ULO 4. Energy

ULO 5. Water

ULO 6. Mobility and transport

ULO 7. Food and agriculture

ULO 8. Cultural and natural heritage



● Competency Framework

| AREA | KNOWLEDGE | COMPETENCES such as RESPONSIBILITY AND AUTONOMY | SKILLS |
|--|---|--|--|
| ECOLOGICAL FOOTPRINT AND ECO-GESTURES | <i>The learner knows and understands...</i> | <i>The learner is able to...</i> | <i>The learner is able to...</i> |
| | <p>The following concepts and issues:</p> <p>What sustainable development is in terms of environmental, social and economic issues.</p> <p>What environmental responsibility is:</p> <ul style="list-style-type: none"> ● as an economic entity, a public service ● as an individual, a member of the community, a member of staff. <p>That the ecological footprint is the impact of human activities measured in</p> | <p>Plan actions as following</p> <p>Strive to plan actions in connection with the three aspects of sustainable development</p> <p>Calculate one's individual ecological footprint or the enterprise's and plan actions to reduce the footprint in one's own life or/and in the economic activity of the establishment</p> | <p>Take actions as follows</p> <p>Take actions in the development of behaviours of individuals and groups that reduce the ecological footprint and carbon footprint particularly within working teams</p> <p>Take part in the implementation of the action plan of the enterprise to reduce the ecological footprint</p> <p>Act in the areas of activity according to the action plan in which eco-gestures</p> |



terms of the area of biologically productive land and water required to produce the goods consumed and to assimilate the wastes generated

What the carbon footprint is as it measures the emission of gases that contribute to global warming and ways to reduce it.

The impact of simple environmental eco-gestures whose multiplied implementation by millions of individuals contribute to tackling the environmental and climate change challenges.

The systemic approach viewed as the interdependence of the individual and the groups he/she belongs to and the community he/she belongs to.

-the necessity to develop the awareness of the social or environmental consequences of each of our actions and therefore the necessity of changing some of our habits.

Strive to plan the use of internet in a sustainable manner including eco-friendly websites sober in energy.

Plan or contribute to the reduction of carbon footprint policy of the establishment

Plan and arrange communication as following

Testify to one's change in behaviour, in order to illustrate the impact of actions for the social and economic context.

Motivate others to notice and apply eco-gestures by personal example, without moralizing.

Make visible to other people, small steps of individuals or groups in the direction of reducing the ecological footprint.

Create or contribute to social cohesion within the working teams.

must be implemented in view of the **improvement of:**

- Water consumption
- Energy efficiency and conservation
- Waste management
- Food
- Purchasing policies
- Travelling practices
- Reduction of the carbon footprint
- Sustainable and sober use of the internet

Put into practice sustainable good practices in terms of meals, breaks, workstations, energy consumption, waste management, purchasing, use of digital technologies, and travel, services provided to customers, short supply chains.

Communicate and involve staff and customers as following

Communicate and cooperate with different groups of individuals in order to change attitudes towards the environment and the ecosystem

Communicate with customers on the importance of eco-gestures to reduce



The ways to implement the following concepts

Comprehensive environmental planning including the use of sustainable technologies and development of eco-gestures based on the analysis of the footprint of the enterprise or household

Sustainable web services delivering digital products that undertake approaches to have clean, efficient, open, honest, regenerative, and resilient services.

The ways to reduce the footprint by putting into practice a coherent range of eco-gestures including the various activities of everyday life in which eco-gestures can be applied

The local or national sustainable policies and incentives having an impact on the economic and social life and particularly the enterprises and ways to use them and apply them

Encourage the exchange of knowledge and experience among individuals in the group of eco-friends.

Arrange and facilitate the communication and interaction between customers and working teams on the sustainability issue

Plan and implement the promotion of the efforts made by the enterprise to be sustainable

one's own footprint as an individual and as a member of the enterprise and the community.

Work on the interaction between staff and customers

Apply good practices learnt from customers



| SUSTAINABLE TOURISM | <i>The learner knows and understands...</i> | <i>The learner is able to...</i> | <i>The learner is able to...</i> |
|----------------------------|---|---|--|
| | <p>The following issues and concepts</p> <p>That sustainable tourism takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and hosting communities.</p> <p>That cultural and social conditions affect the quality and diversity of tourism products.</p> <p>That sustainable tourism includes support to local businesses, craftsmen, farmers, service providers...</p> <p>How an ecological approach to tourism is linked to responsibility towards future generations and integrity of the areas and preservation of communities' issues</p> <p>The specific criteria to be addressed, that is:</p> | <p>Plan actions as follows</p> <p>Analyse tourism products in the area, classify them into products of sustainable or unsustainable tourism.</p> <p>Develop the awareness of stakeholders and tourists over sustainability criteria.</p> <p>Set up an action plan to address sustainability criteria or apply the existing plan including assessment of risks with regards to climate change.</p> <p>Plan one's own involvement in local sustainable economy</p> <p>Plan a respectful development of the potential based on the assets of the area in terms of heritage, culture landscape.</p> <p>undertake diagnoses as follows</p> <p>Undertake procedures to encourage stakeholders in tourism to analyse</p> | <p>Take action as follows</p> <p>Strive to address as many as possible of sustainable criteria based on local diagnoses.</p> <p>Choose the right sustainable products according to the possibility of the business.</p> <p>Apply fastest and easiest achievable eco-gestures for a particular tourist facility in order to preserve the integrity of the area</p> <p>Commit oneself in the local community's policy of preservation of the cultural and natural heritage and wildlife.</p> <p>Give priority to local and fair-trade suppliers whenever these are available and of sufficient quality.</p> <p>Inform and involve customers as follows</p> |



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| | <ul style="list-style-type: none"> • The protection of biologically sensitive areas and capacity of ecosystems. • The integrity of archaeological, cultural heritage, and sacred sites are preserved.. • The integrity of natural sites and protected areas • Measures in favour of threatened or protected species • Mitigation of impacts on all wildlife habitats • Protection of Watercourses / watercatchments / wetlands • Mitigation of risk factors (including climate change, natural phenomena, and visitor safety) • Protection and respect of wildlife, preservation of biodiversity and animal welfare <p>Ways to add value to a product within a sustainable approach</p> | <p>tourism products with regard to sustainability</p> <p>Analyse and promote the tourist potentials of the territory (natural, cultural, social)</p> <p>Analyse and promote the economic effects of preserving natural and cultural heritage and wildlife</p> <p>Create a new tourism product based on the analysis of tourism potentials taking into account the criteria</p> <p>Make proposals to improve the existing tourist product by adding sustainability value if possible</p> | <p>Apply strategies for promoting the effects of eco-gestures in the tourist environment (as an added value to the tourist product)</p> <p>Inform and train staff about the natural and cultural heritage of the local area</p> <p>Create and supply informative material about natural and cultural heritage</p> <p>Involve staff and tourists in the protection of wildlife in order to ensure that wild species are not harvested, consumed, captured, displayed, sold, or traded, except as part of a sustainable regulated activity in compliance with the law.</p> |
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| | <p>The mapping of tourism products in the area, and their classification according to sustainability added value</p> <p>Ways to consider the 3 pillars of sustainability in the tourism activity (environmental, social, economic) and methods to apply them</p> | | |
| <p>WASTE MANAGEMENT</p> | <p><i>The learner knows and understands...</i></p> | <p><i>The learner is able to...</i></p> | <p><i>The learner is able to...</i></p> |
| | <p>Issues as follows</p> <p>That tourism overconsumption produces a substantial amount of waste and pollution.</p> <p>That while tourism contributes to global waste problem, the industry can also be part of the solution by building awareness around the issues and spur waste infrastructure improvements.</p> | <p>Plan actions as follows</p> <p>Plan for better waste management (at home or in tourism facilities) based on observations of the state of the environment</p> <p>Arrange recycling plans and commit staff and customers to it</p> <p>Analyse the behaviour of people in the household / facility, encourage communication about the procedures that can quickly lead to improvement</p> | <p>Act as follows</p> <p>Apply knowledge about the origin of waste and the effects of waste on the environment in everyday private and business life</p> <p>Take action to apply a waste management system in household and business including eco gestures regarding sorting out and recycling</p> |



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| | <p>Ways to Preserve the beauty and health of destinations, by reducing the amount of waste and practicing proper disposal.</p> <p>The origin and nature of waste.</p> <p>Ways to tackle waste management</p> <p>The outcome of the analyses and evaluation on waste from one's own environment</p> <p>The types and quantities of waste generated by the production of a particular product or by the actions of individuals.</p> <p>Potential of the itemization of eco-gestures that contribute to waste reduction in various activities.</p> <p>The information on waste from one's own environment.</p> <p>Assessment of the possibilities of one's own contribution to waste reduction.</p> | <p>Set up awareness development and communication over the issue as follows</p> <p>Make tourists and staff aware that the strain on local waste management systems, causes landfills and sewage plants to overflow.</p> <p>Prepare arguments in favour of recycling and reduction of waste and mapping of relevant eco gestures</p> <p>Plan the development of awareness of staff and tourists over the fact that litter and pollution can have large detrimental effects on local people and wildlife.</p> <p>Make a diagnosis of the economic effects of good waste management in the household / business facilities</p> | <p>Drastically reduce unrecyclable use of products and widely favour recyclable ones including compostable ones</p> <p>Include customers in the virtuous circle as follows</p> <p>Independently or in cooperation with others, organize a visit to wild (or well-regulated) landfills, communicate on the effects on the environment and human health</p> <p>Organize discussions with the relevant stakeholders about the possibilities of changing behaviour in the direction of better waste management</p> <p>Enhance (in informative and entertaining way) improvement in waste management - at home or in business facilities</p> |
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| | Ways to fight against the improper disposal of trash, raw sewage, and toxic chemicals by tourists, hotels, and others. | | |
| ENERGY | <i>The learner knows and understand...</i> | <i>The learner is able to...</i> | <i>The learner is able to...</i> |
| | <p>The overall issue as follows</p> <p>How the tourism industry can both optimize energy consumption and ensure the adequate level of comforts for guests in a carbon footprint reduction approach.</p> <p>The advantages and disadvantages of different energy sources and impact on carbon footprint.</p> <p>The relationship between comfort and energy consumption.</p> <p>The difference between renewable and non-renewable energy sources.</p> <p>The concept of comfort matching the views of consumers and energy producers.</p> | <p>Undertake planning as follows</p> <p>Undertake the necessary diagnoses to get to know energy sources and problems with energy supply.</p> <p>Analyse energy consumption per capita in the area.</p> <p>Undertake the mapping of relevant ecogestures to be applied by staff and recommended to customers to reduce carbon footprint.</p> <p>List areas (private and public) where energy savings can be achieved without reducing the quality of life.</p> <p>Make an energy saving plan in the household / business facility including</p> | <p>Take actions as follows to implement planning</p> <p>Monitor energy consumption in one's own household and business in order to use adequate technology and ecogestures.</p> <p>Use adequate technology and implement ecogestures to: Upgrade and maintain refrigeration equipment /Use and maintain cooking equipment more efficiently /Use dishwashers more efficiently/Upgrade to LED lighting.</p> <p>Invest in renewable energy whenever relevant.</p> <p>Involve customers in the virtuous circle</p> <p>Encourage customers to put simple tips into practice as eco gestures, turning off</p> |



The concepts and approaches regarding energy management

The necessity of energy management (for consumers and producers) viewed as the commitment to planning both operating energy production and energy consumption as well as energy distribution and storage in order to facilitate resource conservation, climate protection and cost savings, also ensuring that users have permanent access to the energy they need.

Commitment to permanent access to the energy by users in a sober approach

Ways of good energy management in one's household and business facilities from the consumer's point of view (water and space heating, cooking, cooling, refrigerating, lighting, use of ICT, ...)

The fight against energy over-consumption and promotion of sobriety.

use of adequate sober appliances, technologies, and eco-gestures.

Plan communication as follows

Plan awareness development and upskilling of staff.

Plan the communication plan towards customers to encourage them to use eco gestures listed.

AC when not necessary, switch off lights, appliances and unnecessary electronics...

Prepare informational and promotional material to encourage user groups on energy savings and implement eco gestures.

Organize discussions with different groups (residents / tourists) about the need and possibilities of energy saving mainly by:

- setting up energy consumption meters in your own / work space
- analysing the effects of conscious energy use and advertise them.



| WATER | <i>The learner knows and understands...</i> | <i>The learner is in a position to...</i> | <i>The learner is able to...</i> |
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| | <p>The overall issue as follows</p> <p>That professionals of the tourism industry have both an economic and moral interest in reducing water consumption and fight against water pollution.</p> <p>The hydrological cycle and the constancy of water resources on Earth.</p> <p>How water consumption is distributed in Europe (and in one's own area) related to human activities.</p> <p>Human action that endangers water sources through</p> <ul style="list-style-type: none"> • natural phenomena that endanger water resources • the relationship between the development index and water consumption | <p>Use information from the surroundings as follows</p> <p>Get information about water sources in the immediate surroundings, make an analysis of their condition and assume the possible causes of endangerment.</p> <p>Plan the reduction of pollution as follows</p> <p>Plan the use of environmentally friendly products to avoid pollution</p> <p>Plan drastic limitation of solid waste and plastic packaging</p> <p>plan the water reduction consumption process as follows</p> <p>Undertake a critical analysis of the enterprise or household situation with regards to the opportunities in reducing</p> | <p>Implement minimising water consumption technologies and corresponding eco-gestures as follows</p> <p>Use the adequate technology to</p> <ul style="list-style-type: none"> • Reduce water usage from bathrooms • Reduce water usage from laundry Services • Reduce water usage from swimming pools • Reduce water usage in landscaping <p>Implement the plan to reduce water consumption through the use of rain water and recycled waste water for irrigation and toilet flushing thus reducing the usage of potable fresh water</p> <p>Track, spot and stop water leakage</p> |



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| | <p>The specific causes of difficulties with water supply in the Mediterranean countries.</p> <p>The models of responsible water management in the local community, in the tourist facility, in one's own household.</p> <p>Practices responsible for the pollution of water and approaches to avoid them.</p> <p>The consequence of irresponsible water management for the biodiversity.</p> <p>Approaches to reduce consumption and avoid pollution as follows</p> <p>The technologies which must be implemented to:</p> <ul style="list-style-type: none"> ● reduce water consumption drastically, ● use of eco-friendly products and packaging ● reduce production of solid waste | <p>water consumption and tracking of water leakage.</p> <p>Plan wastewater treatment and use.</p> <p>Plan harvesting of rain water and its use.</p> <p>Plan an informed water management scheme based on the analysis of water consumption (in one's own household / business facility) including technology upgrades.</p> <p>Plan employees' awareness development and training.</p> <p>Plan the communication and enhancements of efforts as follows</p> <p>Initiate public communication (independently or working in a team) on the need to preserve water sources.</p> <p>Plan the organisation of touristic activities to develop customers' awareness about the issue.</p> | <p>Apply eco-gestures for the purpose of responsible water usage and discreetly make them visible in the environment.</p> <p>Implement actions to reduce pollution as follows</p> <p>Track, spot and stop polluting practices by taking the necessary measures.</p> <p>avoid production of solid waste.</p> <p>Use eco-friendly hygiene and cleansing products.</p> <p>involve customers in the virtuous circle as follows</p> <p>Communicate on the enterprise's water management policy and involve customers in using eco gestures.</p> <p>Arrange trips to the water source and ecological sewage systems and carry out activities that will arouse the interest of tourists on the issue.</p> |
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| | <p>Opportunities in the use of adapted local plants in landscaping instead of exotic high water consuming species.</p> <p>Training opportunities on water consumption issues and method to commit staff and customers.</p> <p>Possibilities in harvesting rainwater and its use.</p> <p>Possibilities in using recycled grey water (wastewater generated by laundry, dishwashing, bathing,) by specific treatment.</p> <p>The range of ecogestures meant to reduce water consumption.</p> <p>Opportunities offered by ecological sewage systems and wastewater recycling.</p> | <p>Create a communication plan on water issues in the environment and design it so that it is attractive to a wide audience.</p> <p>Plan activities (individually or working in a team) that will connect visitors with the destination (get to know the culture of living and water supply throughout history and in the present).</p> | |
| MOBILITY AND TRANSPORT | <i>The learner knows and understands...</i> | <i>The learner is in a position to...</i> | <i>The learner is able to...</i> |

| | <p>The issues to be addressed as follows</p> | <p>Plan one's contribution to sustainable transport improvement as follows</p> | <p>Act as follows</p> |
|--|---|---|---|
| | <p>That Tourism is responsible for the rise of road and air traffic using fossil fuel considerably responsible for greenhouse gas emissions</p> <p>That Soft mobility or sustainable mobility become paramount to reach destination when possible as well as exploring the touristic area.</p> <p>That Sustainable transportation consists of various green and eco-friendly form of vehicular travel to minimize damage to the environment.</p> <p>The concepts as follows</p> <p>The relationship between the demands of modern tourists for mobility and the discovery of distant destinations and the need to reduce the ecological footprint</p> <p>Methods to reduce carbon footprint of unavoidable air flights to reach destination, through longer stays than</p> | <p>Observe and analyse the transport in the area and situate your household and business in that context</p> <p>Make an analysis of one's own use of means of transport to reduce carbon footprint</p> <p>Make a plan for improving transport from the aspect of sustainable Tourism in order to use green forms of transportation by staff and customers.</p> <p>Contribute to develop the momentum in favour of sustainable transport to reach the destination and to explore the area.</p> <p>Make a proposal for the protection of the territory from pollution caused by transport.</p> <p>Plan the development of the use of applications for green transportation.</p> | <p>Strive to organise transport locally so that walking, transit, carpooling, and cycling are widely used as well as collective means of transport to explore the area.</p> <p>Encourage customers</p> <ul style="list-style-type: none"> ● not to fly to nearby destinations ● to Reduce luggage weight ● to have Longer stays than multiplied short trips ● to Choose sustainable transport to explore the destination <p>Involve customers in the virtuous circle</p> <p>Find creative ways of attracting tourists' attention to the issue of transport and its impact on ecosystems.</p> <p>Design and implement models of motivating guests to change behaviour in transport.</p> |



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| | <p>multiplied short trips, lighter luggage, no flights to nearby places easily reached by collective transports...</p> <p>How motor oils and fossil fuels penetrate the ground, assimilate with water and soil and affect flora and fauna and human health.</p> <p>The endangerment of the marine ecosystem due to the diverse waste from maritime transport.</p> <p>How each individual can contribute to reducing transport damage to all life on Earth.</p> | <p>Plan communication and involvement of staff and customers</p> <p>Make a plan for changing habits with an emphasis on the advantages and disadvantages of new forms of transportation behaviours including cycling/ promote the use of green transportation and collective means of transport (bus, trains, ferries...) .</p> | <p>Contribute to promotional campaign for improvement of transport in a sustainable way.</p> <p>Develop the use of Bike sharing and carpooling applications and systems to create an eco-friendly transportation system to help better preserve the environment with customers and staff.</p> |
| <p>FOOD AND AGRICULTURE</p> | <p><i>The learner knows and understands...</i></p> | <p><i>The learner is in a position to...</i></p> | <p><i>The learner is able to...</i></p> |



| | The following concepts and issues | Plan actions as follow | Take actions as follows |
|--|---|--|--|
| | <p>The role and impact of agriculture on the ecological and economic development of a particular area.</p> <p>Food production based on approaches encompassing non-polluting methods, sober in energy safe for workers customers and the community, economically viable, based on the following practices making farming efficient:</p> <p>Rotating crops / agroforestry / reduction or elimination of tillage / Integrated crop–livestock systems / Integrated pest management.</p> <p>The development of sustainable food market in its various economic entities: restaurants, agritourism, B&B, hospitality industry; street food, take away.</p> <p>Food quality issues as follows</p> <p>The new sustainable catering food trends and their connection with heritage based on local seasonal products including climate friendliness</p> | <p>Analyse the market and make the right choice to address customers' expectations about sustainable food.</p> <p>Make the most suitable supply chain arrangements to go local, seasonal and organic.</p> <p>Plan an event driven approach as follows</p> <p>Create and implement a gastro-tourist programme that includes getting to know the local heritage (agriculture, local food, customs related to food and festivities, tasting specialties, discussions with population).</p> <p>Plan guidelines for a local development strategy involving agriculture and tourism and create an event driven approach targeting tourists.</p> | <p>Apply food supply chain in accordance with the ecological approach</p> <p>Undertake actions to</p> <ul style="list-style-type: none"> ● go local ● Cook Menu Items by season ● Manage recycling and compost programmes ● Strive to use local organic products ● Use recyclable or compostable packaging <p>Communicate as follows in an event driven approach</p> <p>Organise events with farmers and tourism employees in the ECHO tourism spirit ensuring local sustainable momentum.</p> <p>Design and organize creative entertaining events in order to promote quality food (the best recipe, creative cook, slogans to promote local specialities).</p> |



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| | <p>and healthy food, transparency on origin.</p> <p>Connection of the nutritional needs of guests with local production potential.</p> <p>Ways to motivate staff and guests to use local foods.</p> <p>Ways to prevent food wastage with staff and customers.</p> | | <p>Promote to customers and staff the benefits of using local foods including organic products for a sustainable economy and ecosystem.</p> <p>Advertise the sustainable approaches in the establishment and make the connection with external stakeholders of the tourism industry.</p> |
| <p>CULTURAL AND NATURAL HERITAGE</p> | <p><i>The learner knows and understands...</i></p> | <p><i>The learner is in position to...</i></p> | <p><i>The learner is able to...</i></p> |
| | <p>The following issues and concepts to respect culture heritage and landscapes</p> <p>That tourists must be educated about the history and traditions of the local community, and in turn that community feels a stronger cohesion and sense of pride in that cultural history and heritage (adapted from the UNESCO declaration).</p> | <p>Plan actions as follows</p> <p>Contribute to the creation of a momentum in favour of local heritage, and preservation of landscapes</p> <p>Stimulate and contribute to surveys over the expectations and interests of guests related to local heritage.</p> | <p>Undertake relevant actions as follows</p> <p>Create tourism activities that would put into operation the cultural heritage, under-utilized tourist potential.</p> <p>Value and incorporate authentic elements of traditional and contemporary local culture in one's operations, that is design, decoration, cuisine, or shops, while</p> |



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| | <p>That cultural heritage is a group of resources inherited from the past which people identify as a reflection and expression they should constantly value. It consists in beliefs, knowledge and traditions, including all aspects of the environment resulting from the interaction between people and places through time; (adapted from Namur EU declaration).</p> <p>Local heritage, including natural and cultural (tangible and intangible) heritage.</p> <p>Local architectural monumental and vernacular heritage and landscape.</p> <p>Methods to preserve heritage and landscape and contribution of tourism for that purpose.</p> <p>Methods to minimize the adverse impact of tourism and maximize visitors' fulfilment.</p> <p>The list of culturally or historically sensitive sites.</p> | <p>Plan the integration of the tourism dimension in one's economic activity.</p> <p>Prepare one's communication on local history and heritage with customers and involve staff.</p> <p>Plan the development of awareness of staff and tourists over culturally and historically sensitive sites.</p> <p>Plan the awareness development of staff and tourists over the protection of heritage including fight against collecting, selling and buying artefacts illegally.</p> <p>Plan event-driven approaches as follows</p> <p>Plan the promotion of Heritage with customers, respectful of the local culture, minimizing adverse impacts and addressing visitors' expectations.</p> <p>Plan (independently or working in a team) public events on the socio-economic benefits of heritage.</p> | <p>respecting the intellectual property rights of local people</p> <p>Embed one's activity in the local momentum in favour of heritage</p> <p>Use methods to add value to different products by branding local heritage</p> <p>Communicate with customers and involve them in the virtuous circle as follows</p> <p>Promote one's involvement in preserving heritage and landscapes with customers.</p> <p>Advise customers on relevant sustainable tours that is respectful of local communities, caring about culturally or historically sensitive sites to minimize adverse impacts and maximize local benefits and visitors' fulfilment.</p> <p>Inform and encourage customers never to collect or buy artefacts illegally.</p> |
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Possible illegal trade of artefacts and ways to combat it.

Ways to promote heritage as a sustainable tourism product

that local heritage presents favourable tourist attractions for any destination providing that a balance should be found to avoid the negative impacts of tourism on heritage.

Ways to promote the positive economic effects of tourism on heritage, the mutual positive influences of agriculture and tourism.

Organize and conduct creative games for the purpose of learning about heritage and preservation issues.

Organize meetings of tourists with local residents and participation to local events including commitment to protect heritage and fulfil visitors' satisfaction.