




UPREST Project

Module 1

Fundamentals of Sustainable Tourism



A collage of travel-related items including a globe, an airplane, and a passport with stamps for Beijing and Cuba. The globe is blue and green, with a white airplane flying over it. The passport is brown and has stamps for Beijing and Cuba. The background is a teal color with orange decorative swirls and a starburst.

The objective is to introduce the concept of sustainable tourism, its importance, and the impact on local communities and the environment.

Sustainable tourism

Key contents



Introduction to sustainable tourism

- Definition and principles of sustainable tourism.
- The triple bottom line of sustainability in tourism: Economic viability, social equity, environmental protection.

Sustainable tourism: Global and Local Impact

- Case studies of successful sustainable tourism initiatives.
- Negative impacts of tourism and how sustainability can mitigate these effects.

Role of Policy and Regulation

- Overview of international and national policies promoting sustainable tourism.
- The role of certifications and standards in sustainable tourism practices.



Co-funded by
the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.
[Project number 2021-1-SE01-KA220-VET-000028065]



Vänersborgs kommun



SERN



COMUNE DI CERVIA



KVARNER
Diversity is beautiful



HÖGSKOLAN VÄST



Comune di Ravenna



Trollhättans Stad



DELTA
2000



visit
TROLLHÄTTAN
VÄNERSBORG

www.uprest.eu



UPREST Project

Exploring
**Key principal of
sustainable tourism**

LESSON 1: FUNDAMENTALS OF SUSTAINABLE TOURISM



Sustainable Tourism

Sustainable tourism is built around a set of key principles designed to ensure that tourism development is a positive experience for local people, tourism companies, and tourists themselves.

These principles help to minimize negative social, economic, and environmental impacts while enhancing the cultural integrity and ecological conservation of destinations.





The key principles

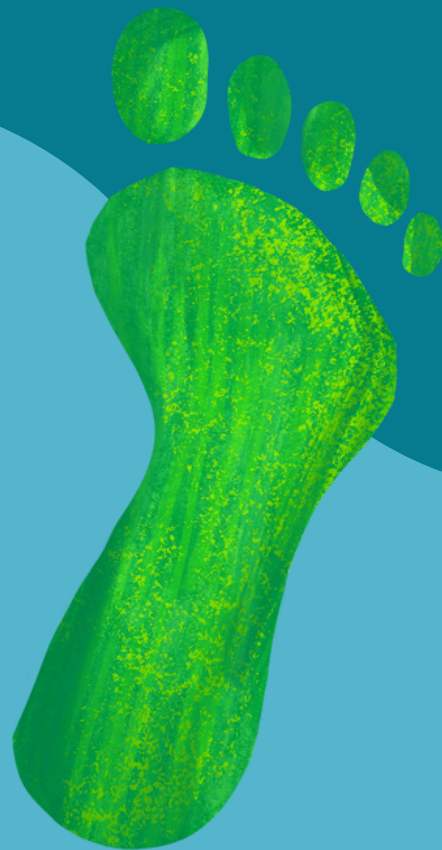
of sustainable tourism according to the main international institutions are:

- **MINIMIZING ENVIRONMENTAL IMPACT**
- **SUPPORTING LOCAL ECONOMIES**
- **CONSERVING CULTURAL HERITAGE**
- **PROVIDING MEANINGFUL EXPERIENCES FOR TOURISTS**
- **ENSURING SOCIAL EQUITY**
- **EDUCATING TOURISTS AND LOCALS ABOUT SUSTAINABILITY**
- **PLANNING FOR THE LONG TERM**

Minimizing Environmental Impact

Reducing pollution, waste, energy consumption, and water use to protect natural habitats and preserve landscapes.

- **MINIMIZING ENVIRONMENTAL IMPACT**
- **SUPPORTING LOCAL ECONOMIES**
- **CONSERVING CULTURAL HERITAGE**
- **PROVIDING MEANINGFUL EXPERIENCES FOR TOURISTS**
- **ENSURING SOCIAL EQUITY**
- **EDUCATING TOURISTS AND LOCALS ABOUT SUSTAINABILITY**
- **PLANNING FOR THE LONG TERM**



Supporting Local Economies

Encouraging the use of local services and goods to ensure that tourism benefits are widely distributed, particularly by creating jobs and generating income for local businesses.



- MINIMIZING ENVIRONMENTAL IMPACT
- SUPPORTING LOCAL ECONOMIES
- CONSERVING CULTURAL HERITAGE
- PROVIDING MEANINGFUL EXPERIENCES FOR TOURISTS
- ENSURING SOCIAL EQUITY
- EDUCATING TOURISTS AND LOCALS ABOUT SUSTAINABILITY
- PLANNING FOR THE LONG TERM

Conserving Cultural Heritage

Respecting and preserving the destination's cultural heritage and traditions, including supporting the preservation of historic sites and encouraging cultural exchange and understanding.



- MINIMIZING ENVIRONMENTAL IMPACT
- SUPPORTING LOCAL ECONOMIES
- **CONSERVING CULTURAL HERITAGE**
- PROVIDING MEANINGFUL EXPERIENCES FOR TOURISTS
- ENSURING SOCIAL EQUITY
- EDUCATING TOURISTS AND LOCALS ABOUT SUSTAINABILITY
- PLANNING FOR THE LONG TERM

Providing Meaningful Experiences for Tourists

Offering tourists an insightful, rewarding experience that fosters a greater understanding of local environmental and cultural issues.



- MINIMIZING ENVIRONMENTAL IMPACT
- SUPPORTING LOCAL ECONOMIES
- CONSERVING CULTURAL HERITAGE
- PROVIDING MEANINGFUL EXPERIENCES FOR TOURISTS
- ENSURING SOCIAL EQUITY
- EDUCATING TOURISTS AND LOCALS ABOUT SUSTAINABILITY
- PLANNING FOR THE LONG TERM

Ensuring Social Equity

Making sure that tourism development contributes to social equity and wellbeing, including accessibility for all, fair labor practices, and contributing to community infrastructure and services.

- MINIMIZING ENVIRONMENTAL IMPACT
- SUPPORTING LOCAL ECONOMIES
- CONSERVING CULTURAL HERITAGE
- PROVIDING MEANINGFUL EXPERIENCES FOR TOURISTS
- **ENSURING SOCIAL EQUITY**
- EDUCATING TOURISTS AND LOCALS ABOUT SUSTAINABILITY
- PLANNING FOR THE LONG TERM

Educating Tourists and Locals about Sustainability

Raising awareness among both tourists and local communities about the importance of sustainable tourism practices.

- MINIMIZING ENVIRONMENTAL IMPACT
- SUPPORTING LOCAL ECONOMIES
- CONSERVING CULTURAL HERITAGE
- PROVIDING MEANINGFUL EXPERIENCES FOR TOURISTS
- ENSURING SOCIAL EQUITY
- EDUCATING TOURISTS AND LOCALS ABOUT SUSTAINABILITY
- PLANNING FOR THE LONG TERM

Planning for the Long Term

Employing a long-term perspective for sustainable tourism development, including careful planning and management of resources to avoid over-tourism and ensure that development is sustainable over time



- MINIMIZING ENVIRONMENTAL IMPACT
- SUPPORTING LOCAL ECONOMIES
- CONSERVING CULTURAL HERITAGE
- PROVIDING MEANINGFUL EXPERIENCES FOR TOURISTS
- ENSURING SOCIAL EQUITY
- EDUCATING TOURISTS AND LOCALS ABOUT SUSTAINABILITY
- **PLANNING FOR THE LONG TERM**

References for further readings:



References for further readings:

- The United Nations World Tourism Organization (UNWTO) provides a wealth of information on sustainable tourism, including guidelines and policies aimed at maximizing tourism's socio-economic contributions while minimizing potential negative impacts. Visit their official site: [UNWTO - Sustainable Development](#)
- The Global Sustainable Tourism Council (GSTC) manages global standards for sustainable travel and tourism, offering criteria and indicators for sustainability practices. Their resources can be found here: [GSTC Criteria](#)
- The International Ecotourism Society (TIES) offers insights and educational resources on ecotourism, a sub-set of sustainable tourism focused on ecological conservation and educating travelers on the natural environment. Their website is: [TIES - Ecotourism](#)



Co-funded by
the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.
[Project number 2021-1-SE01-KA220-VET-000028065]



Vänersborgs kommun



SERN



COMUNE DI CERVIA



KVARNER
Diversity is beautiful



HÖGSKOLAN VÄST



Comune di Ravenna



Trollhättans Stad



DELTA
2000

visit
TROLLHÄTTAN
VÄNERSBORG

www.uprest.eu



UPREST Project

Overview

Key policies and certifications in sustainable tourism

MODULE 1 : FUNDAMENTALS OF SUSTAINABLE TOURISM



Key policies and certifications

Sustainable tourism is increasingly recognized as a vital component of policy and regulatory frameworks, both at the European Union (EU) level and within individual member states like Italy, Sweden, and Croatia.

These policies and certifications aim to promote responsible travel practices, minimize environmental impact, and ensure that tourism development benefits local communities.



European Union Policies and Certifications



EU Ecolabel

The EU Ecolabel is a voluntary label awarded to products and services, including tourist accommodations, that have a reduced environmental impact throughout their lifecycle. It serves as a guide for consumers seeking to choose greener accommodations. [European Commission's environment page.](#)

European Charter for Sustainable Tourism

European Charter for Sustainable Tourism (ECST) is a practical management tool that enables Protected Areas to develop tourism sustainably. It encourages a high level of stakeholder involvement and promotes a balanced approach to economic, social, and environmental aspects of tourism development. [Europarc Federation.](#)

EU strategy on sustainable and circular tourism

EU Strategy on Sustainable and Circular Tourism aims to ensure that the EU's tourism is environmentally sustainable, socially inclusive, and resilient to future challenges. It focuses on enhancing the competitiveness of the tourism sector while preserving its social and cultural heritage and minimizing its ecological footprint. [European Commission's official page](#)



Italy



Italian Sustainable Tourism Charter

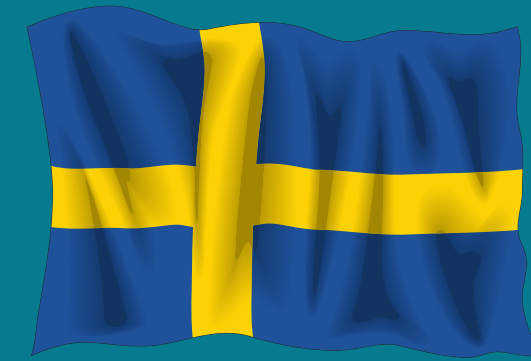
Italian Sustainable Tourism Charter (CSTI): CSTI is a certification that applies to the entire Italian territory, promoting sustainable management of tourist destinations. It focuses on environmental protection, enhancement of local culture, and community involvement.

Legambiente Turismo

Legambiente Turismo: This is an environmental certification for Italian tourist businesses that adopt eco-friendly practices. It covers aspects like energy saving, waste reduction, and promotion of local culture and products.



Sweden



Nature's Best

Sweden's leading ecotourism label, Nature's Best, ensures that high standards of environmental responsibility, respect for local culture, and positive contributions to the local economy are met by certified activities. [Nature's Best website](#)



Svanen

Svanen (The Nordic Swan Ecolabel): The official sustainability ecolabel for Nordic countries, including Sweden, certifies a wide range of products and services, including tourist accommodations and attractions, based on their environmental impact.

Croatia



Crosto

Croatian Sustainable Tourism Observatory (CROSTO): Part of the UNWTO International Network of Sustainable Tourism Observatories, CROSTO monitors and assesses the environmental and social impacts of tourism in Croatia to guide sustainable tourism practices. [UNWTO's website](#)

Eco Domus

This is a certification program for small accommodations in Croatia that meet specified ecological and sustainable tourism criteria. The program encourages the use of eco-friendly products, energy and water conservation, and waste reduction.



Conclusions

These policies and certifications are part of a broader effort to promote sustainable tourism practices that respect the environment, local cultures, and communities. They provide a framework for destinations and businesses to implement sustainable practices and offer tourists options for responsible travel. Through these initiatives, Italy, Sweden, and Croatia are working to ensure that tourism development contributes positively to both the present and future well-being of their natural and cultural assets.





Co-funded by
the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.
[Project number 2021-1-SE01-KA220-VET-000028065]



Vänersborgs kommun



SERN



COMUNE DI CERVIA



KVARNER
Diversity is beautiful



HÖGSKOLAN VÄST



Comune di Ravenna



Trollhättans Stad



DELTA
2000



visit
TROLLHÄTTAN
VÄNERSBORG

www.uprest.eu