



WORKSHOP TRAVEL AND ADVENTURE. ECO-FRIENDLY OPTIONS

Activity	
OVERALL INFORMATION	
Name	6. Travel and adventure. Eco-friendly options.
Purpose/goal of the activity	Inform and raise awareness on the ecological and social impact of travel
Target group	Young people aged 18 to 30
Profile of the facilitator	The facilitator should have: -experience in conducting non formal education activities; -basic knowledge on the workshop's topic -Organizational skills that include flexibility, adaptation and problem solving -Group management skills -Open for feedback and proposals
Profile of the participants	Interested in non formal education and in active participation in the proposed activities, open for collaborating and sharing in a discussion.
Group briefing	
Estimated size and type of the group	10 to 30/35
Learning outcomes / objectives	To increase the participants' understanding on the needs of the travelers, potential volunteers of the CBT-projects To increase the participants' awareness on the importance of feedback and evaluation in the development of a CBT-initiative To facilitate the discussion among participants on what is CBT and what are the basic principles of it Increase the analytical skills of participants related to the touristic area
Activity Outline	
Goal/main focus	

Duration	4h: Energizer 10 min WHERE DO YOU STAND 30 min Carbon footprint 30 min Traveler needs Analysis 60 min Practical task 90 min
Introduction to the topic	<p>In an era where global awareness of environmental issues is on the rise, the way we travel and seek adventure has evolved significantly. The pursuit of exploration, adventure, and discovery remains a fundamental human instinct, but it is now increasingly intertwined with a growing sense of responsibility towards the planet. Travel and adventure no longer have to come at the expense of the environment. Eco-friendly options have emerged as a powerful and sustainable way to experience the wonders of the world while minimizing our impact on it.</p> <p>This shift towards eco-friendly travel and adventure is more than just a trend; it represents a necessary response to the challenges of our time. As climate change, pollution, and the loss of biodiversity become ever more pressing concerns, travelers and adventurers are reevaluating their choices and seeking sustainable, eco-conscious alternatives. This evolving mindset has led to a transformation of the travel industry, influencing everything from transportation and accommodation to the activities and experiences we pursue.</p> <p>In this workshop, we will delve into the fascinating world of eco-friendly travel and adventure. We will uncover the various ways in which individuals and businesses are making a positive impact on the planet while satisfying their wanderlust and thirst for adventure. From eco-conscious transportation options and green accommodation to sustainable adventure activities and community-based tourism initiatives, there is a wealth of opportunities to experience the world responsibly.</p> <p>This journey will not only provide you with insights into the growing eco-tourism movement but also offer practical tips and inspiration for anyone seeking to incorporate sustainability into their travel and adventure plans. Whether you're a nature enthusiast, an adrenaline junkie, or simply someone who wants to explore the world in a way that leaves it better for future generations, eco-friendly travel and adventure hold the promise of unforgettable experiences that benefit both you and the planet.</p>
Task Description	Activity outline: Energizer 10 min WHERE DO YOU STAND 30 min Carbon footprint 30 min Traveler needs Analysis 60 min

Practical task 90 min

Energizer

Participants sit on the chairs in a circle with one person in the center.

The person has to say "change your place if you...." (saying some statements about traveling preferences, destinations, means ecc. Anything related to holidays work). All the participants who experienced/done the thing they said, have to change their place. The participants in the middle try to find a free chair. The one left in the middle without a place continues with the statement.

Understanding the effects of Travel (30 min together with sharing).

Watch a short video about overtourism:

Step 1.

What is a travel carbon footprint?

- choose your last holiday destination (or a place you'd like to/plan to go to)
- check how to get there from your house till your destination and back home (bus/car/plane/taxi ecc)
- calculate on
- fill in the table and calculate e total of CO2 emissions of ONLY transportations available below.

Step 2. Debrief:

What alternative transport could you choose? Is it possible, are there alternative ways?

How to reduce the impact to the minimum? What are the main risks and effects of traveling? To the travelers and to the community?

What alternatives there could be to overtourism? What are the main risks of overtourism?

What are sustainable tourism options? Have you ever heard of community based tourism?

Step 3. Watch a short animation about sustainable tourism?

<https://www.youtube.com/watch?v=I73nMGS1IK0>

Where do you stand 30min

Step 1 : Participants stand in a group on one side of the room/other area.

The trainer indicates that where the group is standing is 0 - Do not agree and on the other side of the room (or other area) is 10 - completely agree.

Step 2: The trainer shall read the following statements and participants should move themselves in the room according to how much they agree to the statement. Statements:

- I think mass tourism in an area can have negative consequences on the people and the territory.
- In community-based tourism both the traveler and the hosts are beneficiaries.
- Community-based tourism can be a great way to support local people

economically.

- Community-based tourism can have great educational benefits on the people involved in the activity.
- A community-based touristic experience could be more expensive than a general trip.
- It is easy to start and coordinate a CBT initiative.
- CBT initiative can only be started with some financial capital.
- Solo travelers can find it less safe if they are not traveling / staying at a well-known private company.

At least 2-3 people shall be asked after every statement, why they choose to stand where they stand. The discussion shall be not too long and tiring, but deep enough to bring up different approaches and views.

Step 3: After this part, the group can be asked to spontaneously answer and finish the following sentences:

- To start a CBT-project, the first thing to do is...
- A CBT project definitely needs to be based on the values of...
- The biggest challenge to overcome in the management of a CBT-project is...
- We can consider a CBT project successful if...

The group can give several responses.

ANALYSIS: the traveler needs

Step 1.

Participants are asked to work in groups of 4-5 person. Each group is given a flipchart paper and markers.

Step 2. The group is asked to make a hierarchical graphic (for example on a pyramid), about which are the most basic, and higher needs of travelers.

Participants can be asked how much time they need for the preparation of this task or the trainer shall propose a timeframe (such as 15 min).

Step 3.

After that all groups are ready, they are invited to present their results (in about 5 min)

At the end of the session, the trainer asks who has heard about the so-called Maslow's hierarchy of needs, and if they think it could be applied to the case of analyzing the needs of travelers.

Step 4.

The trainer shall project one of the versions of the Maslowpyramid he/she prefers to use, and ask participants to share their views which are valid for the context.

Duration 60 min

Debriefing questions recommended:

- Why is it important for the success of the CBT-project to analyze the needs of travelers?
- How can one take measures to better adapt the CBT-project to the needs

	<p>of the travelers? (Here the trainer can raise awareness on the role of feedback and evaluation asked from travelers)</p> <p>Practical Exercises and Group Discussions (90min)</p> <p>Group Activity:</p> <p>Step 1: 30min</p> <p>Choose a destination that your group would like to visit.</p> <p>Create a short analysis about the Strengths, Weaknesses, Opportunities and Threats (commonly known as SWOT-analysis) regarding the territory and community they wish to initiate or develop CBT-projects.</p> <p>Step 2: 30min</p> <p>Create Sustainable Travel Plans - transport, accommodation, activities, based on the information you shared in the previous exercises ecc. Prepare a poster</p> <p>Step 3: 30min</p> <p>Open Discussion between the groups: Presentation Q&A (5min x group presentation)</p> <p>Questions to think off and discuss in the plenary:</p> <p>Is it doable in the chosen area?</p> <p>What are the difficulties that the area is facing to develop community based traveling?</p> <p>Find if there are any success stories in the area of your choice. Are there any apps that help you to plan sustainable travels?</p>
Remarks	<p>Where do you stand:</p> <p>Participants shall be reminded that there is no right or wrong answers, all opinion is valid, and that we are expressing our own personal and professional approach and understanding on CBT.</p>
Supporting materials	<p>Materials:</p> <p>Chairs</p> <p>smartphones/laptops/tablets</p> <p>internet connection</p> <p>flipcharts, papers</p> <p>markers, pencils</p> <p>About the Maslow-pyramid</p> <p>SWOT analysis</p>

Co2 Emission calculation:

Means of transport	KM used	Co2 emissions (in tons)

[illegible]