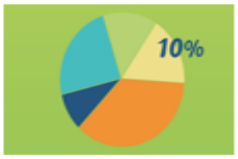
SUBJECT and GRADE	**TOURISM GRADE 10**	
TOPIC TERM 4 WEEK 1	**SUSTAINABLE TOURISM**	
AIMS OF LESSON	The aim of Sustainable Tourism is to take advantage of the economic and social benefits of tourism development, while reducing or limiting negative impacts on the natural, historic, cultural or social environment. To do this, we have to balance the needs of tourists with those of the land and the people who live on it.	
RESOURCES	***Paper based resources***	Grade 10 Tourism Textbook
INTRODUCTION	You have to understand the basic concept of sustainability which means looking after the resources we have now and to make sure that we still have them for future generations to also enjoy.	
CONCEPTS AND SKILLS	**The need for sustainable practices in tourism businesses: -** Sustainable Tourism makes good use of tourism opportunities. Therefore, tourism businesses need to be responsible in their approach to ensure the long-term sustainability of tourism for the future. Tourists are encouraged to act responsibly so that there are no negative long-term effects for either the environment or the local people. Sustainability also involves the fair sharing of benefits between tourism businesses and local communities. Local communities are involved in tourism business developments so that they can also benefit in terms of the jobs being created and improvements made to the infrastructure. **The three pillars of Sustainable Tourism: -** Good business means that in order to make a profit, you need a happy staff as well as a healthy environment that is able to supply resources. This type of business is called the triple-bottom line approach (abbreviated as TBL). The three elements of good business practice are planet (environment), people (social) and profit (economic). These three elements are referred to as the three pillars of sustainable tourism. **Planet/Environmental** Tourism activities must not have a negative impact on the environment. It is important to look after the natural environment through careful planning and sustainable use of resources, for e.g. encouraging recycling; planting indigenous plants; careful usage of water and electricity. **People/Social impact of tourism businesses on the natural environment** Tourism must benefit the people who live in the areas where it takes place. Tourism businesses have a positive effect on the local communities in terms of: • Improving the infrastructure of the area in the form of improved roads, schools and health clinics. • South Africa's rich cultural heritage attracts many tourists to the country. It is the responsibility of the tourism sector to make sure that local cultures are not lost, exploited or harmed by tourism activities.	

	Profit/Economy impact of tourism businesses on the natural environment The benefits of tourism should be distributed fairly among all the role players. This can be done through forming partnerships with communities, making sure that tourism businesses pay employees a fair wage and put money back into the community by purchasing their supplies/products locally.

ACTIVITY

Study the images below and read the given statements 1 to 9.
Match the statements below to a given image to write an explanation of Sustainable Tourism; for e.g.
<u>Why Tourism matters</u>
A - Tourism contributes 10% to the Gross Domestic Product (GDP)

<table>
<tr><th colspan="3">SUSTAINABLE TOURISM</th></tr>
<tr><td colspan="3">Why tourism is important</td></tr>
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<tr><td>A</td><td>B</td><td>C</td></tr>
<tr><td colspan="3">Why tourism must change</td></tr>
<tr><td></td><td></td><td></td></tr>
<tr><td>D</td><td>E</td><td>F</td></tr>
<tr><td colspan="3">How to make tourism more sustainable</td></tr>
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<tr><td>G</td><td>H</td><td>I</td></tr>
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1	One night in a hotel produces 30kg of carbon dioxide
2	Main source of income for many developing countries
3	Buy local products and food
4	Ride a bicycle when on holiday, to reduce your carbon footprint
5	The tourism industry is the 4th source of pollution
6	Tourism contributes 10% to the Gross Domestic Product (GDP)
7	There will be 18 billion of international tourists by 2030
8	Choose an eco-friendly accommodation
9	With certain types of Tourism (tour operators, hotels and resorts) LESS than 10% of their profits, goes to the local people

CONSOLIDATION	Create a glossary of the terms you will learn under the topic of Sustainable and Responsible Tourism and ensure you understand the meaning of each term. The three pillars of sustainable tourism are employing environmentally friendly practices (reduce, reuse, recycle); protecting cultural and natural heritage (restoring historic buildings or saving endangered species); and providing social and economic benefits for local communities (ranging from upholding the rights of indigenous people to supporting fair wages for employees).
VALUES	We all know that we should switch off the lights when we leave a room, recycle boxes/paper, empty water bottles and not litter. However, many fundamental principles that we have learnt at home, seem to be forgotten when we go on holiday. In 2017 the United Nations designated the year to the International Year of Sustainable Tourism for Development—an opportunity to raise global awareness about how sustainable and responsible tourism can act as a vehicle for positive change.