

Humanities Pathway – Sustainable Tourism

Create an A3 poster summarising 2 examples of sustainable tourism; one in the UK and one overseas.

Task 8a

In the centre of your A3 poster, write a definition for sustainable tourism. Try to reword the one provided below.

“Sustainable tourism promotes and enhances both the people and the environment of an area without harming the culture or nature. It helps to create and protect jobs and the economy of popular destinations for the benefit of people today and future generations.”

Task 8b – The Eden Project, Cornwall, UK

- Read through the information on the Eden project below.
- Summarise the sustainable aspects of this on your poster. You can cut the photo and map out and label at least 10 points around them.
- Use colours and make your poster presentable.



The Eden Project is a dramatic global garden housed in tropical biomes that nestle in a crater the size of 30 football pitches. It is built inside a disused quarry and has returned a lifeless landscape to nature. With over 1 million annual visitors and with a worldwide reputation, and recognised by the British Travel Awards as the Best UK Leisure Attraction 5 years running (2011, 2012, 2013, 2014 and 2015), we're more than just a huge, tropical garden, Eden is a gateway into the relationships between plants and people, and a fascinating insight into the story of mankind's dependence on plant life. Not only a mind-blowing visitor attraction, Eden is also fast-becoming a unique resource for education and knowledge towards a sustainable future.

Experience the sights, smells and scale of the rainforests in the Rainforest Biome - the world's largest greenhouse - and discover the tropical plants that are used to produce everyday products. Travel to South Africa and California, as you amble amongst the orange and lemon trees, olive groves and gnarled vines of the Mediterranean Biome, and in the 30-acre Outdoor Garden see hemp, sunflowers and other plants that could change your future, flourishing under the Cornish sun.

- We're raising money to build a **geothermal power plant** on the Eden Project site, creating renewable energy for us and the surrounding community.
- At Eden we turn kitchen scraps and leftovers from our cafes into **compost** for our world-famous gardens. A huge **on-site composter**, installed in 2005, converts food waste created here into a nitrogen-rich soil enhancement that our gardeners use to feed their impressive collection of plants.
- We send as much as we possibly can for **recycling** (currently 50% of our total waste) composting



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(19%), energy from waste (21%), and as little as we can to landfill (currently 10%).

- We reduce our **water usage** in a variety of ways, ranging from taps that turn themselves off through to using harvested rain and ground water to irrigate our plants. About two-thirds of our water needs are provided from water we collect on site. Our underground drainage system collects all the water coming on to the site, which we use to irrigate our plants and flush our loos. We also harvest the rainwater that falls on the biomes to irrigate the plants inside, top up the rainforest waterfall and maintain the high humidity inside.
- We choose our **products** either because they have a small impact on the environment, a social benefit for the people who produce them or a positive influence on the consumer's lifestyle. We've worked closely with thousands of suppliers since we opened, to assess the impact of their products and even to come up with bespoke items that fit our ethical criteria. For example, we encouraged Cornish business Roskilly's to package the Eden chutneys and jams that we sell in a reusable Kilner jar. They also now use unrefined whole cane sugar in our range of ice creams, supporting producers in Colombia.
- The Eden Project is an excellent **laboratory** and we can **learn** from it. 'Globally soils are under pressure, through erosion and loss of carbon. The Eden Project has produced a wonderful ecosystem using materials that would previously have gone to landfill but are now components of a living soil. We can learn so much from their pioneering work and produce living, sustainable soils to guarantee food security while reducing our environmental footprint. It is really exciting to work with colleagues in Eden to try to build the perfect soil.' (Dr Mark Fitzsimons)

Top 10 reasons to visit the Eden Project:

1. The world's largest rainforest in captivity with steamy jungles and waterfalls
2. Cutting-edge architecture and buildings
3. Stunning garden displays all year round
4. World-class sculpture and art (e.g. WEEE Man opposite, made from discarded electrical items)
5. Evening gigs, concerts and an ice rink in the winter
6. Educational centre and demonstrations to inspire all ages
7. Brilliant local, fairly-traded food in the restaurants and cafes
8. A rainforest canopy walkway that takes you above the treetops
9. Living example of regeneration and sustainable living
10. Free land train pulled by a tractor

