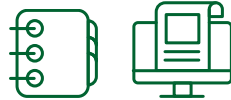




Interactive activity to discuss regulations and reflect on the problems of unsustainable behaviour promotion be it by professionals or private social media.



Learning experience



Topics



30 min

Principles, ethics and regulations

Destination development, social media and communication

MTB specific material



Participants

- Know common regulations/principles of responsible outdoor sports practice (in respective sport activity, e.g. MTBing and cycling)
- Are able to identify the promotion of unsustainable sports practice
- Understand the responsibility of social media promotion (from a personal and destination point of view)



Suitable for outdoor sport instructors and course participants



Practical sessions
Theoretical lessons



Outdoor F2F
Indoor F2F
Digital



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Materials needed

Pictures

Example pictures provided for MTBing and Cycling (See appendix)



Preparation

Organise the group in sub groups of 3-6 persons. Every group gets a set of MTB/cycling pictures.

Activity instruction

The educator explains: Imagine you are on the consulting board of a tourism destination that wants to promote MTBing/cycling. You have to assess within your group, which pictures are suitable for marketing and which might cause issues according to responsible MTBing/cycling? Note the regulations you take as decision base or selection criteria.

Once the groups have made their decisions, the results and criteria for selection are presented and compared within the groups.

The educator can foster reflections: where did you draw the line regarding safety, trail/no trail/night rides and potential disturbance of wild fauna etc.

In a second step, you can present rules/regulations for sustainable MTBing and ask the participants to have a second look at their selection based on these criteria. This can especially be helpful if the selection criteria were not leading to sustainable sports practice.

This can be: [The IMBA Ride vibes](#) or [IMBA rules of the Trail](#)

- Ride On Open Trails Only. Respect trail and road closures (ask if uncertain); avoid trespassing on private land; and obtain permits or other authorization as may be required.
- Leave No Trace. Be sensitive to the dirt beneath you. ...
- Control Your Bicycle.
- Always Yield Trail.
- Never Scare Animals.
- Plan Ahead.



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Reflection and discussion

A final reflection should also point out the importance of "private marketing" as promotion via social media and the respective responsibility everybody has to promote sustainable behaviour.

- Only Share pictures that show responsible behaviour and keep secret places with a limited carrying capacity secret.
- Share images that represent everyone in the community (you can't be what you can't see).
- Do not share rides on Strava, Komoot, All trails (other platforms) that promote riding on unofficial trails.



Potential Variations

- Adjustable to all activities. For other activities different issues might be more relevant to address, e.g. unleashed dogs in hiking. You need to adjust accordingly.
- This activity also gives you the potential to include something about diversity and inclusion, making sure you represent ALL people.
- If you do not want to print the pictures you can also show the picture with a ppt presentation in a classroom or online setting and ask participants to note the numbers of pictures that they would consider as not suitable.



Background knowledge

Refer to The [IMBA Ride vibes](#) or [IMBA rules of the Trail](#) – for background knowledge on responsible riding behaviour.

See Reports on perceived challenges in protected areas for background knowledge and important topics for different sports.



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Key words

#rules/regulations/principles
#social media,
#marketing
#MTB



Source

-



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Materials

Example pictures provided for MTB/Cycling





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