



ESTET

**EMBEDDING SUSTAINABILITY SKILLS IN TOURISM
EDUCATION AND TRAINING**

Project No. : 2020-1-PL01-KA202-081845

THEME ALLOCATED:	Waste Management – Advanced Level
PARTNER ORGANISATION:	ECQ
TITLE OF THE WEBQUEST:	My green city
INTRODUCTION:	
<p>The waste that people produce is increasing constantly; and as a consequence numerous environmental problems have emerged. As one of the fastest growing industries in the last few decades, the tourism sector significantly contributes to this issue. Recently, many tourism-related companies and institutions have turned their focus to creating more sustainable products and services in order to decrease pollution and limit their negative impact on the environment.</p> <p>Several studies discovered that certain types of waste issues are more prevalent in tourism and pose a challenge for destinations to manage. These comprise; plastic pollution, food waste, water pollution and carbon emissions. Tourism generates a large amount of single-use plastic waste which creates a problem for local disposal systems and for the local environments. Food waste is particularly an issue within the hospitality industry. Improper disposal of sewage and other toxic chemicals, especially by cruise ships, pollutes oceans. Numerous tourism-related activities, from plane flights and boat rides to souvenir production and distribution contribute to the tourism industry’s carbon footprint.</p> <p>As a result, private companies, governments and local institutions are looking for more sustainable solutions when it comes to development of their tourist destinations. Many destinations have adopted strategies to “educate” and stimulate their tourists to be more eco-friendly during their trips.</p>	
TASKS	
<p>You are working in the Tourism Department (DMO - Destination marketing organisation) at the Municipality of your city. The local government has decided to adopt a new environmental strategy and promote the city as a sustainable tourist destination.</p> <p>As your city attracts many tourists every year and is a popular destination, there are many problems with waste and pollution that negatively affect the local environment and locals` lives. The major waste issues are:</p> <ul style="list-style-type: none"> ● All hotels and other accommodations offer only single-use plastic items. As a result, there is too much plastic waste produced by tourists. ● Due to a lack of recycling bins tourists do not recycle. ● As most of the attractions use printed and offline materials to promote and give information about their sites and events, all trash bins in the city centre are overflowing with brochures, flyers, and tourist city maps. <p>The director of your department has given you the task to create a promotional online campaign that will advertise the city as a “green” destination. The campaign and all details about the city transformation have to be presented on the city official website. However, before you do this you need to tackle the above mentioned issues and find solutions to them.</p>	
PROCESS	

As you are facing several challenges and you also have to meet a tight deadline given by your director, you will need to follow the steps below in order to complete your task on time:

Step 1: What is the concept of waste management and the 3R`s?

Conduct some research and gather information about waste management and the 3R`s (Reduce, reuse, recycle) concept. What is this concept about? How can it be applied in tourist destinations? What are the benefits of it? To collect useful information, click on the links below:

- [Benefits of the 'Reduce, Reuse, Recycle' Waste Hierarchy](#)
- [Waste generation and management- Sustainability](#)

Step 2: How can the 3R`s be used in tourism industry?

How can the 3R`s be applied to reduce plastic waste in hotels and accommodation? What alternative solutions can be offered to reduce single-use plastic items? Use the following links to gather more information and ideas:

- [Reduce plastic waste in your hotel](#)
- [Going Plastic-Free: Hotels and Airlines Reducing Plastic Use](#)
- [Reduction of single-use plastics in the hotel industry in Cyprus](#)

Step 3: Can you find ways to make tourists recycle their litter?

In this step you will have to find solutions on how to make tourists recycle their litter. Do you need to increase the number of recycling bins in the city centre and around the main attractions? You can use the links below to find more information about this step:

- [Gamification as An Approach to Promote Tourist Recycling Behavior](#)
- [Zero Waste Travel](#)

Step 4: How to deal with paper waste management?

In this step you will need to find solutions to deal with paper waste management. Conduct some research and check if it is possible for offline materials to replace the current system? What is the alternative solution? In the links below you can gather more information in order to complete the task:

- [Benefits of Paper Recycling](#)
- [How to tackle paper waste in tourism and events?](#)
- [Going paperless](#)

Step 5: Can you find a sustainable solution for your city? What promotional campaign you will suggest?

After you have solved all the issues and found sustainable solutions you are ready to start your online promotional campaign. Prepare your first online publication on the municipality website – you have maximum 1 page (size A4) to fit in all your content. In the publication you need to:

- a. Explain why it is important for your city to become more sustainable (what are the benefits). and why tourists should be more conscious about waste management.
- b. Present and explain your ideas that you developed in steps 2, 3 and 4.
- c. Last, but not least create or find a slogan, motto or phrase that will inspire tourists to follow your ideas.

Be creative, use pictures, visuals and inspirational text. Do not forget that this article will give a start to your promotional campaign.

From the links below you can find some ideas and information about green cities:

- [EnjoyRespectFirenze](#)

- [Database of case studies](#)
- [Towards Sustainable Tourism Development in Urban Areas: Case Study on Bucharest as Tourist Destination](#)
- [Making Tourism Sustainable](#)

Guidelines of the process



EVALUATION

1. What are the 4 main waste issues related to tourism industry:
 - a. **Plastic pollution, food waste, water pollution and carbon emissions**
 - b. Plastic pollution, food waste, carbon emissions and noise pollution
 - c. Plastic pollution, food waste, water pollution and light pollution
 - d. Plastic pollution, food waste, noise pollution and light pollution
2. With regards to plastic waste management which is one of the biggest challenges that the tourism and hospitality industry faces?
 - a. To make tourists buy less souvenirs
 - b. To manage to recycle all plastic items
 - c. **To reduce the single-use plastic items and bottles**
 - d. None of the above
3. Why is it important for destinations to adopt sustainable and eco-friendly approaches?
4. How can tourists get involved and participate in the co-creation of more sustainable destinations?

CONCLUSION

A clean and well-presented environment is crucial for creating a welcoming first impression at a tourist destination. Unfortunately, many urban destinations face the challenges of over-pollution that comes from tourists. Another major issue is the improper disposal of rubbish, raw sewage, and toxic chemicals from hotels, cruise ships and tourism-related establishments. This makes a destination less attractive. Moreover, it has extremely negative effects on local society and the environment.

While tourism contributes to the global waste problem, the industry can also be part of the solution. Tourism destinations have the potential to build awareness around environmental issues by taking actions to reduce the amount of waste and by enhancing proper waste disposal among travellers and tourism-related companies.

