



ESTET

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

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

THEME ALLOCATED:	Green Skills for the Economy
PARTNER ORGANISATION:	Future in Perspective Ltd.
TITLE OF THE WEBQUEST:	Clean & Green – The Circular Economy
INTRODUCTION:	
<p>The circular economy proposes a system that changes the current cycle of consumer habits. Instead, it focuses on a new model that reduces, reuses, or recycles waste. Not only is this beneficial for the environment, but it is also more economical! In today's world, finite resources are being extorted until depletion. Since the industrial revolution, the development model has been based on extracting resources to process and generate products, ultimately to then dispose of them. This has become known as a 'linear economy' and it is having exhaustive consequences on the environment.</p> <p>In contrast, the circular economy aims to reuse and recover resources to extend the life cycle of products and lessen the raw extraction of materials. Implementing a circular economy approach, means revolutionising the current systems in place. The tourism sector has the power to develop a model that consumers can begin to follow. Moving towards a circular economy implies that the tourism industry can take advantage of; competitive advantages, cost reduction, reduction of energy consumption, CO2 emissions and the strengthening of its own supply chain.</p> <p>The tourism sector is responsible for a significant percentage of greenhouse gas emissions, waste generation, the deterioration of local habitats, erosion, and degradation of the environment due to tourist activities. That is why sustainability has taken a primary role within the world agenda, both in the institutional, social, and private spheres. This is why there is an essential need for a focus on care and prevention, so that future generations will have the privilege of experiencing the Earth's great natural and environmental resources.</p>	
TASKS	
<p>Being involved in the tourism sector, you understand that many practices follow a Linear Economy model. This means that the production and management of resources, goods and services promotes short-term consumption and unsustainability. Instead, it would be beneficial to consider circular economy models that encourage the sustainable development of companies in the hospitality sector. In today's modernised world, the role of technologies is essential in supporting the commitment of the circular economy. Digital technologies have the power to promote new sustainable manufacturing models that are committed to reducing consumptions, reusing components, and using renewable energies. Rising temperatures, rising sea levels, water shortages and the loss of biodiversity across the globe will undoubtedly cause changes in tourist flows and may even cause the deterioration of popular tourist destinations. You think that implementing a circular economy approach in your beach resort would be a great way to not only reduce costs but also promote sustainability among staff, the locals, and tourists! You know that in order to implement some changes that you will first need to conduct some research and present some ideas to management. In this WebQuest, you are going to be guided through a series of tasks that will help you to learn about the circular economy. You will complete the tasks in small groups of 2-3 people. When you complete this task, you will present your presentation to the management board, in the hope of implementing sustainable practices within your resort.</p>	

You hope that this will reduce the impacts of global warming and sustain our planet's natural resources. This process will encourage the local community to discover proactive measures that they can implement to make a difference in tackling climate change.

You know that this will not only have a great impact on the environment, and your business, but also on future generations to come. Let's get started!

PROCESS

Step 1: Sustainable Searching

Unlike the current economic model, which focuses solely on profit, the circular economy represents a substantial improvement in these three aspects and for both consumers and companies. Weshy? It is proven that companies who have implemented the system of reusing resources, that purchase recycled or longer-lasting products, among other practices, find it ultimately more profitable for everyone. As a first step, you will first need to conduct some research to gain a deeper insight into the circular economy.

For information on what the circular economy is, click on the following links:

- [What is the Circular Economy?](#)
- [Explaining the Circular Economy and How Society Can Re-Think Progress](#)
- [Circular Economy: Definition, Importance and Benefits](#)
- [How does the Circular Economy Work?](#)

For information on **the importance of a circular economy approach**, click on the following links:

- [Could a Circular Economy Approach Save the World?](#)
- [The Need for a Circular Economy](#)
- [The Opportunities of a Circular Economy](#)

For information on the **circular economy in the tourism sector**, click on the following links:

- [Circular Economy in Travel and Tourism](#)
- [Circular Economy in the Tourism Sector](#)

Step 2: Circular Economy in the Tourism Sector

In order to encourage management to implement the transition towards a circular economy strategy in your tourist destination, all relevant actors must be considered: key actors, resident population, tourism companies and tourists. In fact, the attitude of tourists towards the circular economy and their behaviour in terms of green, sustainable, and circular practices during their holidays are crucial for a transition to a circular economy model in the tourism sector.

You will need to find some sustainable practices that will work in your resort and how you can promote these practices within your resort. All businesses within the hospitality sector would benefit greatly from saving energy and water, reducing waste, and improving their environmental performance!

For information on **circular economy sustainable practices in the tourism sector**, click on the following links:

- [Green Tourism](#)
- [The Tourism Guide to a Circular Economy](#)
- [Sustainability in Hospitality](#)
- [Sustainable Ideas for Hotels](#)
- [Eco-Friendly Ideas for the Hospitality Sector](#)

For information on **the benefits of sustainability in the tourism industry**, click on the following links:

- [The Benefits of Hospitality Sustainability](#)
- [Why to Implement Sustainability in your Business](#)

Now that you have researched some sustainable practices and their benefits, you have the basis of your presentation. You will need to decide what circular economy models you would like to suggest or to implement at your resort. Before you design your presentation, format your ideas in the table below so that you can visualise what you are going to propose, and why.

Sustainable Practice	Area of Recognition	Benefit(s)	Person(s) Impacted / Affected

Well done! Now you have identified some of the circular economy sustainable practices that you think would benefit not only your business, but also the environment. Now it's time to move on to the next step and produce your convincing presentation. This presentation will work to entice management to consider and implement your eco-friendly suggestions!

Step 3: The Power of Presentations

In your final step, using the ideas that you have brainstormed from Step 2, you will need to formulate your suggestions into a digital presentation. You will then present this to the management board with the hopes that they will agree with the environmental and economical benefits of implementing circular economy sustainable practices into the resort.

For information on how to create a presentation, click on the following links:

- [Google Slides Presentation Tutorial](#)
- [Google Slides Tutorial](#)
- [Tips & Tricks for Google Slides](#)

For information on how to present a convincing speech, click on the following links:

- [Top Tips for Effective Presentations](#)
- [Steps to Make a Great Speech](#)
- [Confidence Boosting Tips before a Presentation](#)

Well done! You did it! Now all you have to do is meet with the board and present your presentation. Hopefully, your message will really resonate with the management board. Your research and demonstration of the benefits of a circular economy approach should convince them to focus on their own green skills for the economy. If you are successful, you will then have to come up with a *Green Business Model Canvas* in WebQuest [Advanced Level] in order to truly make a difference. This will teach you how to put your ideas into practice.

EVALUATION

As a self-assessment for this WebQuest, you can write a short self-reflection of approximately 300 words about how you found the experience. The following questions will guide your self-reflection exercise:

- Did you learn new things about the circular economy in this WebQuest? List them.
- Do you think that implementing measures to promote a circular economy sustainable approach is beneficial for your business, tourists, and staff? Why?
- Do you think that implementing environmental change within the tourism industry can promote awareness about climate change? Explain your answer.
- Did you enjoy learning about this topic in a small team? Why? Why not?

CONCLUSION

Congratulations! Helping others to realise the importance and benefits of the circular economy is a great step in the right direction to embedding sustainability within the tourism sector. Focusing on water innovation, self-sufficiency, green energy savings, circular waste processing and CO2 neutrality has the power to significantly lower the amount of carbon emissions emitted into the atmosphere by the tourism industry. This has the power to preserve Earth's natural resources and encourage others to make environmentally friendly choices. By embracing a circular economy approach, you can reduce pressure on the environment, improve the security of raw materials, increase competitiveness, stimulate innovation, and boost economic growth! What's stopping you?

"The essence of the Circular Economy is to redefine the way we consider growth."

Unknown

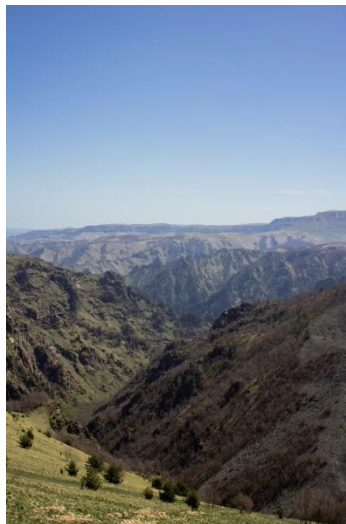


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