



ESTET

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

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

| | |
|---|-------------------------------|
| THEME ALLOCATED: | Waste Management – Core Level |
| PARTNER ORGANISATION: | ECQ |
| TITLE OF THE WEBQUEST: | ReWaste |
| INTRODUCTION: | |
| <p>Waste management has become tremendously popular and important across the globe over the last years. Industries, countries, private companies, public organisations and entities have engaged themselves in this topic and actively work towards reducing the waste that our society produces. In order to tackle waste and pollution, the concept of 3 R's have been developed. The 3 R's stand for Reduce, Reuse and Recycle. This is also known as "waste hierarchy" or the "three R's of waste management". Reduce means to minimise the consumption and production of products, items, and even services in some cases. Reuse means to find ways to use one item multiple times instead of buying new. For example, you can refill and use your water bottle several times instead of buying a new plastic bottle every time. Also, you can use one shopping bag multiple times instead of buying a plastic bag every time you go grocery shopping. Recycle is the last stage of the waste hierarchy. To recycle something means that it will be transformed into a raw material that can be used to produce a new item.</p> <p>This concept is popular across all industries including tourism. The concept of responsible travel is associated with sustainable and eco-friendly tourists, products and destinations.</p> | |
| TASKS | |
| <p>You are given the opportunity to participate in a special project related to the development of sustainable tourism. The project aims to create and promote good waste management practices in cultural attractions and sites. As a result, you were appointed to work in a very popular city museum. The museum is hosted in a building with 20 rooms and areas. Currently, there is only 1 trash bin that is placed next to the front door. Visitors can buy tickets only at the entrance and are given paper tickets to access the exhibitions. Upon entry people can freely avail of brochures and printed materials with general description of the museum and its current exhibitions. The museum has a gift shop from where visitors can buy souvenirs and toys.</p> <p>The place is very famous and visited by numerous tourists during the whole year. However, the manager of the museum does not have any experience and knowledge on waste management, hence you have to make a plan with suggestions for him.</p> | |
| PROCESS | |
| <p>In order to complete the task and create the plan you need to follow the steps below:</p> <p>Step 1: What is Waste management? What is the concept of the "3 R's"? Find out what is waste management and what is the concept of the "3 R's". What are the most common types of litter in the museum? Can this waste be reduced in some ways? Think of how the concept of the 3R's can be applied. You can find more information in the links below:</p> <ul style="list-style-type: none"> ● Waste Management ● The 'Reduce, Reuse, Recycle' Waste Hierarchy ● What Are the Benefits of Paper Recycling? ● How to tackle paper waste in tourism and events? | |

Step 2: What recycling strategy can implemented in a museum?

Here you need to think about the recycling strategy for the museum. Do they need more trash bins and if yes, where can you place them? Use the links below to gather more information to support your answers:

- [The Paper Recycling Process](#)
- [How to select suitable recycling bins for offices](#)
- [Recycling Bins](#)
- [Recycle Bins - 2](#)

Step 3: What is your proposal for a good waste management practice in a museum?

In this step you have to complete the plan with suggestions. Based on the information you gathered in the previous steps, choose and make 1 proposal of good waste management practice or idea that the museum can apply. The suggestion has to be supported with explanation why and how it will contribute to the successful waste management of the museum. Use the following links to find more details and insights to complete this step:


- [Putting Sustainability At The Heart Of Our Museums](#)
- [The Field Museum – Waste Diversion](#)

This is a template that can be used for completing the plan/your suggestion. You can create other visuals to illustrate and present your suggestion, however it is important to keep the main elements listed in the table:

| | |
|--|--|
| Describe what is your proposal/suggestion/idea? Please describe as many details as possible – number of items, colours, sizes, etc. | |
| Where shall be implemented – inside the museum (in which rooms, areas) or outside the museum in the surrounding area? | |
| Who will be involved in the implementation of your idea? (For example, managers, the entire staff, only dedicated people from the team, etc.) | |
| What is the time frame for the implementation of your idea? | |
| How the new items shall be promoted among the visitors? (Do you plan special promotional campaign? What communication channels you will use? What is the message you want to deliver?) | |
| What impact you want to create? What change in behaviour you wish to trigger with your suggestion? | |

EVALUATION

1. What does the concept of the 3R`s stand for? Choose the correct answer:
 - a. Reduce, Reuse, Replace
 - b. Reduce, Reuse, Recycle
 - c. Reduce, Remove, Recycle

2. What is the colour that is most commonly used for the recyclable symbol ()?
 - a. Green
 - b. Yellow
 - c. Brown

3. Which of the below **CANNOT** be recycled?
 - a. Paper and Glass
 - b. Plastic and Metal
 - c. Liquids and Food

CONCLUSION

The tourism and hospitality sector is an industry that is usually associated with overconsumption and the production of large amounts of waste and pollution. This makes destinations and sights less attractive and also negatively affects the local population and environment. Therefore, waste management is the responsibility not only of the local government but also of tourist attractions, heritage and cultural sites. Museums can adopt more sustainable approaches and apply the 3R`s concept. In this way they not only will show exhibitions inside their rooms, but they also will raise awareness and stimulate people to become more environmentally conscious and eco-friendly.

