



Unit Tour6A

Circular Economy in Tourism Sector

Sustainable Event Management (Introduction, Importance & Implementation)

1 Introduction

Unit 1 provides guidance for trainers looking to develop a short training programme on introducing circular events management approach to their students. The focus is on introducing events; main types of events for tourism; prominent characteristics & principal elements of sustainable events; why events should be circular/sustainable and how CE approach can be implemented in events management. It is important for the learner to understand what CE is and how its methods and business models might help diverse events.

In the context of event management the level of knowledge, skills and competence your students will be expected to show will be as follows

Level	Knowledge	Skills	Competence
Level 4	Learners should be able to lay out the advantages of CE events management that focus on the reduction of waste.	Cognitive and practical skills required to estimate the overall material flows in an event and decide on priority materials to be handled according to CE principles.	Exercise self-management within the guidelines of CE events management that are usually predictable, but are subject to change; supervise the routine work of others, taking some responsibility for the evaluation and improvement of work.

2 Learning Outcomes

The learning outcomes of Unit 1 are as follows:

1. For the students to be able to analyse the term circular economy and its implementation in event tourism,
2. For the students to familiarise and be able to describe – analyse basic terminology of CE (circular economy), why events should be circular and how we can ensure CE implementation in events.
3. For the students to be able to elaborate a discussion and argument for circular economy in events management with examples.



3 Lesson Plan

The following table can be used as a template for structuring a training programme at level 4

Method	Description	Suggested duration in minutes (total minutes)
Brainstorming session	Brainstorming where you as trainer write down definitions, notions and connotations to be used for future discussions and reference. You can continue the brainstorming session with the following questions if needed: <ul style="list-style-type: none"> - Do your students know / recognise the term CE in tourism sector? - Can the students identify cases where material/ resource regeneration has contributed to economic growth in Tourism sector? - Do students realize the importance of introducing CE in event tourism? 	30
Presentation by trainer using PPT	Introduction of events & their main types	60
	Characteristics of sustainable & circular events	
	6Ws for sustainable events management	
	Discussion	
	Elements of events	
	Why events should be circular/sustainable	
	Discussion	
Assessment	Quiz in the form of MCQs	15

4 Quiz Exercise

Q. No.i. Write names of three different types of events and also provide their examples?

Ans: Cultural Event (Glasgow Festival 2014), Mega Event (The FIFA World Cup) & Art Event (Oscar Awards Ceremony)

Q. No.ii. What are the 6Ws for assessing each element of events?

Ans: Why, What, Who Where, When, hoW much

Q. No.iii. Which 3Ps should be considered for sustainable events?

vAns: People, Planet & Profit