

Chapter 67

Gearth (Travel Trash Bag)

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Abstract

Tourism's total contribution to the global economy in 2016 was around 7.61 trillion U.S. dollars, so it is normal for global leaders to do heavily promotion on tourism at their own countries. Unfortunately, the United Nations Environment Programme (UNEP) estimates that 4.8 million tons, of all solid waste is produced each year solely by tourists. It worsens by tourist's lack of familiarity with differing waste systems, lead to improper waste disposal. The idea is based on experience of the residents and traveller in Korea, Japan and Hong Kong. Most of the traveller found it is difficult to find a rubbish bin in public, especially in a rural area which lead them to do littering. To overcome these problems, compact trash bags were invented. It easily can be keep or hang on bag, to help everyone especially tourist to keep their trash before finding any rubbish bin for a proper waste disposal. Previously, individual with environmental concern will bring plastic bags to keep the trash in their bag. However, there is risk of leakage from wet trash such as beverage can that they consume throughout the travel. The material is washable and re-useable. Therefore it could reduce the usage of plastic bag, and give a brighter future for our environment. The design was easy to use, and the price is reasonable to make everyone afford to have one. Hopefully this product was able to encourage us to have a good habit and make us become more responsible to our earth.

Introduction

It takes approximately 450 years for plastic beverage bottles and disposable diapers to decompose into the environment. Furthermore, once the plastic in the water, it never be fully biodegrades. However, it breaks down into smaller pieces, eventually being dubbed as "microplastic" something that is less than 5mm long and still able to cause problems for marine life (Department of Environmental Service, 2017). Based on aforementioned information, it is clearly showing the devastating effect of using plastic. It is difficult to decompose into environment and worse when it unable to decompose if been thrown into the water. Therefore, it is crucial to gather up all plastic waste through a proper waste disposal, to ensure effort of recycling the plastic into new product is successful. United Nations Environment Programme (UNEP) estimates that 4.8 million tons, of all solid waste was produced each year solely by tourists. Therefore, littering should be avoided as it only worsens the situation. Littering is becoming a serious issue especially in tourist areas such as at the coastline area, which damage can be on both local landscape and the marine environment (McDowall, 2016). Recently, The President of Philippine Rodrigo Duterte has announced to shut down the Boracay Island for 6 months starting from 26 April 2018. It is due to some businesses dumped untreated sewage directly to the sea and also due to increasing of piles or trash at the hillside of the island (Mail Online, 2018). It was resulted from the bad behavior of human that irresponsible toward environment. A research done by environmental consultancy Eunomia Research & Consulting revealed that over 80 per cent of the 12.2 million tons of plastic that entering the sea every year comes from land-based sources, with litter like drinks bottles and other packaging being the largest contributor. In addition, Based on the UNEP approximation that European tourists generating waste about 1 kilogram per person per day, and Americans generate up to 2 kilogram per person per day (McDowall, 2016). This enormous amount of waste generated by tourist can be worsening if it is not dispose properly. In addition, tourist lack of familiarity with differing waste systems will lead to littering. In most countries throwing rubbish would mean the end of unwanted item, however in

Japan there is rules that need to be followed when throwing rubbish. It is important to separate the trash into several categories. Commonly Japan has four type of waste for separation; it was combustible, incombustible, oversized trash, bottles and cans. By this systematic and precise trash separation, some tourist might get confused and needed some time to adapt to these changes. In addition, it was hard to locate a rubbish bin in public. Most of the times it can be found in front of convenience stores (Japan Info, 2015). To overcome these problems, Gearth compact trash bags were invented.

Content

The letter 'G' in Gearth stand for 'Green' and it merge with the word 'Earth'. The brand name itself was representing inventors aim to keep the earth green for our future generation. Gearth bag offered ease of used for user, as it comes in compact size to makes it easier to kept or hang on bags. Therefore, it help everyone especially tourist to keep their trash before finding any rubbish bin for a proper waste disposal. Previously, individual with environmental concern will bring plastic bags to keep the trash in their bag. However, there is risk of leakage from wet trash such as beverage can that they consume throughout the travel. Furthermore, each year 1 trillion plastic bags are consumed worldwide. That's nearly two million plastic bags used per minute (Earth Policy Institute, 2014). Therefore, Gearth bag are made from washable and re-useable material in order to reduce the usage of single-use plastic bags for a brighter future of our environment. It also comes with unique feature which are compartments for tissue and hand sanitizer dispenser. These compartments are detachable for easy cleaning purposes. The thought in having tissue and hand sanitizer is to help user to clean their hand after handling the waste. Therefore, Gearth bag is not only a product that eco-friendly, but also user-friendly. Features such as zipper at the upper part and side of the bag are to help the user to easily open for inserting and throwing the waste. Other than that, selection of material for this product was taken seriously by the inventors. Gearth bag were using canvas materials which are water resistant and weather resistant. Therefore, it is easy to clean and the colour of the bag is not faded due to frequent weather exposure. Most important thing, the material used is durable and not easily can be torn by sharp trash such as crushed aluminium can which mostly happen on plastic bag. The product come with a reasonable price to allowed large number of consumers in the market to benefit from this bag. It is optimistically that more people will use Gearth bag to prevent littering, by keeping their trash before could disposing it at the right place.

Conclusion

The invention of Gearth bag is to become a product that helps user specifically tourist, to avoid littering due to difficulties to find public rubbish bin around them. This eco-friendly bag also will help to decrease the use of plastic bag that will only use once. This product also offer a consumer-friendly experience as the bag is easy to carry, washable, and have compartment for tissue and hand sanitizer dispenser. As a conclusion, it is the hope of the inventors that this innovation could benefit to society especially tourist to manage the waste disposal properly. Indirectly it will help our environment especially marine species who have long suffered, due to our bad habit of littering.

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