CIRCULAR ECONOMY IN THE CONTEXT OF TOURISM

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• KEY-ASPECTS ABOUT THE IMPLEMENTATION OF THE CIRCULAR ECONOMY

• THE TOURISM LIFE CYCLE

• A FEW ORIENTATIONS FOR THE CIRCULAR ECONOMY INTEGRATION TO THE TOURISM SECTOR
MORE THAN RECYCLING

ASPECTS OF CIRCULAR ECONOMY IMPLEMENTATION

Redesign
Rethink
Recover (Material + Energy)
Remanufacture
Repair
Redistribute

RECYCLE

Reduction
Reuse
NEW BUSINESS MODEL / SYSTEMIC ECO-INNOVATION

ASPECTS OF CIRCULAR ECONOMY IMPLEMENTATION
THE TOURISM GLOBAL CYCLE

- GENERAL ORGANIZATION
- MARKETING
- MOBILITY
- ACCOMODATION
- CATERING
- ANIMATION
- AWARENESS/TRAINING
- FINANCING
- WASTE MANAGEMENT
TOURISM MARKETING

INTEGRATION OF CIRCULAR ECONOMY IN THE TOURISM

DEMATERNALISED COMMUNICATION (True Material Resources Reduction)

RESOURCES CIRCULARITY PERSPECTIVES IN THE PUBLICITY
INTEGRATION OF CIRCULAR ECONOMY IN THE TOURISM

TOURISM MOBILITY

PROMOTION OF « PROXIMITY » TOURISM

PROMOTION OF « PEDESTRIAN » and « ON BICYCLES » TOURISM

PROMOTION OF « LESS POLLUTING » VEHICLES
INTEGRATION OF CIRCULAR ECONOMY IN THE TOURISM

TOURISM ACCOMODATION

SUSTAINABLE CONSTRUCTION (with local materials / reusable - recyclable / and high energy performance)

ECO-AUDIT (energy, water, biodiversity, ...)

RECYCLED-REUSABLE FURNITURE
INTEGRATION OF CIRCULAR ECONOMY IN THE TOURISM

TOURISM FOOD

LOCAL AND SEASONAL (BIO) PRODUCTS

SELECTIVE COLLECTION AND COMPOSTING OF BIOWASTE

JUST FOOD RATION
INTEGRATION OF CIRCULAR ECONOMY IN THE TOURISM

Tourism Organisation

Awareness, training, collective intelligence activities for tourism professionals about circular economy

Debate – Regulation about NEW BUSINESS MODELS
THE CASE OF EXTREMADURA 2030

- Sustainable Tourism Guides / Promoters Training
- Rehabilitation of traditional housing / Care of natural space
- Prize for tourism projects with sustainable management / Brand for sustainable tourist accommodation
- Development of tourist offer in relation with eco-gastronomic one and/or green experiences
- Eco-tax for natural tourist areas
- Virtual tour of the region / Centralized reservation service... around sustainable tourism
- Health Tourism / AgroTourism/ Astronomical Tourism/ Ornithological Tourism/ Rural Tourism/...
• It’s time to clarify the scope and the indicators of the circular economy in the context of tourism

• It should be very useful to (re)evaluate the logos about eco-tourism/ sustainable tourism in relationship with the criteria of the circular economy
Gracias por su atención

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