

# CIRCULAR ECONOMY IN THE CONTEXT OF TOURISM

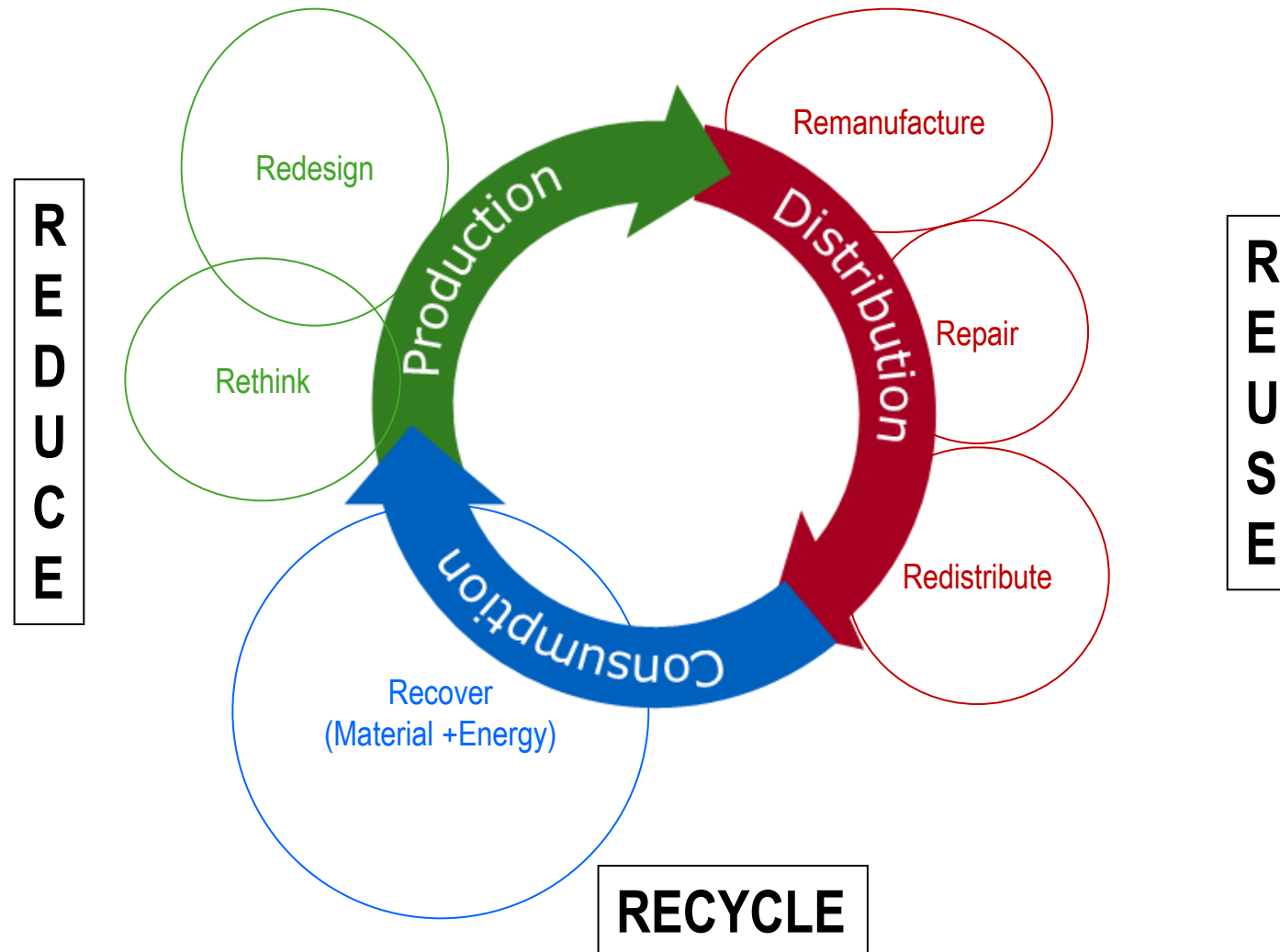
**Jean-Pierre HANNEQUART**

*Honorary President, The Circular Economy Foundation*

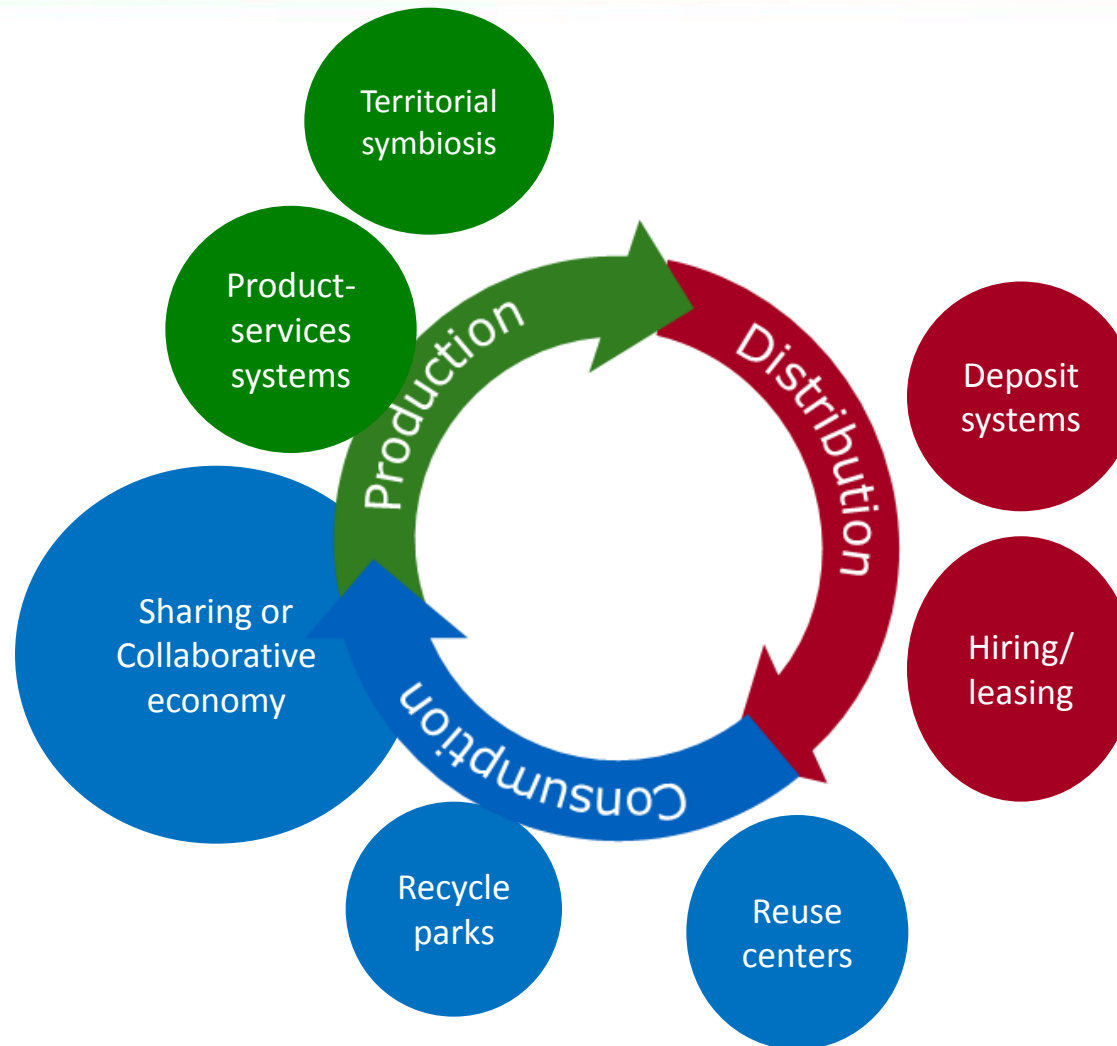
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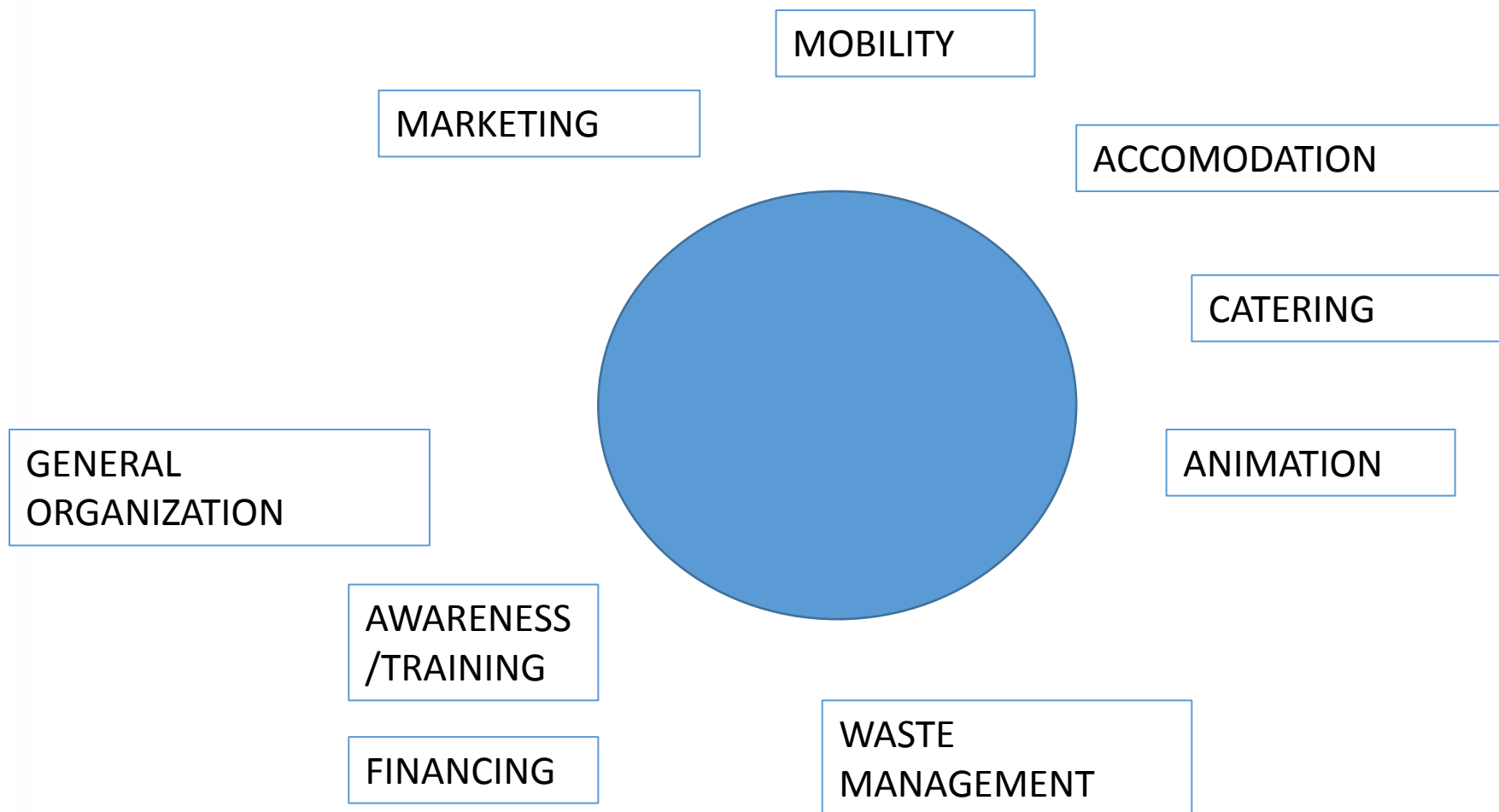
- KEY-ASPECTS ABOUT THE IMPLEMENTATION OF THE CIRCULAR ECONOMY
- THE TOURISM LIFE CYCLE
- A FEW ORIENTATIONS FOR THE CIRCULAR ECONOMY INTEGRATION TO THE TOURISM SECTOR

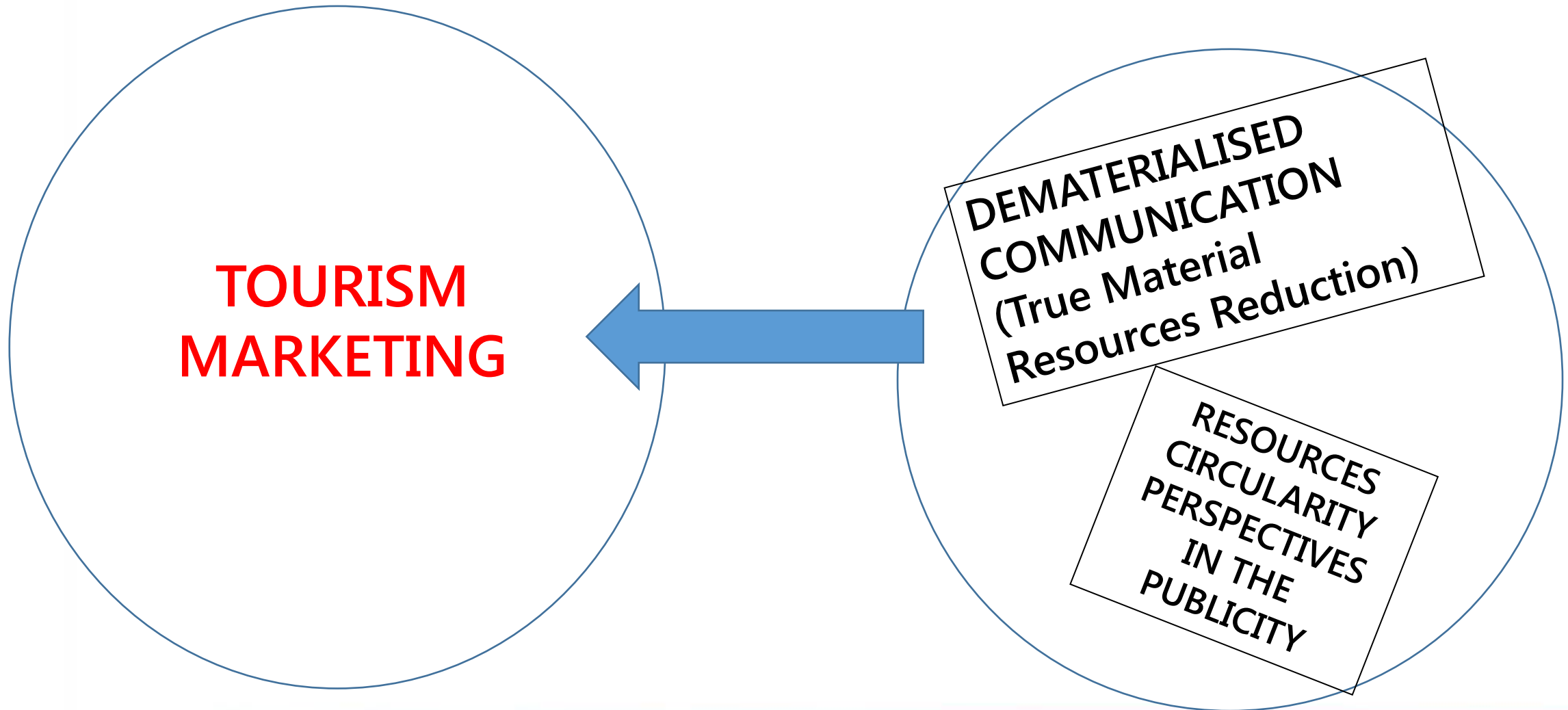
**MORE THAN  
RECYCLING**

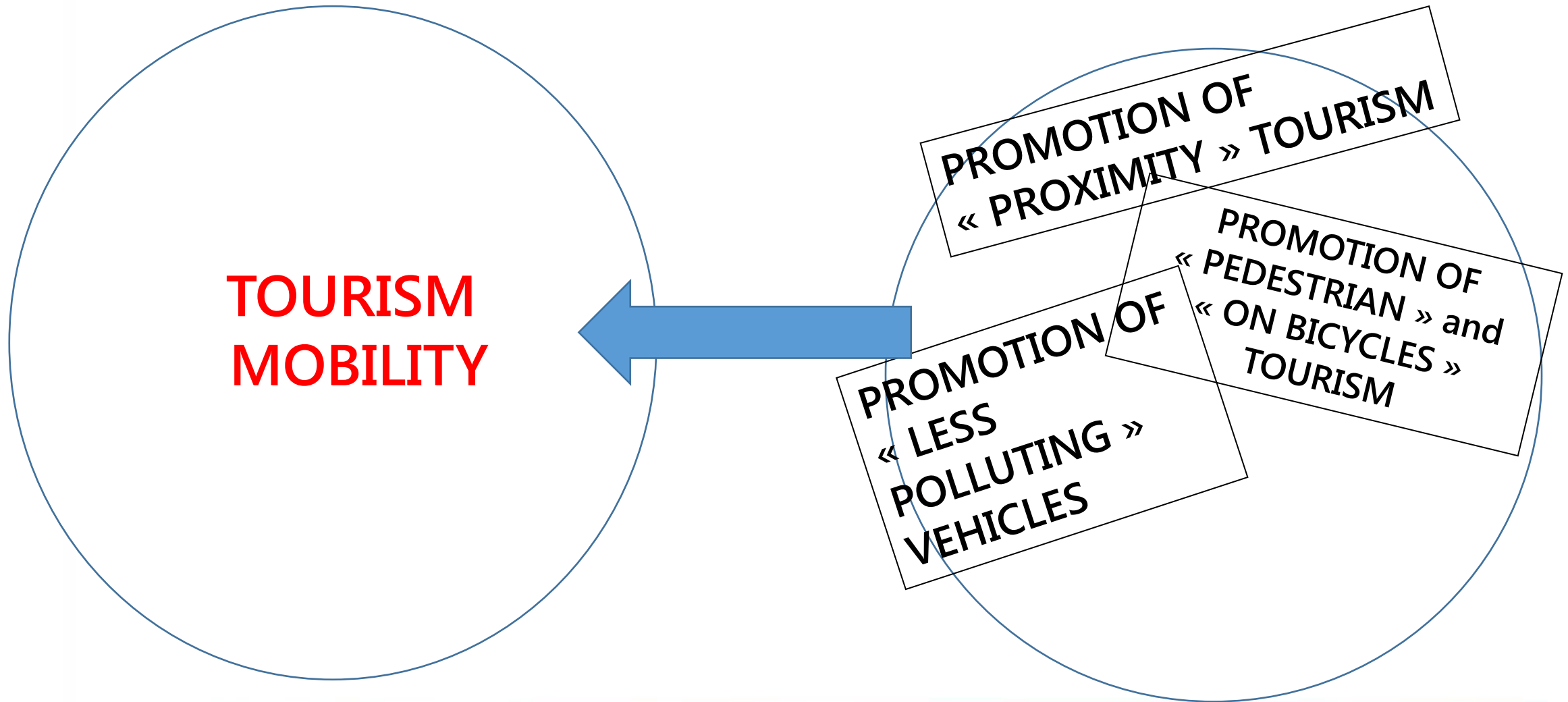


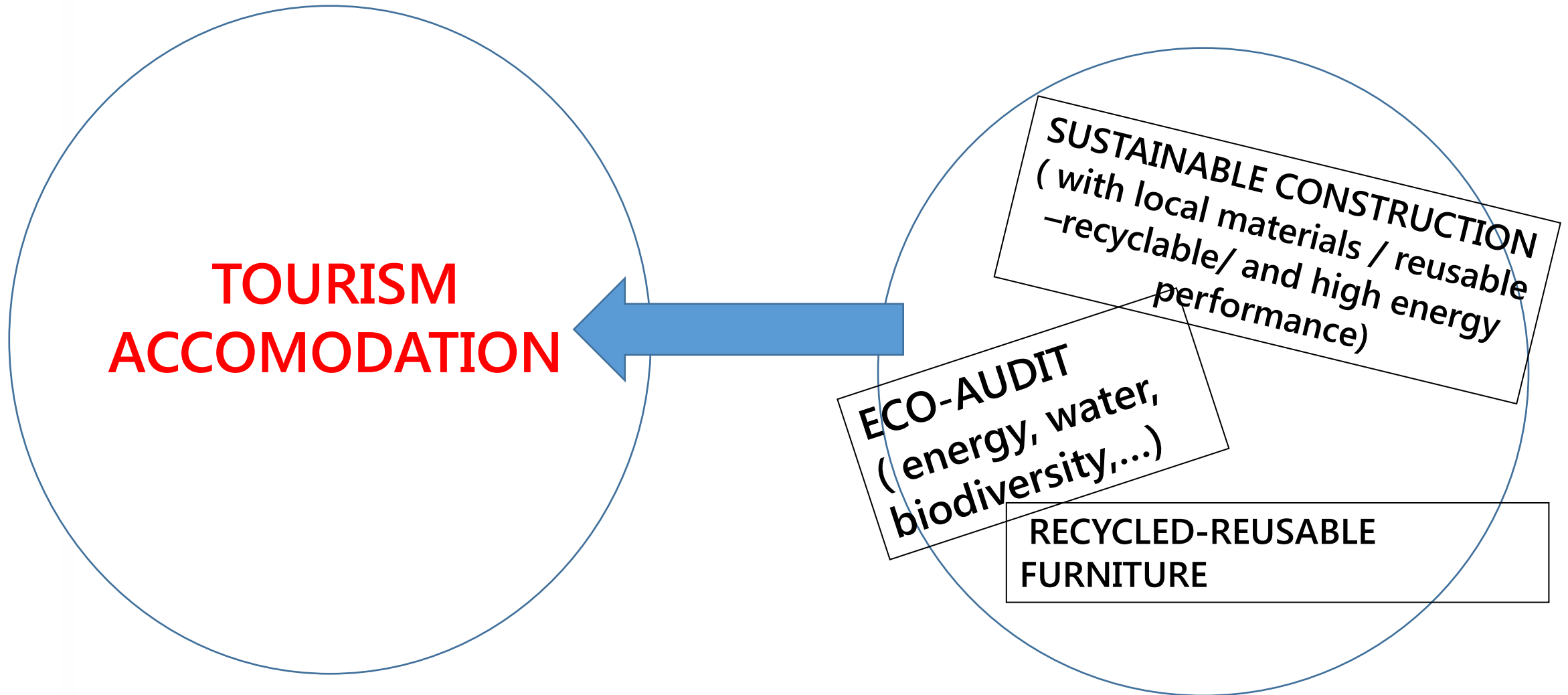
## NEW BUSINESS MODEL / SYSTEMIC ECO- INNOVATION



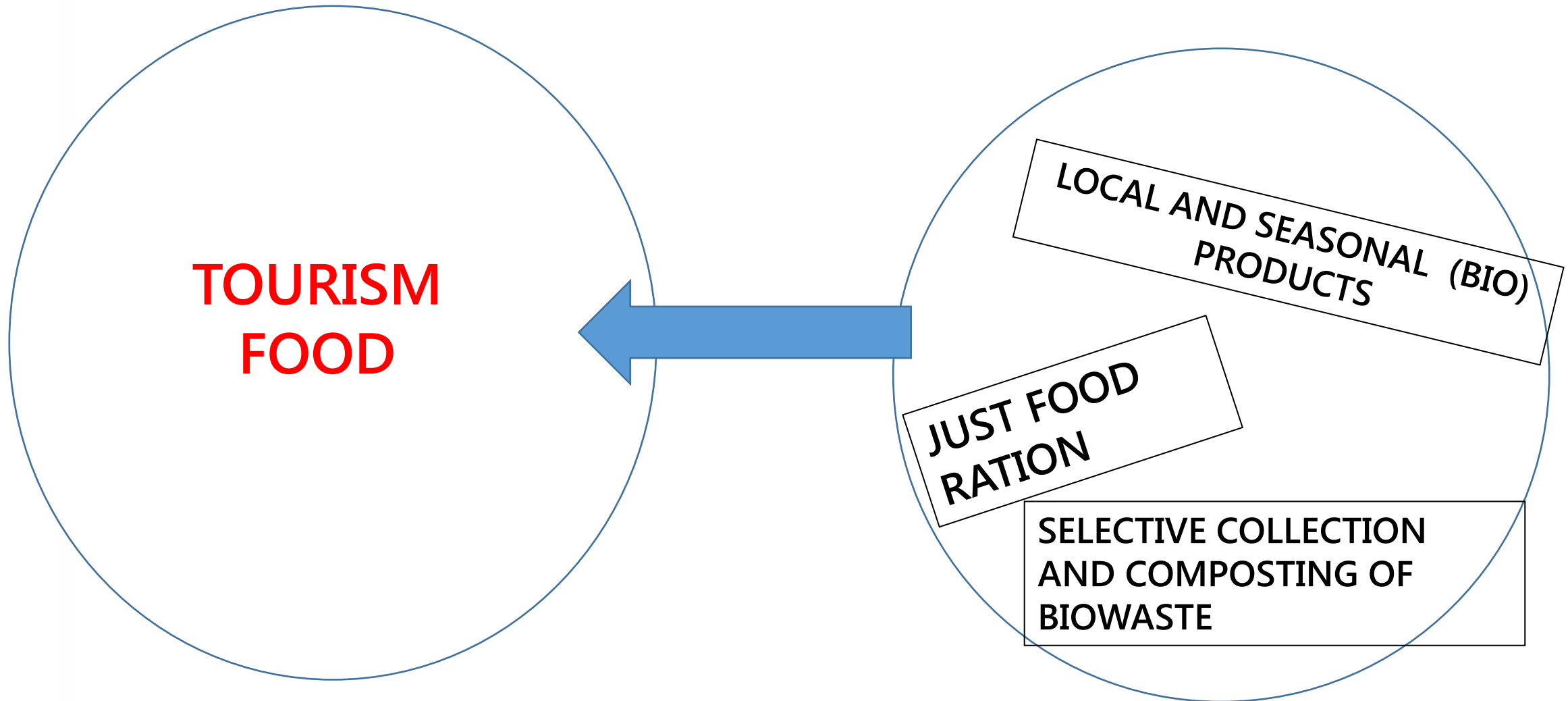


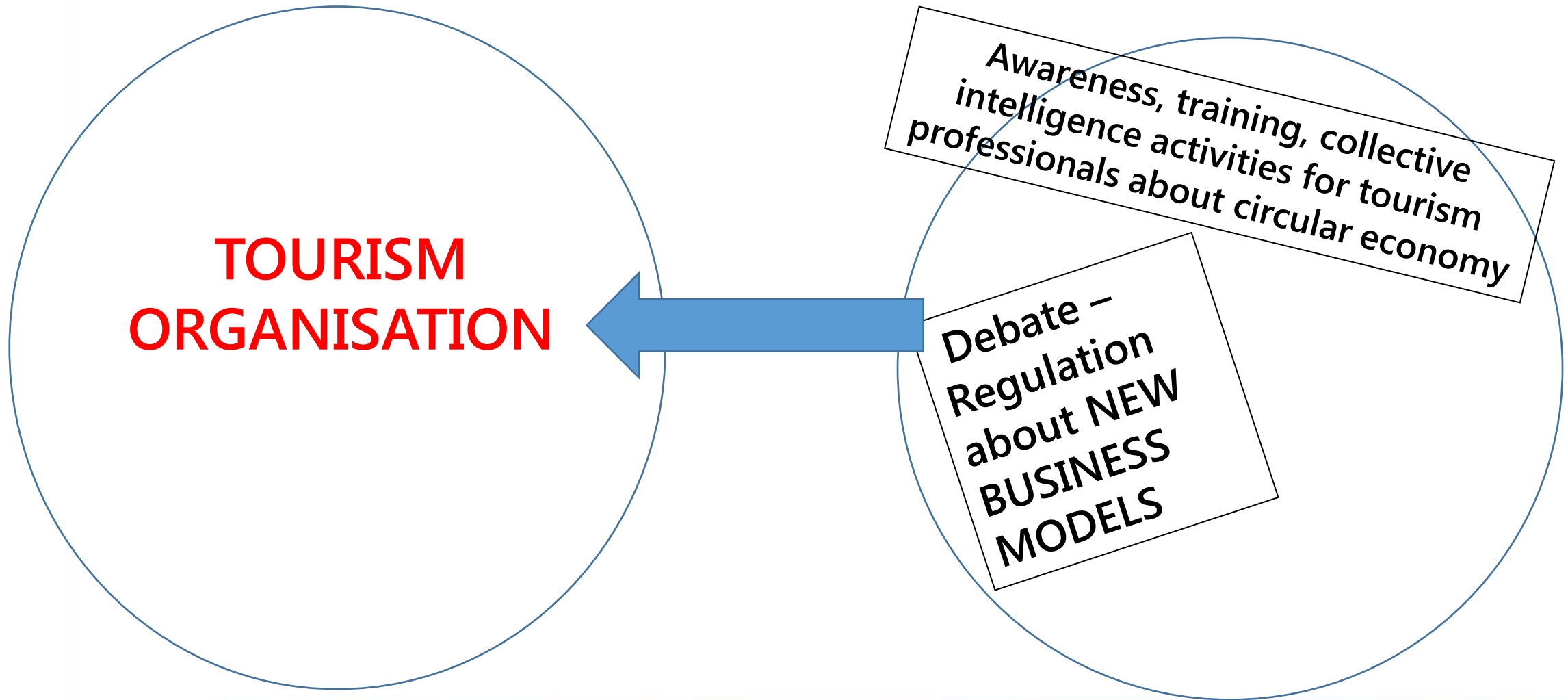












Health Tourism / AgroTourism/  
Astronomical Tourism/  
Ornithological Tourism/ Rural  
Tourism/ ...

Virtual tour of the region/  
Centralized reservation  
service... around  
sustainable tourism

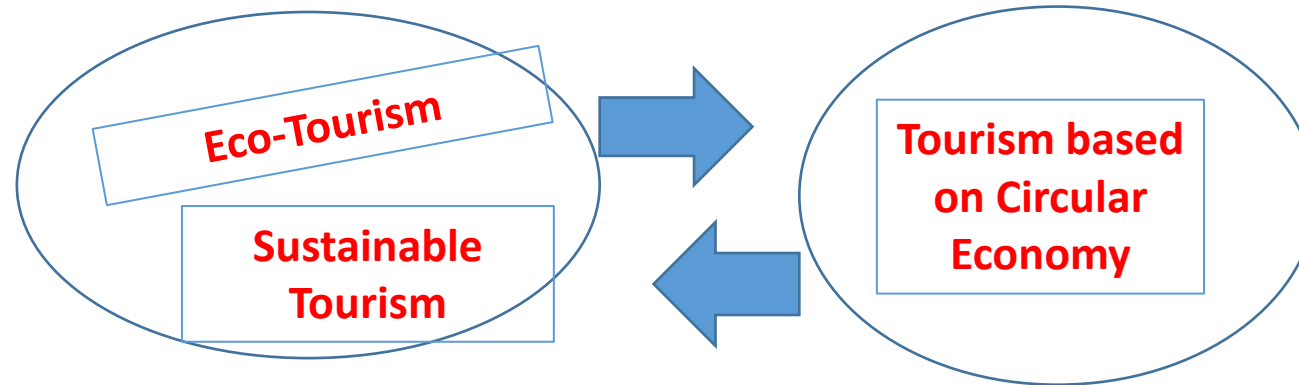
Eco-tax for natural  
tourist areas

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



- 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**

**jph @ [economiacircular.org](mailto:jph@economiacircular.org)**

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