



Circular Economy in Tourism Enterprises - It is not just recycling!

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**What is circular
economy?**

**What it could be in
tourism enterprises?**

Why?

- The operations of the tourism industry are based on **the use of large amounts of materials**, the industry consumes a lot of energy and water and produces waste.
 - A hotel resident produces about a kilo of waste per day and uses four times more water than a local resident.
 - About 10–30 percent of the food in restaurants ends up as waste every day.
- However, very often, the circular economy is understood as an ecologically sustainable activity and synonymous with recycling.



Share More
Consume Less



What is circular economy?

- Sustainable tourism is the new norm – the circular economy is **a tool for promoting sustainability and responsibility** and responding to negative impacts
- The circular economy is an **economical production and consumption model: *how things are produced and consumed*** – this is transformed.
- It is based on **planned minimization of waste and wastage, prolonging the use of products and materials, and reuse of raw materials.**
- It thus changes the way we use resources: ***resources are reused and kept in circulation.***

Current situation

- **The lack of knowledge** about CE is the biggest bottleneck for tourism companies: this events them from applying the principles of CE to their own operations.
- Tourism industry needs **easy, ready-made tools and practices** that they can quickly adopt as part of their operations.
- In addition, **practical and sector-specific information, training and ideas** about what the circular economy could be in the company are needed.

C₃ O₁ N₁ S₁ U₁ M₃ E₁

L₁ E₁ S₁ S₁

S₁ H₄ A₁ R₁ E₁

B₃ E₁ T₁ T₁ E₁ R₁

In accommodation business?

- Environmental practices related to energy, water and waste.
- Switching to renewable energy, sorting and recycling waste and reducing water consumption
- Recycling of furniture and textiles and utilization of recycled materials in bedding and towels, replacing single-use packaged toiletries with durable packaging/dispensers and reducing the use of plastic in these
- Maximizing the use of accommodation facilities during the low season for purposes other than accommodation



In restaurant business?

- Sustainable procurement for raw materials and reducing food waste
- The raw materials are bought from local producers, fishermen, hunters and berry growers, or these can be grown yourself.
- Old products with a best-before date in stores can also be used as raw materials.
- It is essential to create healthy portions of local seasonal foods, to offer a wider variety of portion sizes or fewer options on the menu, and to increase consumer awareness of food waste.
- Reducing plastic waste and recycling packaging waste.
- Utilization of digital platforms in selling surplus food to consumers.
- Companies can purchase used furniture, dishes and cutlery.
- It is possible to make work clothes and restaurant textiles from recycled material



In activity services?

- So-called zero waste trips, where no waste is generated during the trip. For example, single-use plastics or containers are not used on the trip, and all packaging waste is minimized.
- Using shared equipment as much as possible, and transportation is done sustainably, for example by preferring electric bikes.



Cultural heritage?

- It is also about preserving and presenting cultural heritage, reusing buildings and keeping them "alive" by utilising them for new uses.
- Circular economy is the restoration of culturally and historically valuable sites and buildings and their use in tourism.
- In addition, utilising other underutilised buildings such as private holiday homes and increasing their utilization rate is related to the same theme.



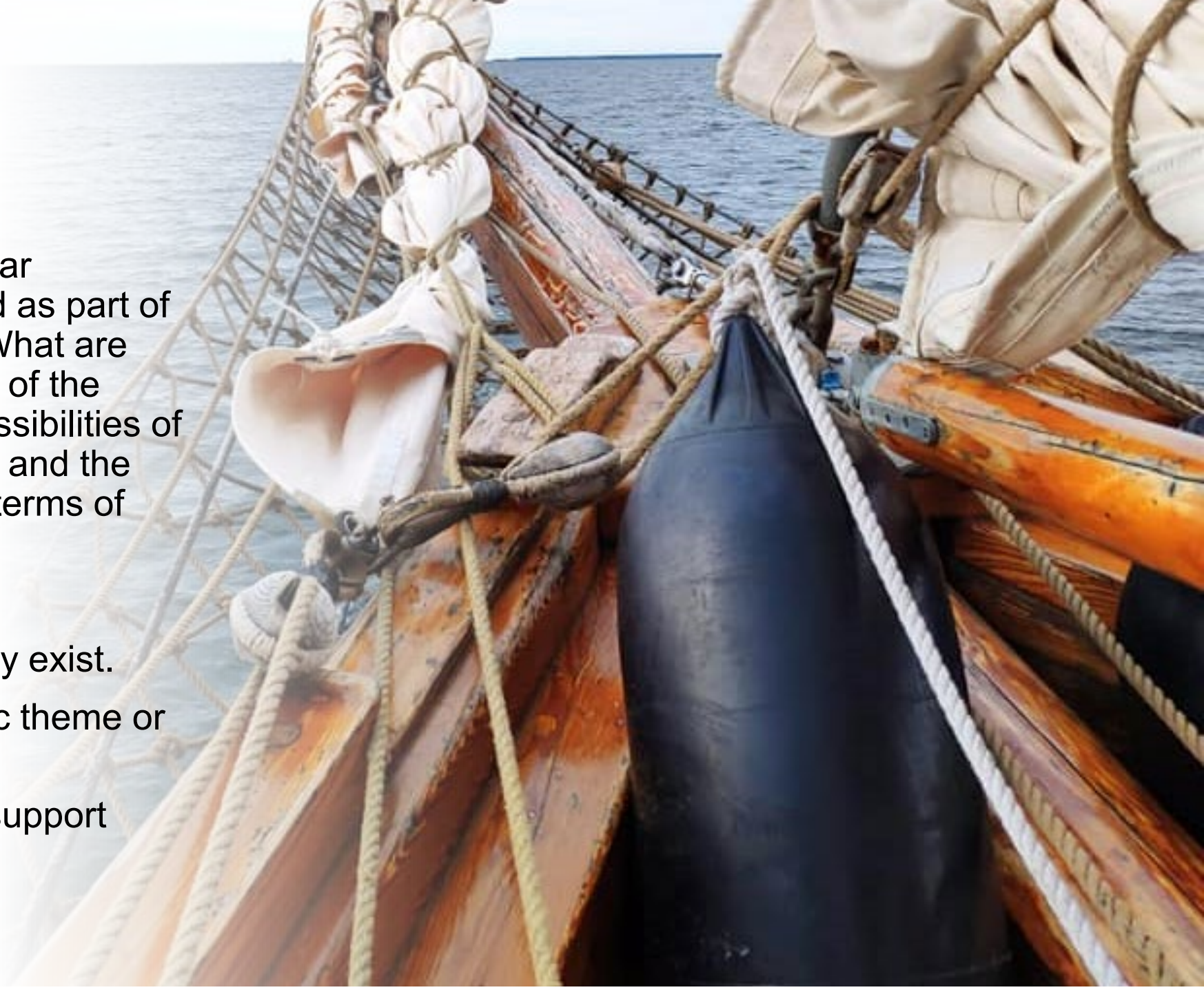
Digitalisation?

- The circular economy also strongly includes the sharing economy, i.e., the sharing, buying, renting, exchanging and lending of various activities using, for example, digital platforms.
- In tourism, this means, in addition to accommodation facilities, for example the rental of vehicles and recreational equipment, as well as many opportunities for producing and offering tourism experiences based on locality and everyday life.



How?

1. Choose your own goal.
2. Think about how the circular economy will be integrated as part of the company's strategy? What are the benefits and obstacles of the circular economy? The possibilities of the operating environment and the most important options in terms of the company's business?
3. Identify the baseline.
4. Identify actions that already exist.
5. Start small - take a specific theme or activity to start from.
6. Identify partnerships that support operations.



Value chains?

- In tourism, the circular economy requires the formation and reformulation of value chains and partnerships, cooperation and commitment.
- Identifying the actors in the value chains and thereby understanding the possibilities of the circular economy is essential.
- The value chain strongly includes e.g., food production, craftsmen, logistics.



Increase customers awareness!

- In the tourism industry, the production and consumption of services cannot be separated, because the customers themselves are involved in the service process.
- This is the reason why customers are in a significant position as promoters of the circular economy, and they can influence the transition of the industry towards a circular economy with their choices.
- It is essential for entrepreneurs to increase customers' awareness of the circular economy by informing them about their company's circular economy activities.



Aitäh!