

Trainer's Guide

MODULE 2 Circular tourism

Session 1: Introduction to circular economy in tourism

Session 2: Circular business models and practices

1. INTRODUCTION TO THE TOPIC

What is circular tourism?

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. These negative impacts highlight the need to shift towards circular economy in tourism. In general, circular economy is an economic model that aims at an in-depth transformation of the way resources are used; resources are reused and kept in a loop of production and usage. Therefore, circularity is an important tool for tourism companies to achieve sustainable development. It brings positive environmental impacts by increasing resource-efficiency of their operations.

Learn how to kick-start your circular transformation journey!

Key concepts

circular tourism, resource use, resource-efficiency, circular tourism principles, circular business model, circular practices, circular transformation

2. LEARNING OUTCOMES

LEARNING OUTCOMES	
	Participant
1	understands the concept of circular economy and its main characteristics in tourism.
2	analyses the features of circular business models and practices in tourism.
3	understands how a tourism company can start its circular transformation journey.

3. INTRODUCTION TO THE MODULE

a. Sessions

This module consists of *two sessions* as follows:

- 1) Introduction to Circular Economy in Tourism. This session explores the concept of circular economy and its main characteristics in tourism from a tourism company perspective.
- 2) Circular Business Models and Practices. This session increases understanding on circular business models and practices as well as how to start a circular transformation journey.

b. **Content**

This module consists of the following contents:

- 1) Two sets of lecture slides, one per session, on the key points with best practice examples
- 2) A case study related to how circular economy is applied in a tourism company
- 3) A list of videos and online reading materials

c. **Activities**

This module contains the following activities:

- 1) Business case. In the material package you will find a separate file with a business case: "Restaurant Circle: A zero-waste restaurant". This activity is related to *session one* and its lecture slides. In the last slide of the session one slide set you will find questions to reflect the contents of the case.
- 2) Discussion about designing a circular initiative in a tourism company. This activity is related to session two and its lecture slides. In the last slide of the *session two* slide set you will find questions to reflect with your participants.

d. **Sources and additional reading material**

Videos

- Ellen MacArthur Foundation. Explaining the Circular Economy and How Society Can Re-think Progress. <https://www.youtube.com/watch?v=zCRKvDyyHml>
- Financial Times. Circularity beyond sustainability: circular business models drive resilient growth. https://www.youtube.com/watch?v=_orIAvtY-CQ
- Ellen MacArthur Foundation. Living within planetary boundaries: the circular economy. <https://www.youtube.com/watch?v=bNNxKMPw6Do>
- SusRur project. Circular economy models for sustainable tourism. <https://www.youtube.com/watch?v=FNCAduQ5t7Q>

Additional reading

- BeCULTOUR project. Circular cultural tourism handbook. <https://becultour.eu/sites/default/files/2024-01/BeCULTOUR-guidebook-final.pdf>
- CEnTOUR project. Circular economy best practices in the tourism industry. https://circulartourism.eu/wp-content/uploads/2021/04/Centour_bestpractices_handbook18032021.pdf

- Einarsson S. & Sorin, F. (2020) Circular Economy in travel and tourism: A conceptual framework for a sustainable, resilient and future proof industry transition. CE360 Alliance.
<https://circulareconomy.europa.eu/platform/sites/default/files/circular-economy-in-travel-and-tourism.pdf>
- Incircle project. Circular tourism self assessment.
<https://www.incircle-kp.eu/self-assessment/>
- Manniche et al., (2017). Destination: A circular tourism economy. Cirtoinno project.
https://circulareconomy.europa.eu/platform/sites/default/files/cirtoinno-handbook_eng-rev.-4.pdf

e. Other remarks

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