

ASERS

Journal of Environmental Management and Tourism

Quarterly

Volume XVI

Issue 3(79)

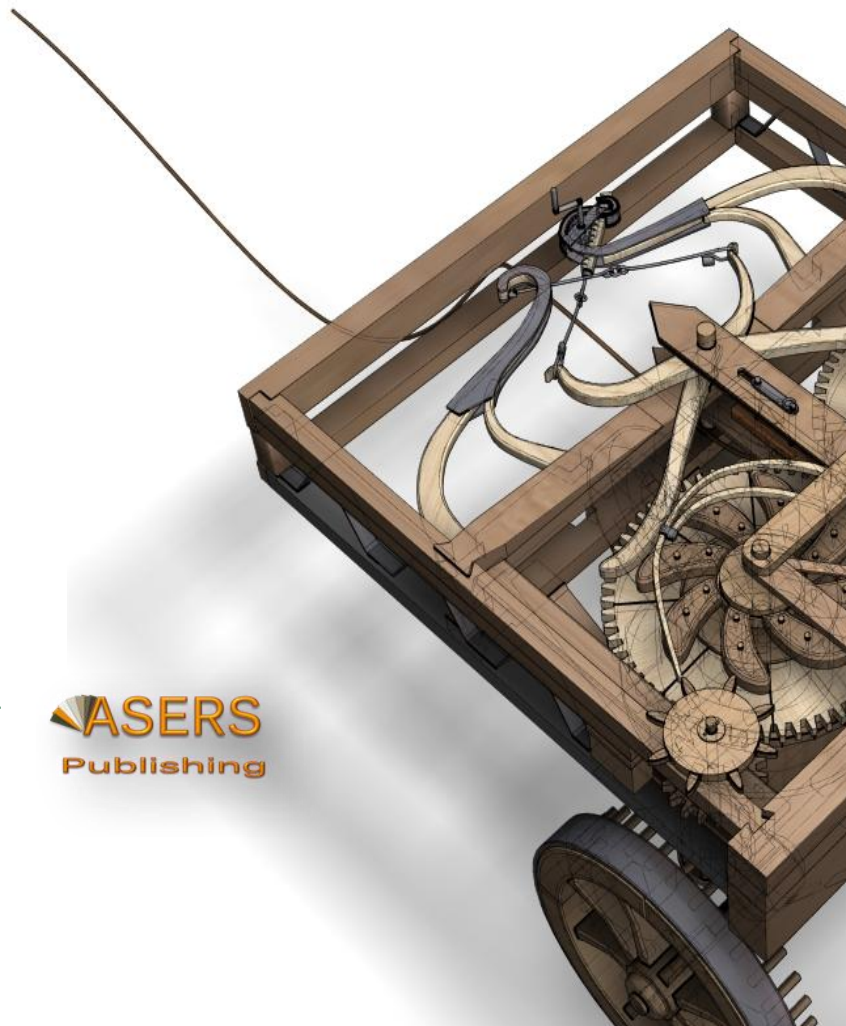
Fall 2025

ISSN 2068 – 7729

Journal DOI

<https://doi.org/10.14505/jemt>

 **ASERS**
Publishing



Editor in Chief:

Ramona Pirvu,
University of Craiova, Romania

Co-Editor:

Cristina Mihaela Barbu,
Spiru Haret University, Romania

Editorial Advisory Board:

Omar Abdelnaser, University Sains
Malaysia, Malaysia

Huong Ha, Singapore University of Social
Sciences, Singapore

Harjeet Kaur, HELP University College,
Malaysia

Janusz Grabara, Czestochowa University of
Technology, Poland

Vicky Katsoni, Technological Educational
Institute of Athens, Greece

Sebastian Kot, Czestochowa University of
Technology, The Institute of Logistics and
International Management, Poland

Andreea Marin-Pantelescu, Academy of
Economic Studies Bucharest, Romania

Piotr Misztal, The Jan Kochanowski
University in Kielce, Faculty of Management
and Administration, Poland

Agneszka Mrozik, Faculty of Biology and
Environmental Protection, University of
Silesia, Katowice, Poland

Chuen-Chee Pek, Nottingham University
Business School, Malaysia

Roberta De Santis, LUISS University, Italy

Fabio Gaetano Santeramo, University of
Foggia, Italy

Dan Selişteanu, University of Craiova,
Romania

Lesia Kucher, Lviv Polytechnic National
University, Ukraine

Lóránt Dénes Dávid, Eötvös Loránd
University, Hungary

Laura Ungureanu, Spiru Haret University,
Romania

Gabriela Antoşová, Humanitas University,
Poland; Analyst, Prague Innovation Institute,
Czech Republic

Omar Abedalla Alananzeh, Faculty of
Tourism and Hotel Management, Yarmouk
University, Jordan

Marco Martins, Polytechnic Institute of
Tomar, Portugal

Konstantinos Antoniadis, University of
Macedonia Thessaloniki, Greece

ASERS Publishing

<http://www.asers.eu/asers-publishing>

ISSN 2068 – 7729

Journal DOI: <https://doi.org/10.14505/jemt>

Table of Contents

1	Environmental Challenges and Innovations in the Asia-Europe Rail Transport Corridors in the Context of the ESG Concept <i>Miroslaw Antonowicz, Jakub Majewski</i>	191
2	The Place of Technology in the Evolution of Modern Trade Fairs <i>Anita Proszowska</i>	206
3	The Environmental CSR Awareness-Satisfaction Paradox: Understanding Customer Perceptions and Behavioural Intentions in Hospitality Services <i>Huzaifa Ahmad</i>	218
4	Impact of Marketing Activities on the Image of an Energy Company: A Case Study of Electricity Suppliers in Poland <i>Jakub Dąbrowski, Edyta Gołąb-Andrzejak</i>	227
5	Expo 2020 Dubai as Experiencescape to Build Image of Exhibiting Countries: Perspective of Polish Pavilion Personnel <i>Marcin Gębarowski</i>	237
6	Sustainable Marketing in the Sharing Economy: Strategies for Promoting Responsible Consumption <i>Justyna Ziobrowska-Sztuczka, Maciej Lewandowski</i>	250
7	Examining the Impact of Demographics, Travel Patterns, and Awareness on Sustainable Tourism and Cultural Preservation in Coastal Karnataka <i>Bhaskar Sailesh, Nagarjun Nayani</i>	264
8	Tourism and Circular Economy: A Case Study from Kumaon Himalayas <i>Syed Asghar Mehdi</i>	279
9	Tourism and Inequality in the European Union: Exploring the Determinants of Tourism Spending through a Multivariate Approach <i>Alicja Grzenkowicz</i>	287
10	Insights from Malaysian World Heritage Sites on Heritage Sustainability <i>Geetha Krishnapillai, Filzah Md. Isa</i>	301
11	Mental and Hedonistic Determinants Shaping Physical Activity Engagement among Generation Z <i>Zygmunt Waśkowski, Liwia Delińska, Tomasz Wanat</i>	323

Tourism and Circular Economy: A Case Study from Kumaon Himalayas

Syed Asghar MEHDI

Department of Hospitality and Tourism Management

Faculty of Management and Commerce

Mangalayatan University, India

ORCID: 0009-0005-2070-3445

syed.mehdi@mangalayatan.edu.in

Article info: Received 21 July 2025; Received in revised form 30 July 2025; Accepted 7 August 2025; Published 29 August 2025. Copyright© 2025 The Author(s). Published by ASERS Publishing 2025. This is an open access article distributed under the terms of CC-BY 4.0 license.

Abstract: This study explores the integration of circular economy principles into the tourism sector, presenting a shift from the traditional linear model of "take, make, dispose" to a more sustainable and regenerative framework. The circular economy emphasizes reducing waste, reusing resources, and promoting sustainable consumption, making it highly relevant for tourism, a sector with high resource intensity and environmental impact. The objective of this Study is to qualitative and practical establishment of principles of tourism circularity in one of the untapped tourism zones of Uttarakhand State through Local Community Involvement. The paper outlines the theoretical foundations of circularity and applies them to tourism through strategies like resource efficiency, waste minimization, sustainable infrastructure, and local community engagement. Glancing through the case studies of current circular practices in Amsterdam and luxury resorts in the Maldives and Thailand – the design of the study establishes the community-driven initiatives in the Chhera Village of Kumaon Himalayas as the primary research of the author – demonstrating the successful positioning of local communities induced circular tourism as a practically feasible transformative approach capable of addressing the environmental and socio-economic challenges facing the global tourism industry towards strategizing for a regenerative future. The study has the limitation of reciprocating the results in the Mountain communities or more aptly the Himalayan regions. The paper is the practical attempt towards the shift from the traditional linear model to a more sustainable and regenerative framework towards the better society and environment along with sustainable tourism growth.

Keywords: circular economy; sustainable tourism; case study; resource management; community-based tourism; waste valorization.

JEL Classification: L83; Z32; Q01.

Introduction

The circular economy is a model that focuses on minimizing environmental impact – minimizing waste, reducing resource consumption, minimizing pollutions and CO₂ emissions and keeping products and materials in use for as long as possible. Unlike the traditional linear economy of "take, make, dispose," the circular economy emphasizes reducing, reusing, and recycling. It focuses on designing products for durability, repairability, and reuse, aiming to minimize waste by using materials that can be regenerated. In the Industrial Ecology, waste from one process becomes input for another, promoting closed-loop systems. The linear economy system is built on the model of raw material extraction from nature, converting them into products and design, then discarding them as waste (UNDP 2023). The concept of circular economy is based on three principles, namely, (a) Eradicate waste and pollution, (b) Reuse products and materials till they achieve their highest value, (c) Refurbish nature (Ellen MacArthur Foundation, 2020). The circular economy is a model where production and consumption activities include reusing, regenerating, improving, recycling, and sharing materials and products for as long as they remain usable (European Parliament, 2023), thereby, extending the life cycle of product. Circularity thus entails separating economic growth from the continuous consumption of natural resources and production outputs. Therefore, circular economy also tackles other problems like pollution, climate change and loss of biodiversity. It is the basis of building the sustainable economy.

The circularity is taking the centre stage across industries. The circular economy principles are particularly relevant for tourism sector, as the sector is heavily interlinked with other sectors, such as transportation, consumer goods, food, construction, and waste management (Global Destination Sustainability Index, 2017). During the process beginning from traditional tourism, the tourism sector has adopted several forms of new tourism concepts, such as ecotourism, and sustainable tourism, nature-based tourism, and the more recent applying the principles of circular economy into the tourism sector. Tourism is resource-intensive and often produces a significant amount of waste. The circularity in tourism is complex in terms of its practicality coupled with economic benefits. The tourism-as-a-development-tool for the growth of local communities' induced sustainable tourism is the initiation of circularity in tourism that this study strives to establish. The sustainable tourism commonly has been advocated as an alternative to traditional natural human resource-based economic development and further the local communities supported Tourism sector is the best tool for sustainable economic growth, reducing poverty and generate employment opportunities.

Until 2019, tourism was the world's third-largest export category, generating USD 1.7 trillion in revenues, following fuels and chemicals (UNWTO, 2020). The tourism industry contributing 9.1% to the total global GDP remains a key pillar of the global economy. On the other hand tourism sector is also one of the largest contributors to the employment. In 2023, the Travel & Tourism sector directly generated 120.8 million jobs, accounting for 3.7% of total employment. Tourism supported approximately 329.6 million jobs in 2023, representing 10.0% of global employment combined for both direct and induced employment (WTTC, EIR, 2023). The tourism sector in the next decade shall be single largest impact factor to sustainable and circular economy planning. Globally the tourism is currently practiced on the linear economic model – growing energy demands, high waste generation, high water consumption and uncontrolled wastewater discharges as well as increasing global greenhouse gas (GHG) emissions. Gössling and Peeters (2015) have projected in their study that future tourism resource consumption of water, food, land, energy and emissions will double within the next 25 to 45 years. Gössling (2015) has shown that tourism is responsible for 8% of global GHG emissions which shall more than double in the same period. Similarly the energy consumption is also slated to more than double in this period as shown by number of studies (UNWTO, 2008). Pirani and Arafat (2014) in their studies on the solid waste generation, especially single-use consumer goods and food waste in hotels and restaurants account for 60% and 40% respectively of all solid waste generation in tourism. Further, the seasonal nature of Tourism in the respective destinations put additional stress on Waste management systems as well as stress on resource allocation to local communities in these peak tourism seasons.

1. Research Background

The people centric Tourism sector needs increasing alignment with the concept of Circular Economy as a strategy for promoting sustainability and reducing environmental impact. Being people centric where people are both the consumer and the product who are moving to tourism destination for luxury and indulgence hence making the sector linear and wasteful (Pine & Gilmore, 1998). Beginning with circular behavior adaptability of the people in tourism, the circular economy principles must aim to close the loop on resource consumption, promote the reuse and recycling of materials while fostering more sustainable and regenerative systems within tourism practices. There are various studies that explore consumer perceptions of circular economy practices in tourism, such as eco-friendly hotels and sustainable travel options. It emphasizes the importance of consumer awareness in promoting circular practices (Rodríguez, Florido, & Jacob, 2020).

The Circularity in Tourism can be achieved in multiple ways such as achieving Resource Efficiency or reducing energy, water, and material consumption, waste minimization or decreasing waste production by reusing and recycling materials. Gössling & Peeters (2015) addresses the environmental impact of tourism, providing insights into the potential for a circular economy to reduce emissions in tourism-related activities. It suggests that sustainable tourism initiatives could reduce tourism's carbon footprint through waste minimization and energy efficiency. It is thus imperative to establish the discussions around the sustainable tourism practices and linking circular economy principles in the tourism industry. Buckley (2012) highlights the importance of reducing tourism's impact through efficiency in resource usage. Sustainable mobility or integrating green transport solutions such as electric vehicles or shared transport, circular supply chains or encouraging local sourcing and reducing the carbon footprint of products, product life extension or designing products and services in such a way that they have a longer lifespan (e.g., eco-friendly hotels and sustainable food systems), Regenerative practices or fostering regenerative practices like eco-tourism or community-based tourism that rebuild local environments and economies.

There shall be attempts to explore the case studies on circular practices in destinations, such as waste recycling and renewable energy integration that have helped improve sustainability in the tourism sector. One such example of case study of the ever-rising Mediterranean tourism destinations that must adopt to circular economy principles is provided by Rossana & Teodoro (2024) in order to improve sustainability outcomes in these regions. The destinations should adopt the set of guidelines for tourism stakeholders to implement circular strategies such as sustainable resource management and eco-friendly policies. Feiya, Tao, & Shanhui (2020) in their article shares the conceptual framework for integrating circular economy into tourism management.

Further as the author of this study has shown immensely in his research on the Tourism through Local Communities (Mehdi, 2013) and the rural communities in their role towards practical sustainable tourism business model in one of the village in Pithoragarh, Kumaon Himalayas (Mehdi, 2018). Emphasizing on similar lines, Krittayaruangroj, Suriyankietkaew & Hallinger (2023) focuses on the role of local communities in adopting circular economy principles within tourism destinations highlighting the community-driven initiatives like waste management programs and the promotion of local crafts. Furthering feasible modeling of the intersection between circular economy and tourism, as well as on the sustainable and potential economic benefits for tourism businesses adopting circular practices, including cost savings and brand differentiation is the need of the time (Manniche, Larsen, & Broegaard, 2021).

Geissdoerfer, *et al* (2017) had laid down the theoretical foundation for circular economy concepts, examining the various types of circular business models and their applications, including in sectors like tourism. In the context of tourism, the principles of circularity can be applied in tourism sector in several ways. Tabora (2025) suggests for Sustainable Design of Tourist Infrastructure – Hotels, resorts, and other tourist facilities can adopt circular principles by using sustainable materials, implementing energy-efficient technologies, and ensuring the ability to recycle or repurpose components at the end of their life cycle. Large tourist infrastructures should mandatorily have the system where water is treated and reused and the restaurants therein are advised to adopt biodegradable or recyclable packaging, reducing their environmental footprint. Local Community participation for creating tourists facilities should be encouraged. Circular tourism also promotes the use of local, sustainable products. A circular economy approach, for instance, might involve hotels sourcing food from local farmers who also follow sustainable practices, or tourists buying locally made eco-friendly souvenirs instead of mass-produced items. Local Sourcing and Sustainable Products forms the key to adopting the circular practices in tourism (Denia, *et al.* 2025). Tourism thus must go a step further than the reduce, reuse and recycle to regenerative tourism by focusing on improving and restoring ecosystems rather than just minimizing damage, hence forth the community engagement becomes all the more important towards improving the local environment.

The encouragements to Community-Based Tourism towards Small-scale, locally run initiatives where tourists stay with local families, learn about traditional crafts, and contribute to community projects, which this case study focuses in the Himalayan context, along with the regenerative activities like volunteering for reforestation, destination clean-ups, or helping to preserve historical landmarks – that can be made possible through Community based tourism to derive the best of sustainable tourism benefits related to socio economic and environmental benefits.

The mountains are fragile more so in the case of Himalayas of Uttarakhand region where this study is highly concentrated. The recent flash floods of August 5, 2025, in Uttarkashi, a religious Hindu yatra tourism sector has washed away an entire village. This calls for more effort to be put into the sustainable development of the mountain destinations and the local communities. There are numerous studies (Romeo *et al.* 2021) that highlight the important role the responsible sustainable tourism can play in valuing the ecological cultural, natural and social heritage of mountains and its communities; and to furthering to steps to circular mountain tourism by promoting sustainable supply chain systems and adding value to local products. The European examples of the National Association of Mayors in Mountain Resorts (ANMSM) and Mountain Riders association adopting the “Zero Waste Mountain 2030” charter towards the path to a sustainable circular economy (Mountain Planet, 2025) can be well replicated in the Himalayan Mountain destinations, hence this study acquires all the more importance to be understood and practiced.

2. Research Methodology

The objective of this Study is to qualitative and practical establishment of principles of tourism circularity in one of the untapped tourism zones of Uttarakhand State through Local Community Involvement. The study identifies the problems connected with such practical idea of tourism circularity that can be

- Transitioning to a circular model might require significant investment, such as upgrading facilities or developing new sustainable products and services.

- Creating willingness and awareness to adopt to sustainable tourism practices towards the long-term benefits as well as educating the consumers to support such businesses.
- Inculcating the practice for recycling and waste management in the local communities willing to practice circularity in tourism business
- Tackling the problems in establishing closed-loop systems across the tourism supply chain.

3. Circular Tourism Initiatives

Across the globe, a growing number of tourism businesses and destinations are embracing circular economy principles to reduce environmental impact and foster sustainability. Below are some noteworthy case studies that highlight how these concepts are being successfully applied in practice.

One of the leading examples of circular tourism can be found in Amsterdam, Netherlands, a city recognized internationally for its commitment to circular economy practices. Through its 'Amsterdam Circular Strategy 2020–2025', the city is working towards a long-term goal of achieving a zero-waste tourism model. A significant part of this strategy focuses on comprehensive recycling and waste management systems within the tourism sector. Many hotels and restaurants in Amsterdam have adopted green waste practices and are certified under the *Green Key* program, a label awarded to environmentally responsible tourism businesses. Beyond waste management, Amsterdam also champions sustainable transportation. Cycling is not just encouraged - it is embedded in the urban fabric as the primary mode of travel for both residents and tourists. The city further promotes electric bikes, energy-efficient public transit, and electric boats for sightseeing tours, reducing carbon emissions across the board. Circularity is also evident in the hospitality sector. For example, Conscious Hotels, a chain of eco-conscious accommodations in Amsterdam, incorporates sustainable materials in both construction and interior design, utilizes energy-efficient systems, and actively reduces waste through recycling and composting initiatives. Guests are invited to participate in these sustainability efforts, reinforcing a culture of environmental responsibility.

Another inspiring example is Soneva Resorts, a luxury eco-tourism brand operating in the Maldives and Thailand. Soneva has embedded circular economy principles into every facet of its operations, transforming its resorts into self-sustaining ecosystems. One of its most innovative practices involves waste-to-energy conversion, where organic waste generated on-site is processed into biogas. This clean energy source is then used for cooking and powering various resort facilities. Soneva relies primarily on solar energy, supported by renewable backup systems to ensure a continuous supply of clean power. The resorts operate closed-loop water systems that include advanced filtration and desalination processes, eliminating the need for single-use plastic water bottles and reducing freshwater extraction. The company also prioritizes local sourcing by partnering with nearby farmers and artisans, thereby lowering carbon footprints and supporting local economies. Environmental restoration is another key component of Soneva's mission. In the Maldives, for example, the brand has invested in coral reef rehabilitation and marine biodiversity programs, while also advocating for responsible fishing practices in nearby communities.

Iceland's circular eco-lodging initiatives provide yet another excellent illustration of how remote and off-grid accommodations can operate sustainably by adopting circular principles. Designed for self-sufficiency, these eco-lodges function off-grid, drawing all their energy needs from renewable sources like wind turbines and solar panels. This ensures that guests enjoy a low-impact stay even in some of the country's most isolated natural areas. Water conservation is addressed through closed-loop systems that collect, purify, and reuse water for various needs, while wastewater is treated and either reused or converted into compost. The lodges themselves are constructed from local materials such as sustainably harvested timber and volcanic rock, which reduces the environmental impact associated with transportation and building materials. Waste is carefully managed through composting toilets and the transformation of organic waste into biogas, which is then used for heating and cooking. These systems not only reduce reliance on fossil fuels but also demonstrate how circular design can enhance the guest experience while protecting fragile ecosystems.

These initiatives underscore the potential for circular economy principles to transform the tourism sector into a more regenerative and environmentally responsible industry. By focusing on waste reduction, resource efficiency, renewable energy, and community engagement, these destinations and businesses serve as models for future-oriented tourism development.

4. The Himalayan Case Study in Circular Tourism

4.1 The Rhythm Camp Resort project in Village of Pithoragarh, Kumaon Himalayas

The primary research project of the author, where tourism circular economy principles were applied to local communities, focuses on creating a closed-loop system where resources were reused and waste was minimized, benefiting both the environment and the community. These efforts culminated towards fostering the sustainable tourism by minimizing negative impacts and enhancing the positive economic, social, and environmental benefits. The objectives of this study were to support and promote sustainable tourism infrastructure, facilities and products in one of the untapped tourism zones of Uttarakhand State through Local Community Involvement in the Kumaon region of Uttarakhand, which can be in today's terminology be defined as Circular Tourism initiatives with and by the Local Communities. The study carried out through community-based Tourism Swiss Camp project undertaken at the Chhera Village, in the summers of 1996-97, with around 20 extended households. The Camp by the name RYTHM Camp (Acronym for 'Round the Year Tourism and Holiday Management') was managed and operated by the Local village community led by the researcher. The tourism so developed by promoting Local Communities induced tourism product development.

The research has started with the identification of a remote hill destination after studying and on the lines of Camp Resorts being developed at Himachal (Banjara Camp, Shoja Camp, etc.) and Kumaon (Saattal and Corbett Camps). The major limitations with the existing Camps were the non involvement of the local community which Rythm Camp successfully employed. The extensive identification around Pithoragarh district town with informal interviews with the villages led to identification of two ready villages one at Bhalot (around 15 Kms before entering Pithoragarh town with last 5 kms through non metalled or kutcha narrow road passing through the oak forests) and other at Chhera Village (8 Kms after crossing the Pithoragarh town, if travelling from Champawat or Almora – the last 2 kms through non metalled but good motor able road). The Camp in the first two year of operation were managed and operated by the Local village community led by the researcher. The proposal was next submitted to the Fast Travel Bureau who financed it as the commercial venture. The researcher has stayed and worked with local communities at the Pithoragarh area for continuous two years. The author of the study had successfully implemented local communities' supported circular tourism with the at least the below objectives

- Involving local residents in the planning, implementation, and revenue generation opportunities along with preserving and showcasing their culture and traditions. Promoting Local Entrepreneurship was the key for growth.
- Promoting responsible tourism choices, such as choosing locally sourced food, supporting community-based businesses, and reducing single-use plastics, promoting the creation of inclusive local value chains.
- Fostering increased revenue for local businesses while bolstering the local economy.
- Attracting eco-conscious tourists and fostering a positive image of the destination as a sustainable place to visit.

The local communities driven tourism project successfully created and established

a) Accommodation: A two way system with basic hospitality skilling was created

1. Initially setting Camp based Tourism, and

2. Subsequently, local community residents hosting the tourists in their decked up portion of their house with basic comforts as the guests require particularly for those who wanted alternative to Camps or during the winters

The RYTHM Camp at Chhera Village, Pithoragarh



b) Transportation: Utilizing the local transporters (few of whom were earlier plying between the village and Pithoragarh town) vehicles' and skilling on the day tour itineraries and as a result in increase in off-road / commercial Vehicle owners' in the village.

c) Foods and crafts: Food and crafts generated considerable profits for the local population, the volume production and delivery at set quality standards were set and delivered by locals both in the kitchen of Camp and Local community residents' houses serving as Guests' stays.

d) Tourism Activities: The project partnered with the local youth promoted 'Soar Adventure Club' towards planning and executing the soft to medium trekking programs on visitors' itineraries and at the same time developed free training events to promote environmental awareness amongst the villages around the Pithoragarh town.

e) Promoting local products for visitors as souvenirs: Supporting the substitution of locally-grown and locally manufactured products. Products can include food, furnishings, guest amenities and other local handicraft items.

f) Communities' small businesses: Helping set up small local shops with items of tourists' daily importance as well as selling local handicrafts from the proceeds received from tourism activities in the village. Contracting locals to provide variety of services from laundry and gardening to transportation and maintenance.

g) Revenue Earnings: Above all, almost 20 extended families in the Chhera Village collectively earned a considerably extra income.

A furnished summer tent accommodation



Author amongst Communities' based Activities



Conclusions

During the process beginning from traditional and mass tourism, the tourism sector has adopted several forms of seemingly new tourism concepts, such as ecotourism, and sustainable tourism, nature-based tourism, and the more recent applying the principles of circular economy into the tourism sector. The circularity in tourism is complex in terms of its practicality coupled with economic benefits. The tourism-as-a-development-tool for the growth of rural or local communities' induced sustainable tourism is the initiation of circularity in tourism that this study has successfully established. Such the practical and sustainable tourism albeit on a low scale can be advocated as an alternative to traditional tourism development and further the local communities supported

tourism sector is the best tool for sustainable economic growth, reducing poverty and generate employment opportunities.

The case studies highlight the growing trend of circular tourism across various regions and types of businesses. From luxury resorts to community-based eco-tourism, the examples provided demonstrate how integrating circular economy principles can significantly reduce environmental footprints, promote local economies, and create a more sustainable future for tourism. The case study offers lessons that can be applied to both small and large-scale tourism businesses, showing that circular tourism is not only possible but also beneficial for both the environment and local communities.

The integration of circular economy principles in the tourism sector represents a promising pathway toward making tourism more sustainable, minimizing waste, reducing carbon emissions, and benefiting local communities. While challenges exist, there are many opportunities for tourism businesses to innovate and adopt circular practices that contribute to long-term environmental and economic benefits.

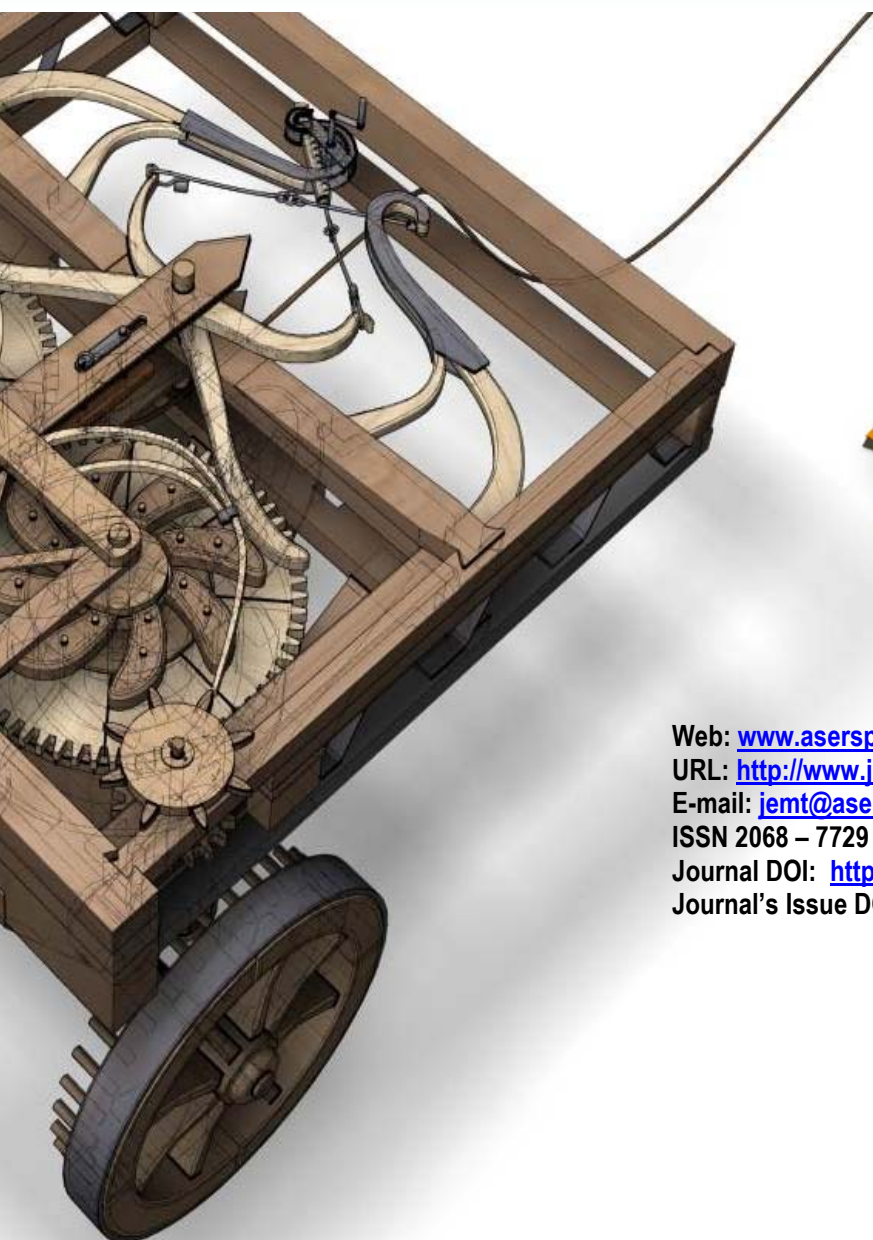
This study holds notable significance as it uniquely bridges the theoretical principles of circular economy with the on-ground, community-driven tourism initiatives in a remote Himalayan context. While circular economy in tourism is an emerging area of research, few studies have explored its real-world applicability within fragile mountain ecosystems and economically marginalized rural communities. The novelty of this study lies in its practical demonstration of how circular tourism models can be successfully implemented at a grassroots level through local community participation, sustainable infrastructure development, and regenerative practices. Through a detailed examination of the RYTHM Camp initiative in Pithoragarh, Kumaon Himalayas, the research offers a transferable framework for promoting circular tourism in other environmentally sensitive regions. It contributes both conceptually and practically to the discourse on sustainable tourism development, emphasizing the importance of integrating environmental responsibility with socio-economic empowerment. The study thereby sets a precedent for future circular tourism initiatives that aim to harmonize tourism growth with ecological preservation and community well-being.

References

- [1] Buckley, R. (2012). Sustainable tourism: Research and reality. *Annals of Tourism Research*, 39(2): 528–546. DOI: <https://doi.org/10.1016/j.annals.2012.02.003>
- [2] Denia, A, Yanez, J. & Fores, B (2025), Circular economy in the tourism sector from a family business perspective: the case of Iberostar, *Sustainable Futures*, Volume 9, DOI:<https://doi.org/10.1016/j.sfr.2025.100617>
- [3] Geissdoerfer, M., Savaget, P., Bocken, N. M. P., & Hultink, E. J. (2017). The circular economy: A new sustainability paradigm? *Journal of Cleaner Production*, 143: 757–768. DOI:<https://doi.org/10.1016/j.jclepro.2016.12.048>
- [4] Gössling, S. (2015). New performance indicators for water management in tourism. *Tourism Management*, 46: 233–244. DOI: <https://doi.org/10.1016/j.tourman.2014.06.018>
- [5] Gössling, S., & Peeters, P. (2015). Assessing tourism's global environmental impact 1900–2050. *Journal of Sustainable Tourism*, 23(5): 639–659. DOI: <https://doi.org/10.1080/09669582.2015.1008500>
- [6] Krittayarungroj, K., Suriyankietkaew, S., & Hallinger, P. (2023). Research on sustainability in community-based tourism: a bibliometric review and future directions. *Asia Pacific Journal of Tourism Research*, 28(9): 1031–1051. DOI: <https://doi.org/10.1080/10941665.2023.2276477>
- [7] Manniche, J., Larsen, K. T., & Broegaard, R. B. (2021). The circular economy in tourism: transition perspectives for business and research. *Scandinavian Journal of Hospitality and Tourism*, 21(3): 247–264. DOI: <https://doi.org/10.1080/15022250.2021.1921020>
- [8] Mehdi, S.A. (2013). Tourism through Local Communities Capacity Building – Creating Tourism Rich India. *Asian Journal of Research in Business Economics and Management*, 3 (4): 308-316 Available at: <https://www.indianjournals.com/ijor.aspx?target=ijor:ajrbem&volume=3&issue=4&article=023>
- [9] Mehdi, S.A.. (2018). *Rural Communities Himalayan Tourism*, LAMBERT Academic Publishing, Germany
- [10] Pine, B. J., & Gilmore, J. H. (1998). Welcome to the experience economy. *Harvard Business Review*, 76(4): 97–105. Available at: <https://hbr.org/1998/07/welcome-to-the-experience-economy>

- [11] Pirani, S. I., & Arafat, H. A. (2014). Solid waste management in the hospitality industry: A review. *Journal of Environmental Management*, 146: 320–336. DOI: <https://doi.org/10.1016/j.jenvman.2014.07.038>
- [12] Rodríguez, C, Florido, C, & Jacob, M (2020). Circular Economy Contributions to the Tourism Sector: A Critical Literature Review, *Sustainability* 2020, 12(11), DOI: <https://doi.org/10.3390/su12114338>
- [13] Rossana, S. Teodoro, G. Carlo, I. (2024), Circular economy and sustainable development in the tourism sector – An overview of the truly-effective strategies and related benefits, *Heliyon*, Volume 10, Issue 17. DOI:<https://doi.org/10.1016/j.heliyon.2024.e36801>
- [14] Feiya, M. Tao, X. & Shanhui, H. (2020). On the Conceptual Framework of Tourism Complex Research from the Perspective of the Theory of Complex Adaptive System. *Tourism Management and Technology Economy*, 3: 1-15. DOI: [10.23977/tmte.2020.030101](https://doi.org/10.23977/tmte.2020.030101)
- [15] Romeo R., et al. (2021). *Mountain tourism – Towards a more sustainable path*, UNWTO, Rome, FAO. DOI: <https://doi.org/10.4060/cb7884en>
- [16] Tabora, R. Vitto (2025). Advanced Design Strategies for Climate-Conscious Hotels, Asia Sustainable Travel, Retrieved from <https://www.asiasustainabletravel.com/articles/sustainable-hotel-design>
- [17] Amsterdam Circular Strategy 2020–2025. (2020). *City of Amsterdam*. Retrieved from <https://www.amsterdam.nl/en/policy/sustainability/circular-economy/>
- [18] Ellen MacArthur Foundation. (2020). *Completing the picture: How the circular economy tackles climate change*. Retrieved from <https://ellenmacarthurfoundation.org>
- [19] European Parliament. (2023). *Circular economy: definition, importance and benefits*, Topics European Parliament, May 24, 2023, Retrieved from <https://www.europarl.europa.eu/news/en/headlines/economy/20151201STO05603/circular-economy-definition-importance-and-benefits#:~:text=The%20circular%20economy%20is%20a,cycle%20of%20product>
- [20] Global Destination Sustainability Index. (2017). Sustainable Destination management: The road to a circular economy. Retrieved from <https://www.gds-index.com/uploads/extra/GDSI-The-Road-to-a-Circular-Economy-Whitepaper-v2-2017.pdf>
- [21] UNDP. (2023). What is circular economy and why does it matter? UNDP Global Climate Promise, News and Stories, April 24, 2023, Available at: <https://climatepromise.undp.org/news-and-stories/what-is-circular-economy-and-how-it-helps-fight-climate-change>
- [22] UNWTO. (2008). Climate change and tourism: Responding to global challenges. United Nations World Tourism Organization. DOI: <https://www.e-unwto.org/doi/book/10.18111/9789284412341>
- [23] UNWTO. (2020). International tourism highlights, 2020 edition. United Nations World Tourism Organization. DOI: <https://www.e-unwto.org/doi/epdf/10.18111/9789284422456>
- [24] WTTC. (2023). Economic Impact Report 2023. World Travel & Tourism Council. Retrieved from <https://wttc.org>
- *** A–Z of Soneva’s Sustainability, "Soneva Fushi's Sustainability and Environmental Initiatives". <https://soneva.com/sustainability-and-stewardship/a-z-of-sonevas-sustainability/>
- *** Green Key certification, Global eco-labeling initiative for sustainable tourism businesses. Green Key. <https://www.greenkey.global/>
- *** Green Guides, Eco Friendly Hotels in Iceland, <https://www.greenguides.net/post/eco-hotels-iceland>
- *** Mountain Planet (2025), “Zero waste in the mountains: on the path to a sustainable circular economy”, Environment, 18 March 2025, <https://www.mountain-planet.com/en/zero-waste-in-the-mountains-on-the-path-to-a-sustainable-circular-economy/>

ASERS



 **ASERS**
Publishing

Web: www.aserspublishing.eu

URL: <http://www.journals.aserspublishing.eu/jemt>

E-mail: jemt@aserspublishing.eu

ISSN 2068 – 7729

Journal DOI: <https://doi.org/10.14505/jemt>

Journal's Issue DOI: [https://doi.org/10.14505/jemt.v16.3\(79\).00](https://doi.org/10.14505/jemt.v16.3(79).00)