

Circular Economy in Philippine Tourism and Hospitality

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Siliman University



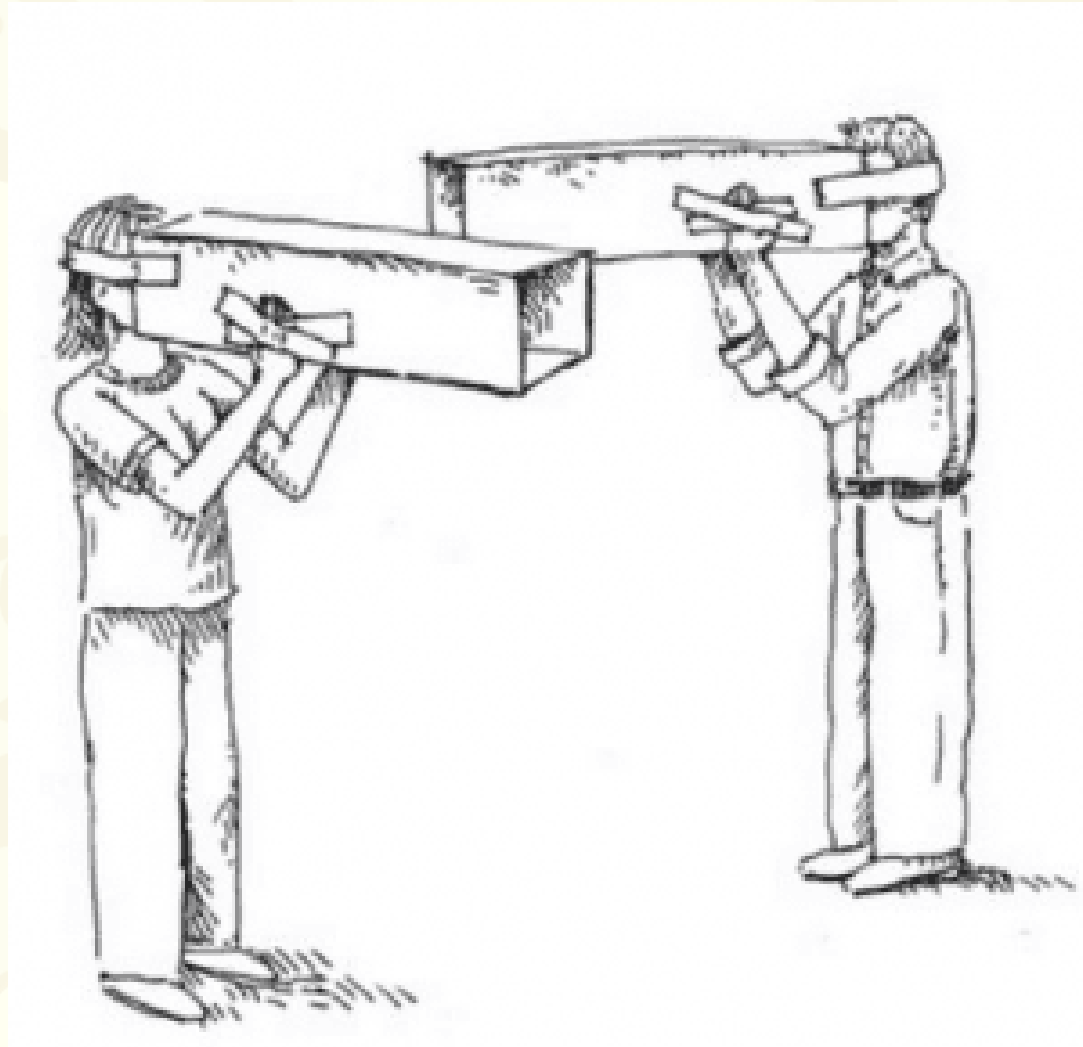
OVERVIEW OF PRESENTATION

- 1** What is Circular Economy (CE)?
- 2** What are the Principles of CE?
- 3** How can CE be applied in tourism and hospitality industry?
- 4** What can we do?



“ARE YOU OPEN MINDED?”

“TUNNEL VISION”



“This is the only end goal. This is the only way to do it.”

COVID-19 PANDEMIC: RE-IMAGINING REALITIES



=



There's no returning "back to normal"

High time to rethink the business models
and values

The pandemic gives a unique opportunity to reflect and ask important questions about the future.

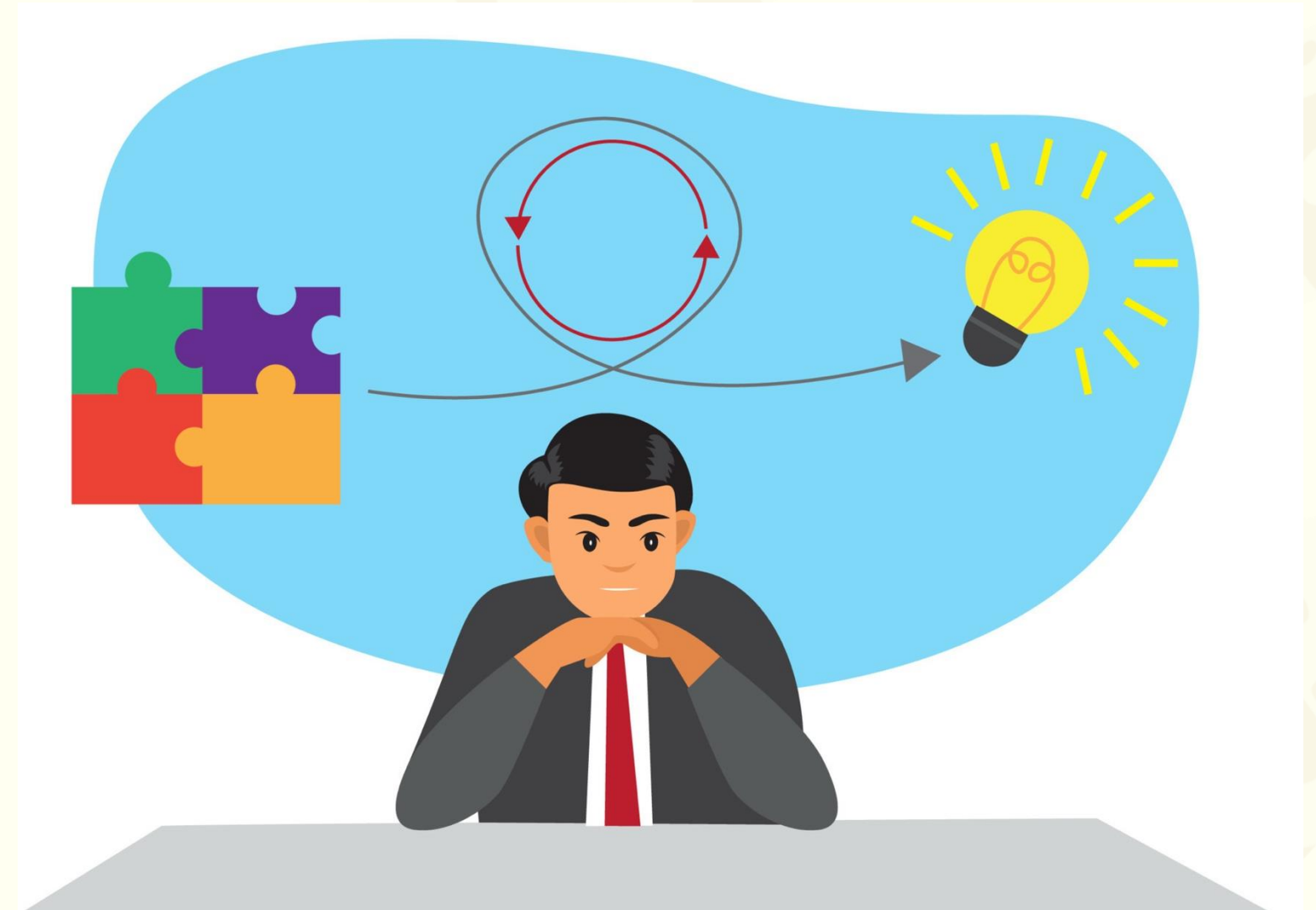


HOW CAN ONE MITIGATE ECONOMIC ACTIVITIES' ADVERSE ENVIRONMENTAL AND SOCIAL IMPACTS?

HOW CAN WE ENSURE OVERALL RESILIENCE?

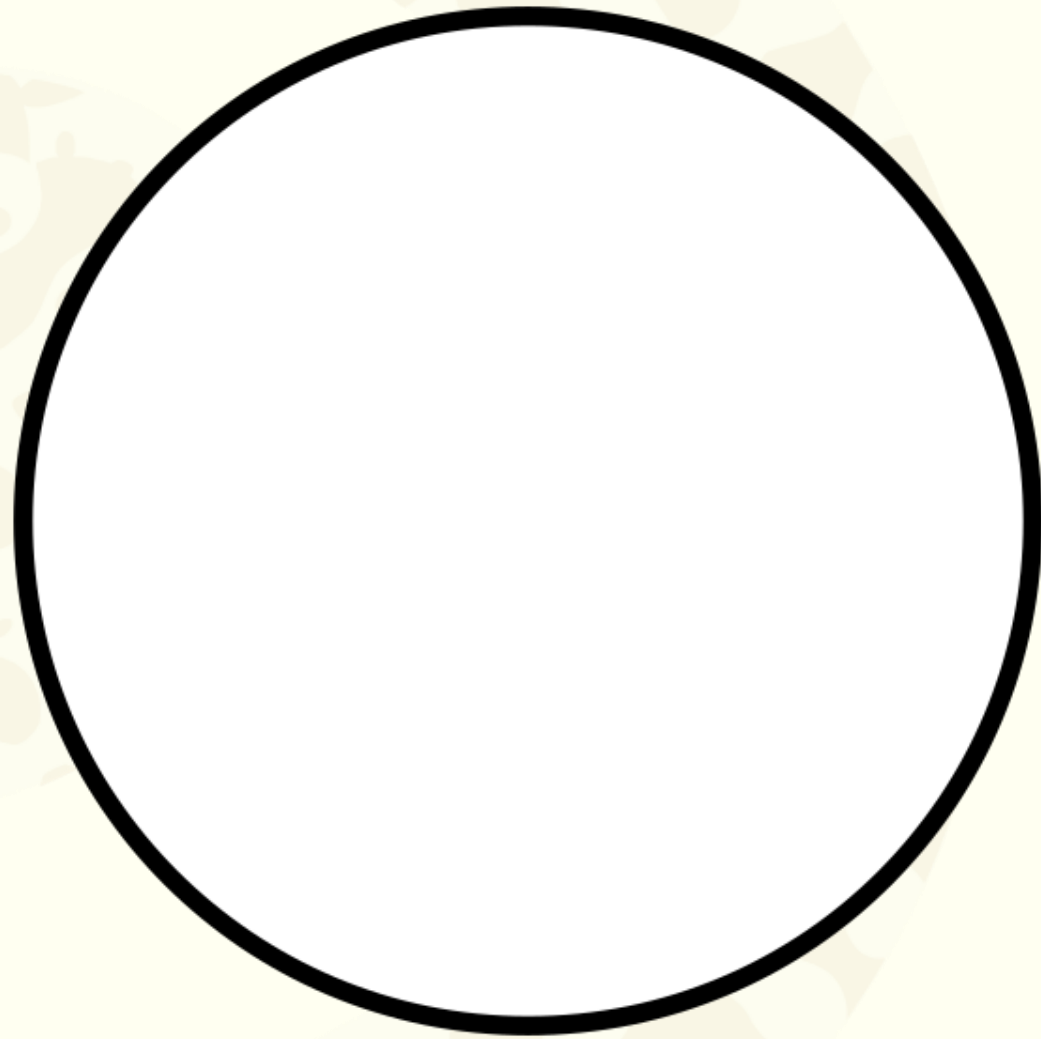
WHAT ARE THE RISKS AND OPPORTUNITIES AMIDST 21ST CENTURY SUSTAINABILITY CHALLENGES?

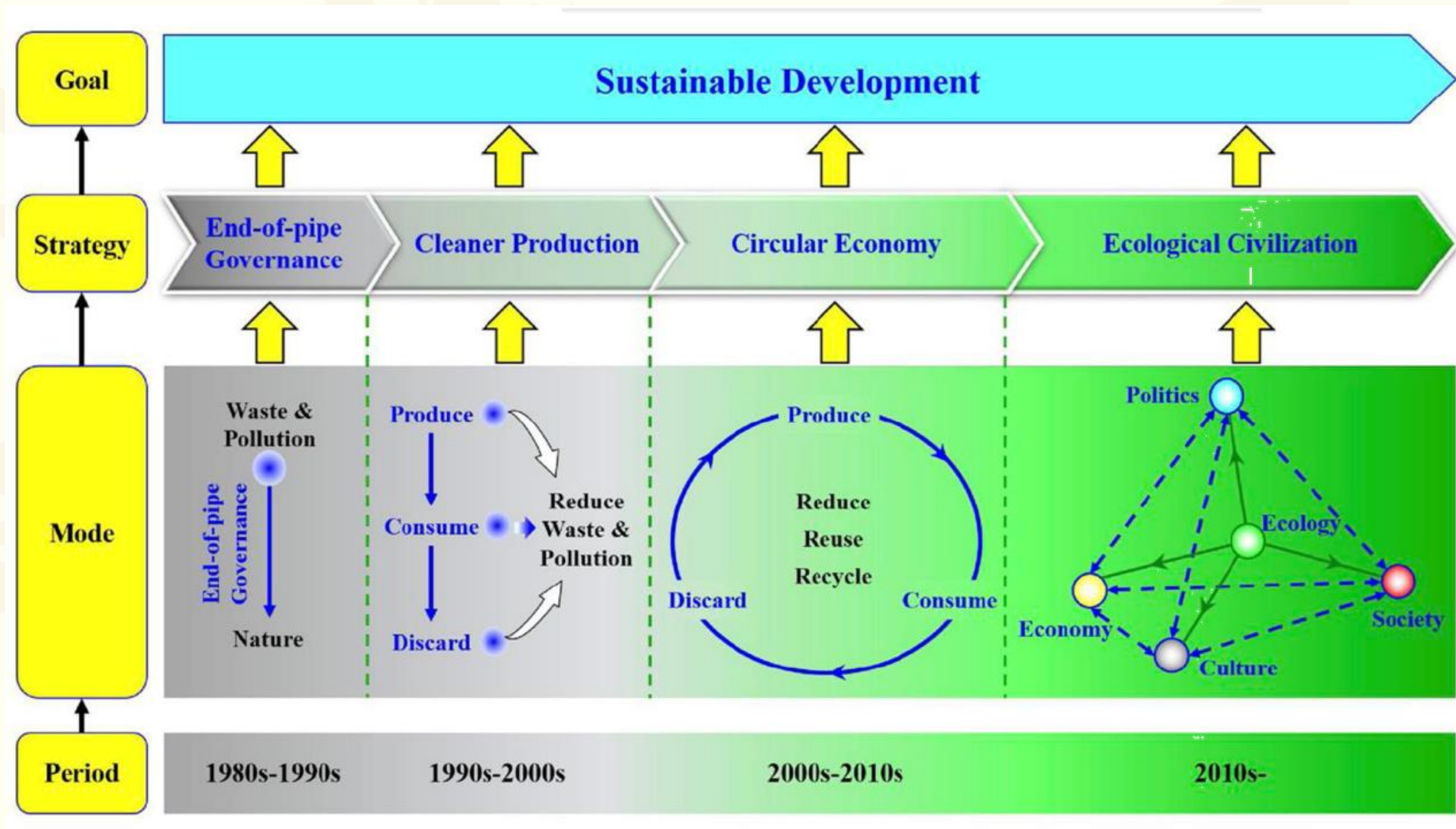
GETTING RID OF OUR “TUNNEL VISIONS.” WE SEE THE REALITY FOR WHAT IT IS.



RE-THINK. RE-STRATEGIZE.

“CIRCULAR ECONOMY”





Circular Economy is recognized as a critical framework for creating sustainable systems that minimize waste and maximize resource efficiency

WHAT IS CIRCULAR ECONOMY?

LINEAR ECONOMY

VS

CIRCULAR ECONOMY



- ✓ **“take–make–waste pattern”** in which with energy, labour and capital produce goods and services obtained from natural resources with a single life cycle
- ✓ **extract/produce and consume/throw:** exhausts natural resources and generates waste
- ✓ assumes that there is an **unlimited supply of natural resources + environment has an unlimited capacity to absorb waste and pollution**

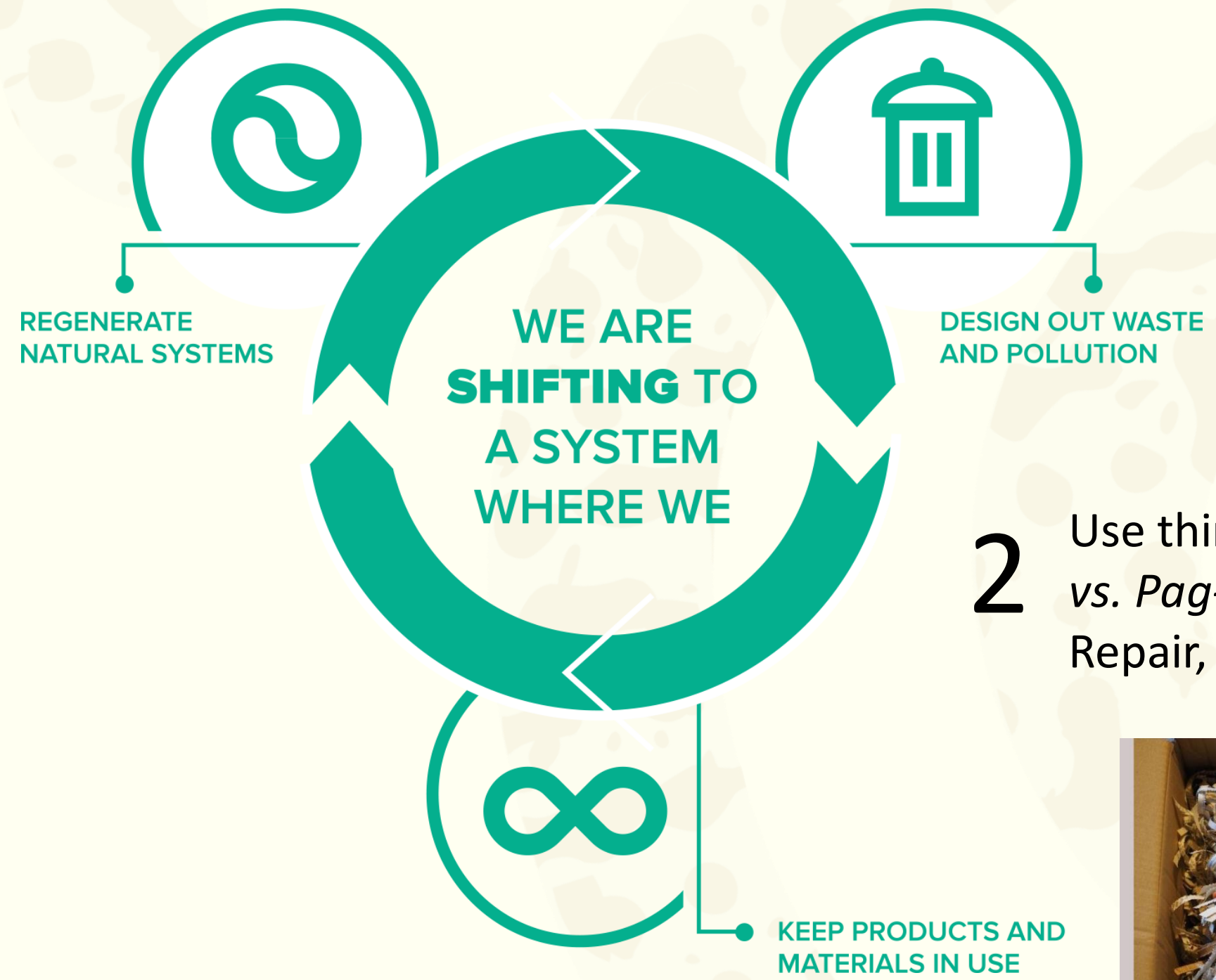


- ✓ **“Closing the life cycle”**
- ✓ reconsidering **waste as a new resource** that can be reused
- ✓ radical change in the current production system
- ✓ its underlying **restorative and regenerative principles for production, distribution, and consumption**
- ✓ sustainability concept

PRINCIPLES OF CIRCULAR ECONOMY (CE)

3 There is no such thing as waste – “Everything is food for something else”

1 Waste and pollution is a consequence of our decisions and activities.

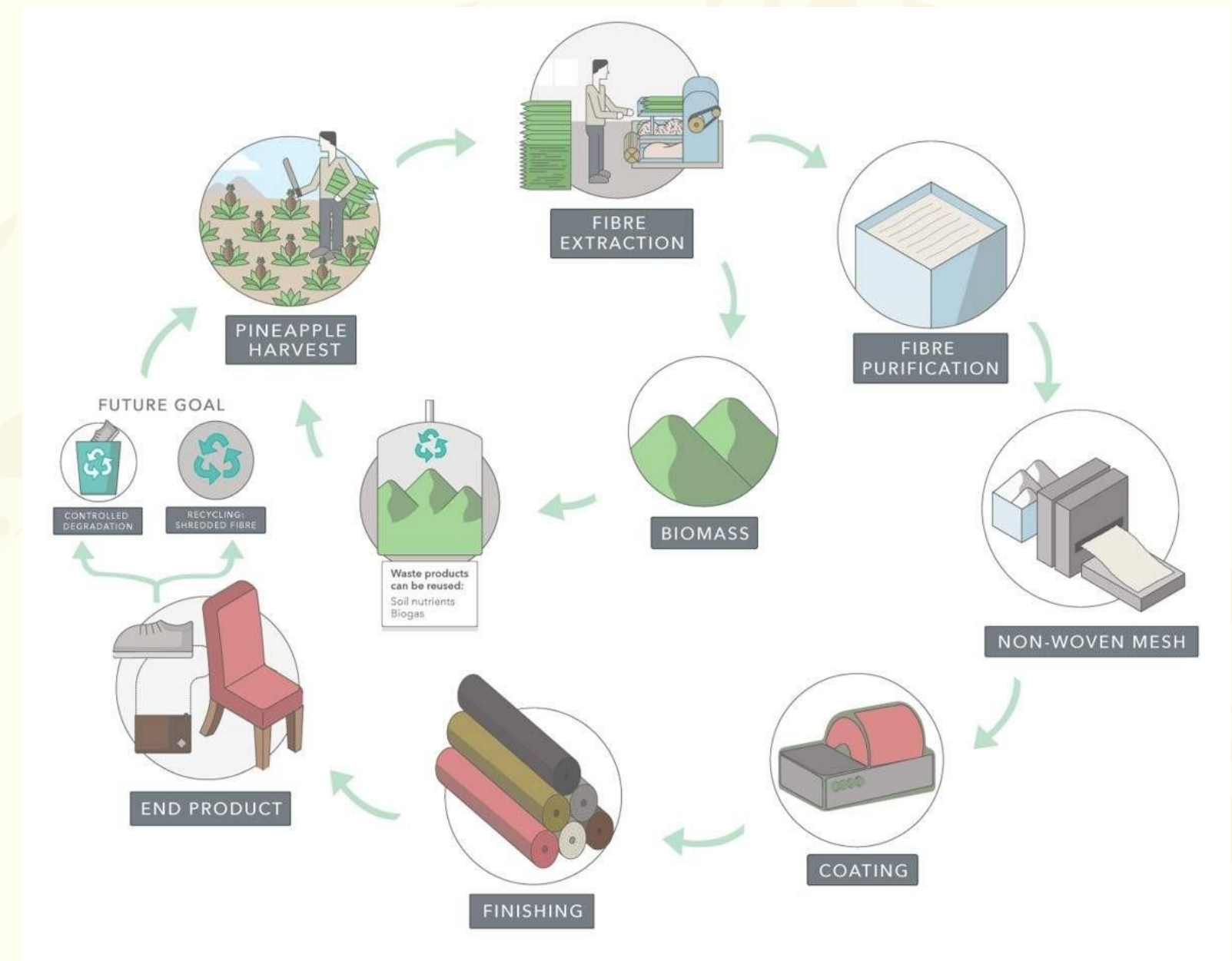


2 Use things vs. Using them up (*Pag-gamit vs. Pag-aksaya*)
Repair, re-use, re-manufacture



Ananas Anam

- ✓ Transforms 13M tons of leaves waste in pineapple plantation in the Philippines and 54M Tons worldwide
- ✓ Reduce environmental impact of textile industry
- ✓ Based on fair trade economy principles
- ✓ Increase biodegradability of final product



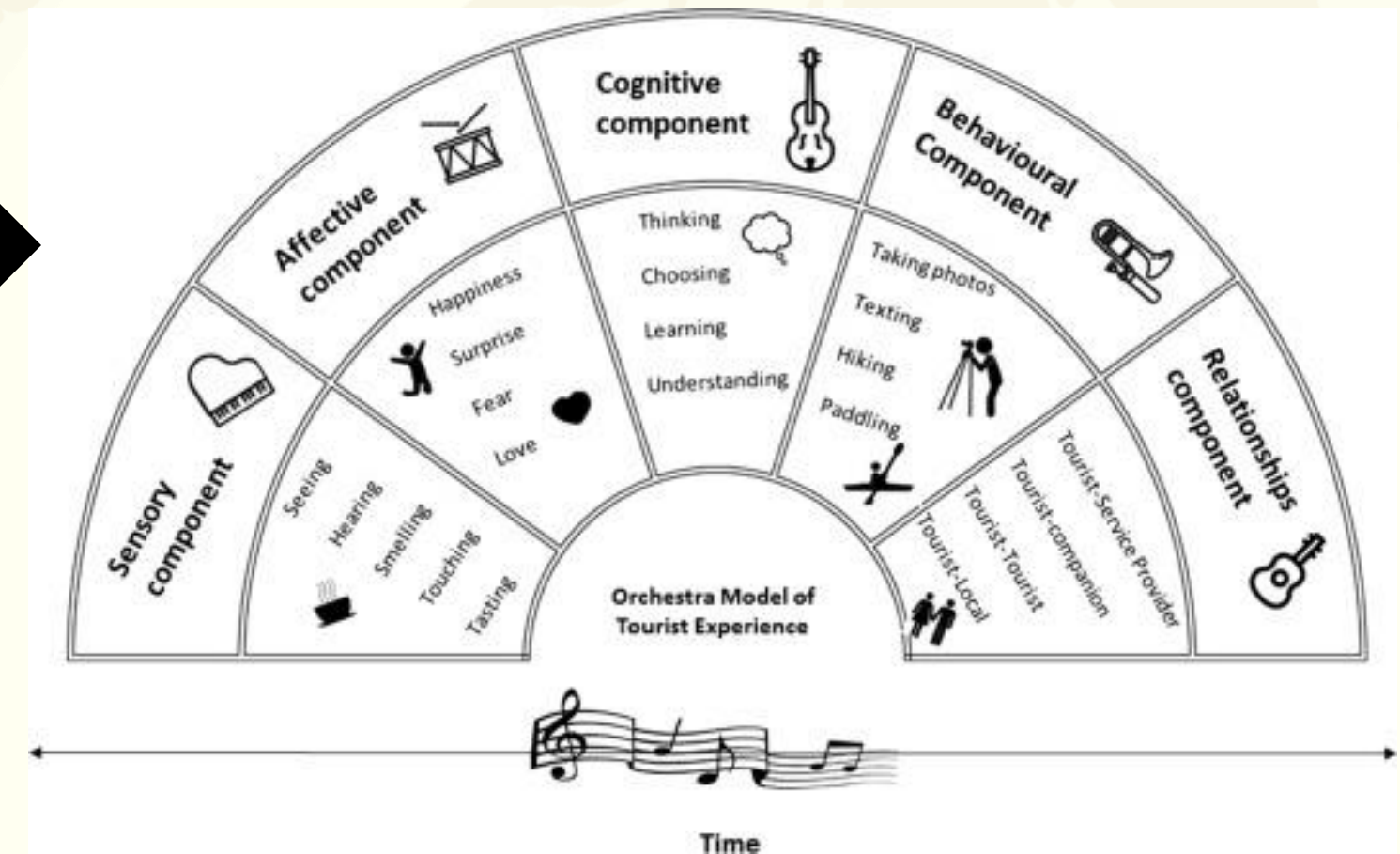
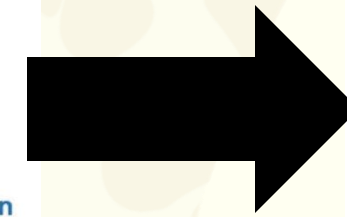
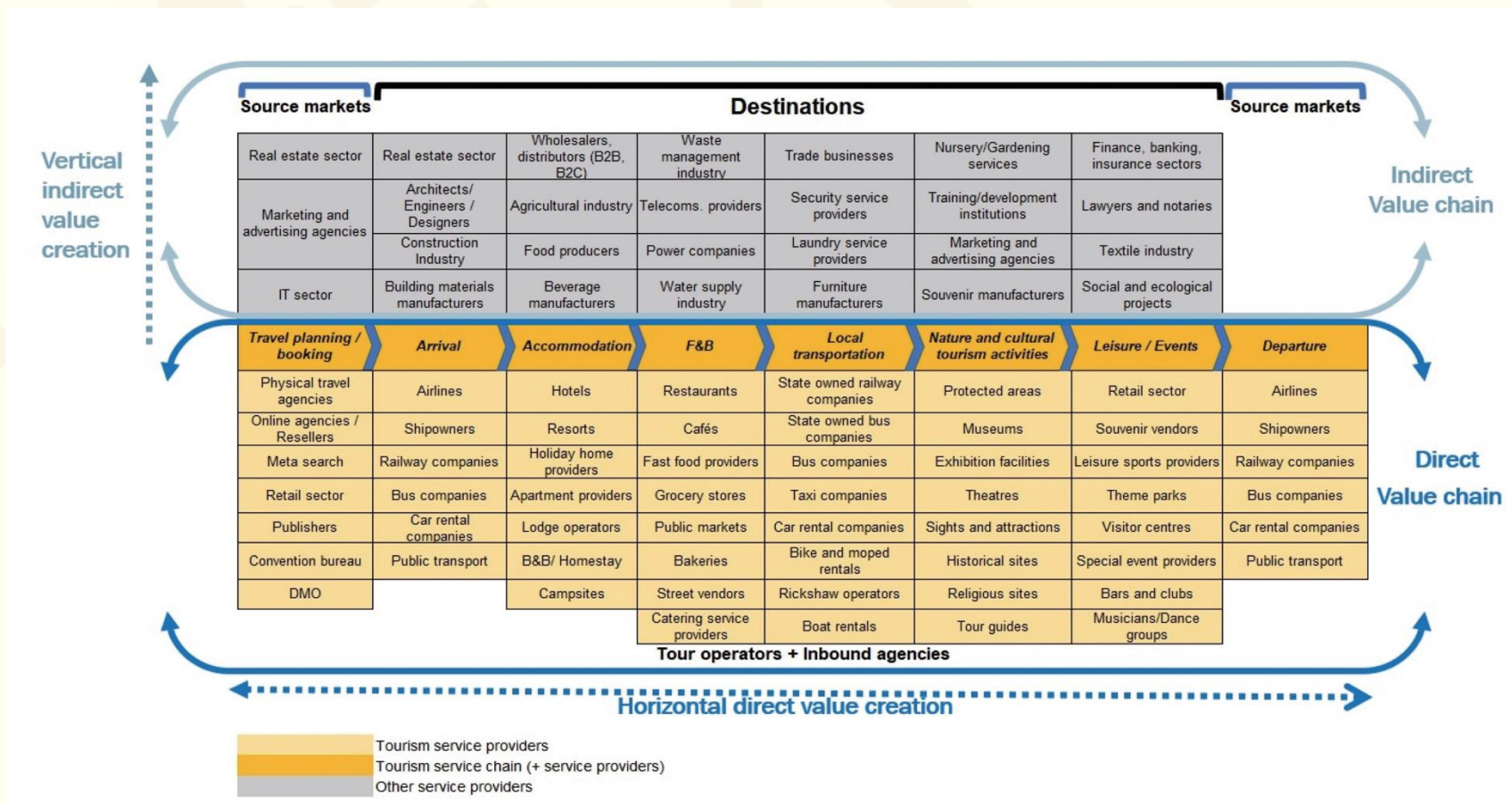
Piñatex® ORIGINAL Mulberry €50.00	Piñatex® ORIGINAL Sage €50.00	Piñatex® ORIGINAL Marine €50.00 – Sold Out	Piñatex® ORIGINAL Paprika €50.00
Piñatex® ORIGINAL Pebble Grey €50.00	Piñatex® ORIGINAL Old Rose €50.00 – Sold Out	Piñatex® ORIGINAL Canela €50.00 – Sold Out	Piñatex® ORIGINAL Washed Indigo €50.00 – Sold Out
Piñatex® ORIGINAL Chestnut €50.00	Piñatex® ORIGINAL Natural €50.00	Piñatex® ORIGINAL Charcoal €50.00	

CIRCULAR ECONOMY AND TOURISM + HOSPITALITY NEXUS

How to apply CE in Services Industry (Tourism and Hospitality)?

Tourism as a complex industry

Tourism and Hospitality:
Creating meaningful experiences through
storytelling.



The tourism industry is deeply interlinked with and dependent on multiple value chains in society – from agriculture to transport industries.

Design experiences that incorporate the principles of circular economy

WHAT IS THE MAIN PRODUCT OF TOURISM?



CASE 1:

IHG Hotels



"Green Engage" system helps hotels track their energy and water use, encouraging practices like reducing single-use plastics

How does Green Engage work?

1

Hotels input their site data – water, gas, electricity etc.

2

System automatically generates reports and benchmarks to compare performance

3

Hotels research 'green solutions' and add specific actions to their action plan

4

Finally, system produces reports which allow IHG to review an individual hotel's progress



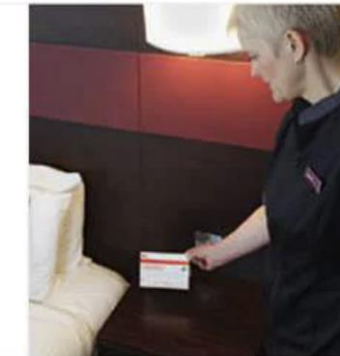
1



Level 1 hotels have completed ten best practice solutions that set them up for success and support them through activities that provide immediate energy and costs savings. This includes actions such as tracking consumption data, setting up a property green team and installing energy efficient lighting in guest rooms.



2



Level 2 hotels have really begun to see the benefits of sustainability on property, and have taken steps to go above and beyond the basics and implement solutions such as sustainable purchasing and ingraining sustainability into the hotel operations.



3



Level 3 hotels have mastered the foundations of sustainability, and are embarking on large projects, such as installing energy efficient appliances and sustainable site management.



4

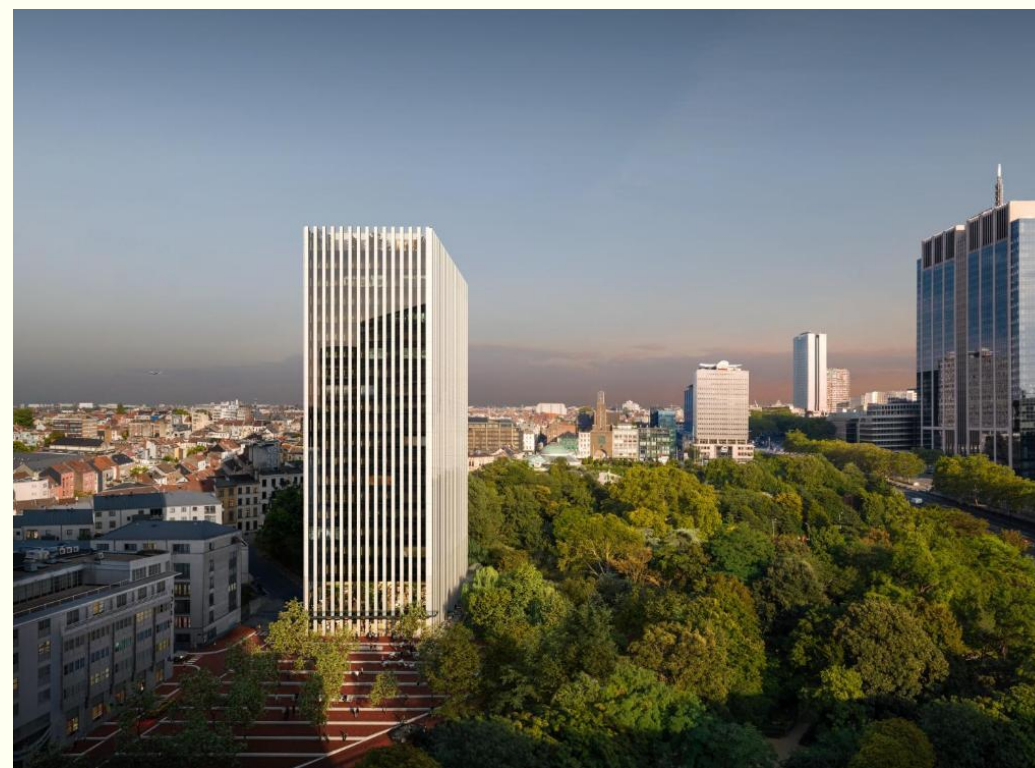


Level 4 hotels are leading hotels in the environmental sustainability area. They demonstrate leading and innovative approaches to being sustainable.

CASE 2:

Hoxton Hotels





- ✓ Repurposed buildings and materials in its design, using reclaimed wood and vintage furniture
- ✓ Minimizing waste by offering a "pay-what-you-can" breakfast program
- ✓ 'The Good Rate' deduction of £20/US\$20/€20 hotel rate for guests who travel by train
- ✓ Partnered with electric bikes specialists Cowboy, enabling guests to explore the city by bike
- ✓ "Stay for a Stay" (donation of bedding, toiletries, appliances and food to local charities, projects and foodbanks)

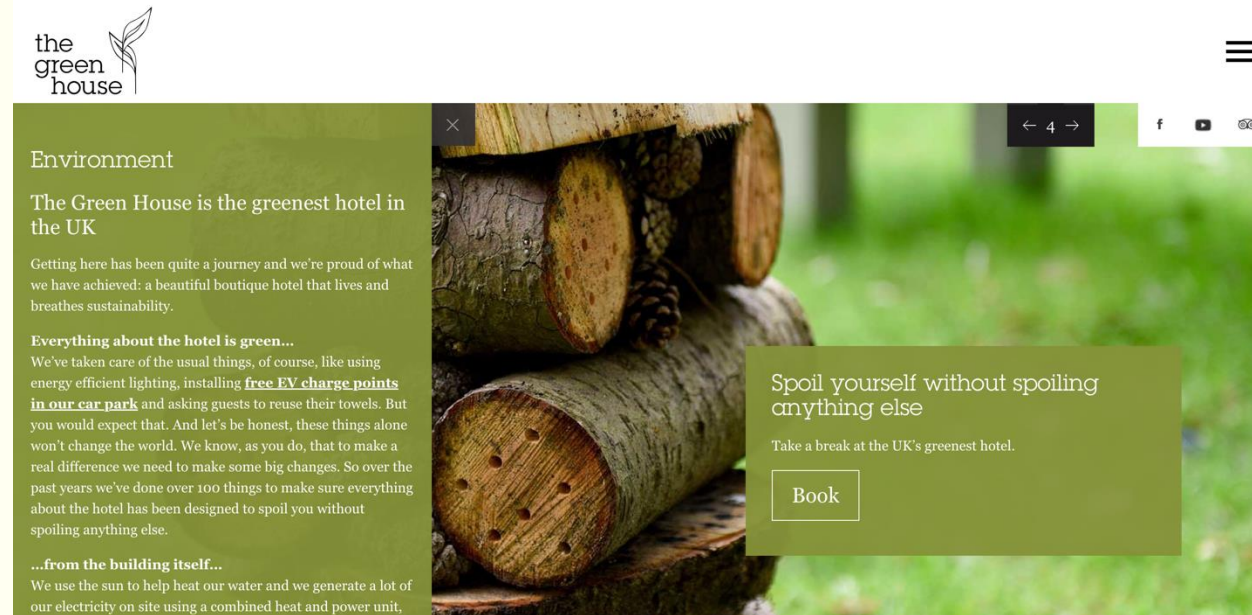
<https://thehoxton.com/about-us/>



CASE 3:

The Green House





- ✓ Installed solar panels, offers Electric Vehicle (EV) charging, and uses ozone gas in to make its laundry more efficient
- ✓ Sustainable sourcing of materials (wood from fallen trees, wallpaper made from vegetable ink, upcycled furniture)
- ✓ Sustainable food sourcing (milk is delivered in pails which are picked up and refilled, beers and spirits from local producers)
- ✓ Suppliers assessed against environmental standards
- ✓ Partnership with other stakeholders

CASE 4:

Masungi Georeserve





- ✓ Best practice in environmental conservation
- ✓ Educating visitors about the importance of conservation and preservation
- ✓ Use of locally (traditional) available products and produce
- ✓ Employing locals in the community (community conservation)
- ✓ Showcase of local culture and tradition
- ✓ Strict implementation of policies for visitors

Source:<https://www.masungigeoreserve.com/>

CASE 5:

DALUYON BEACH AND MOUNTAIN RESORT





Use of tea light candle that cost P 10.00 per candle.



Used cooking oil as fuel for tea light



Louver ventilation installed on the roof of a guest room



The newly installed water sprinkler at the roof of the tent.

- ✓ Best practices of architecture and design: sunlight and airflow in a resort's design
- ✓ Zero Carbon Resorts (ZCR) project (3R strategy: reduce energy consumption, replace inefficient technologies, and redesign buildings and systems)
- ✓ Use of indigenous, biodegradable materials
- ✓ Recycling and proper waste management
- ✓ Skilled maintenance engineers
- ✓ Engagement of staff

	Actions
Reduce energy consumption	Installation of tubular lighting, louver roof ventilation, water sprinklers on the roof, light sensors and energy monitoring equipment
Replace inefficient appliances and equipment	Replacement of conventional technologies to energy and environmentally sound equipment such as A/C inverter units, Smart LED televisions, and solar energy equipment for heating water.
Redesign Buildings into more self-sufficient and carbon-neutral structures.	Use of both active and passive cooling techniques through sustainable architecture and use of renewable energy, including: <ul style="list-style-type: none"> - Combination of air-condition units and natural ventilation; - Use of solar power for LED lighting in guest rooms and beach bar; - Transition to a gas absorption chiller and heater technology; - Use of local and sustainable materials for the resort's main structures. For example, locally available cogongrass was used for rooftops and recycled wood for the panels and furniture.

CASE 6:

El Nido Resorts





Source: <https://environment.elnidoresorts.com/about/what-we-do/>

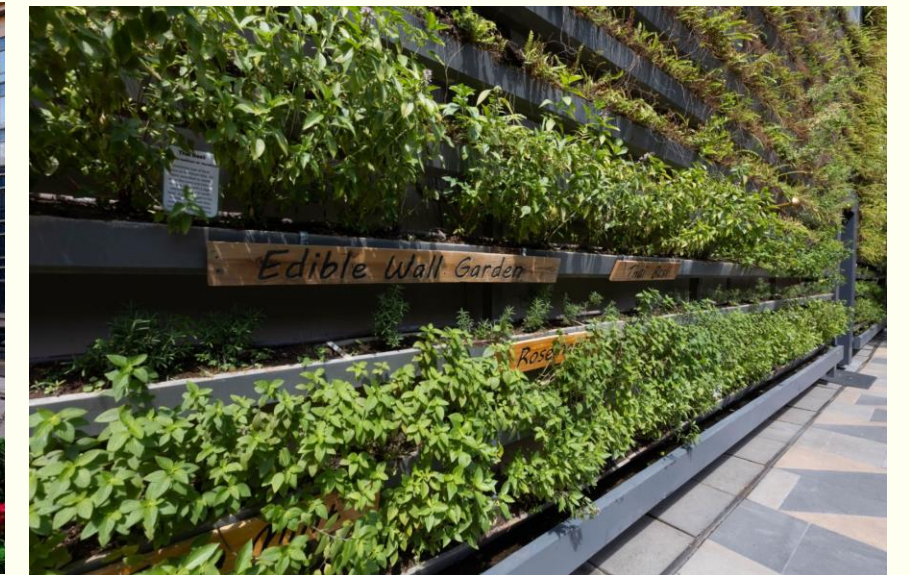
- ✓ **Environmental Practices Training and Education** with resort staff, community members, and visitors:
 - Be G.R.E.E.N (Guard, Respect, Educate El Nido) environmental practices training seminars
 - Pa-Berdehan: The El Nido Resorts Eco Challenge”

- ✓ **Use of Green technology** (e.g., installation of Solar Panels, Mooring Buoys, etc.)
- ✓ **Local Purchases for Sustainable Menus**
- ✓ **Support for Scientific Studies**
- ✓ **Low Impact and Sustainable Guest Experiences**

CASE 7:

Newport World Resorts Manila





- ✓ "I Love Earth" program (green ambassadors and champions)
- ✓ EarthCheck certification
- ✓ Sustainable food sources
- ✓ Use of green technologies and green practices
- ✓ Continued learning education (i.e., staff training and education)
- ✓ Monitoring and tracking systems
- ✓ Community and LGU partnerships



HOSPITALITY PRACTICES IN CIRCULAR ECONOMY

**Zero Waste
Initiatives**

**Sustainable
Sourcing**

**Circular Design and
Renovation**

**Guest Engagement
and Education**

**Digital Tools for
Waste
Management**

**Collaborations and
Partnerships**

**Renewable Energy
Integration**

**Biodegradable and
Reusable
Amenities**

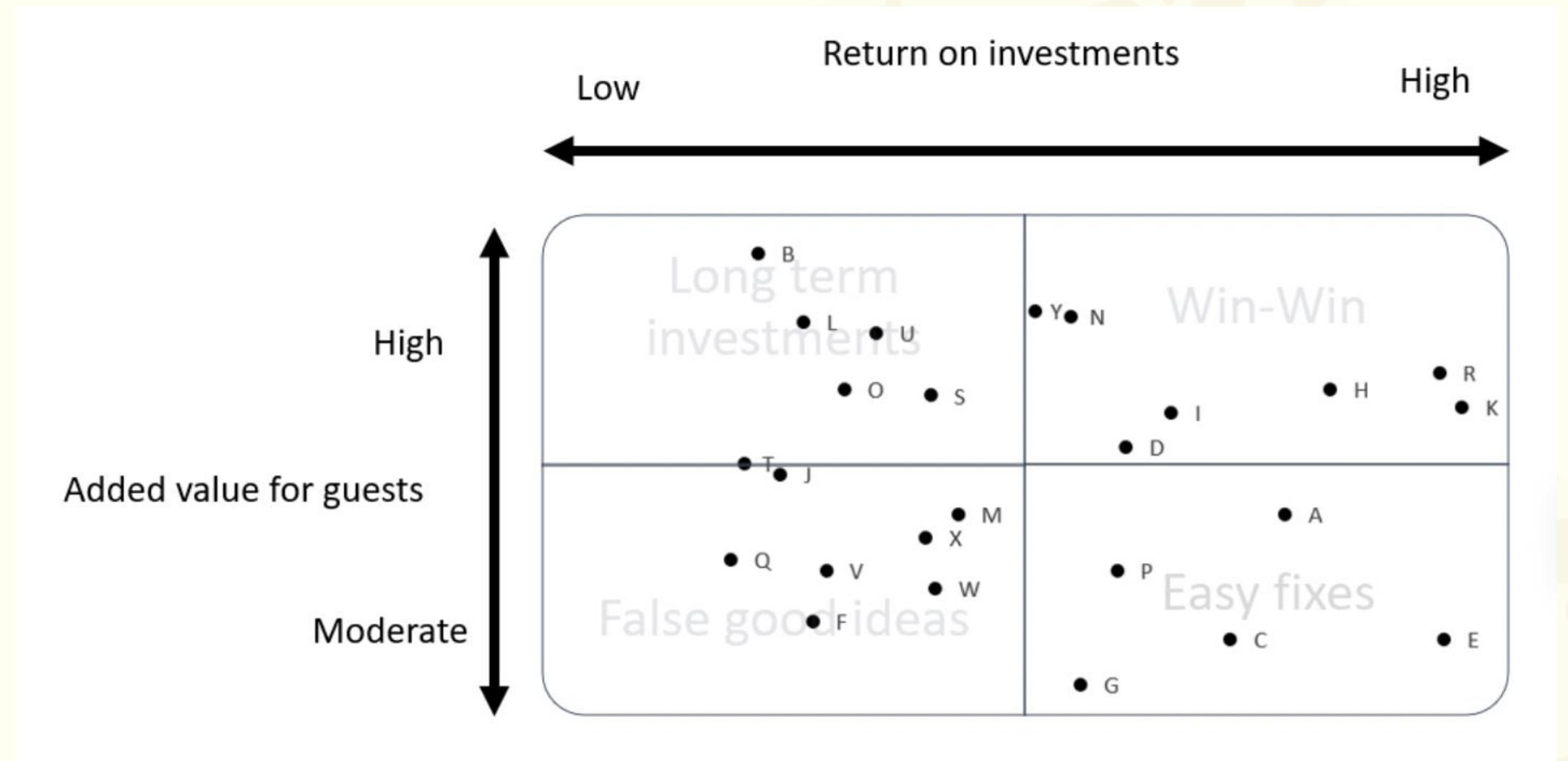
**Circular Economy
Certifications**

**Community-
Centric Tourism**

Circular Economy Practices

MANAGER'S POV: More value on practices that are related to the **reduction of energy use and resources** such as the reduction of food waste or energy consumption

HOTEL GUESTS' POV: Prefer practices that involve a **redesign or rethink of the way hotels are using and producing energy and resources**, such as the use of own produced renewable energy



A	Switch on air conditioning or heating system only when clients enter the room
B	Guest can choose remotely the room temperature (via smartphone), heat and air conditioning are generated by own produced renewable energy (e.g. solar panels, natural resources, geothermic or lake)
C	Offer less room complimentary accessories (e.g. shoe polish, comb, toiletries)
D	All room accessories are made of natural ingredients and toiletries are dispensed in bulk
E	Reduce frequency of bedlinen and towels cleaning
F	Bedlinen and towels are cleaned with natural home-made cleaning products
G	Reduce frequency of room cleaning
H	Cleaning staff follow a training to reduce the use of energy and resources to clean a room
I	Recycle food waste (compost)
J	Use food leftovers to produce biogas
K	Reduce food waste (e.g. produce on demand, share excess food)
L	Cook mainly with own produced food
M	Implement energy efficient practices in SPA (e.g. no overheating of pool or jacuzzi, reduction of working hours, etc.)

N	Use of own produced renewable energy for SPA (e.g. solar panels)
O	Store rainwater (e.g. for irrigation, toilets, washing machine)
P	Reduce water consumption (e.g. water flow control)
Q	Recycle grey water from guests' rooms (e.g. for toilets, irrigation)
R	Use energy efficient electronic/electrical appliances (e.g. LED, A+++)
S	Transform or build a carbon neutral building
T	Implement tools to monitor and display guests' water and energy consumption
U	Recycle grey water (e.g. for toilets, irrigation) and use own produced renewable energy (e.g. solar panels)
V	Reduce the number of furniture in the hotel (e.g. in lobby, restaurant, rooms)
W	Use of re-manufactured or secondhand furniture in the hotel (e.g. in lobby, restaurant, rooms)
X	Encourage hotel guests to travel by public transports (e.g. offer public transport day pass)
Y	Offer non-polluting travel options while at the hotel (e.g. e-bikes, e-cars)

HOW DO WE MOVE FORWARD?



COLLABORATION

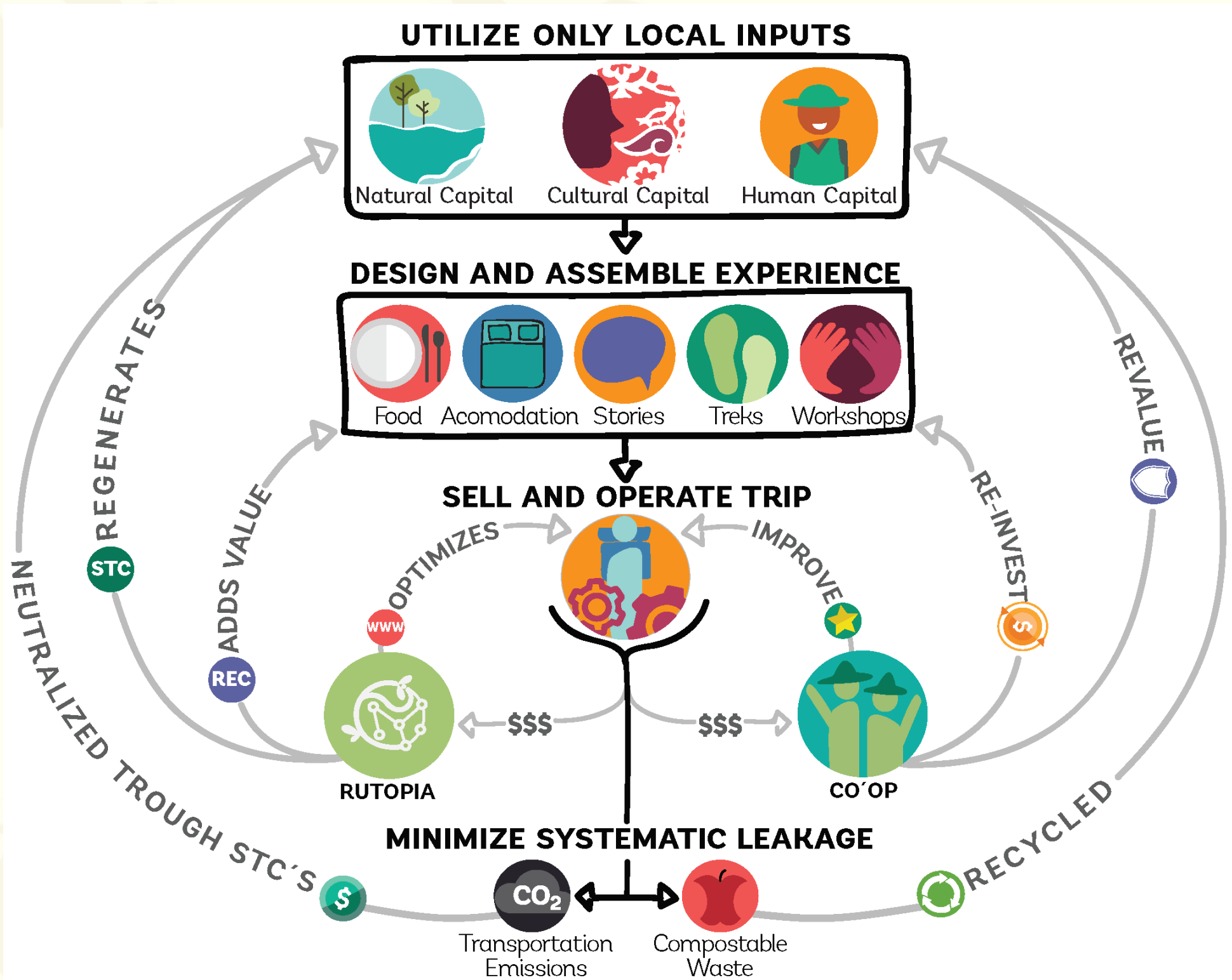


ACCOUNTABILITY



SYNERGY

CIRCULAR ECONOMY AND SUSTAINABLE TOURISM



✓ Regeneration and balance between natural, cultural, and human capital



CIRCULAR ECONOMY AS A SUSTAINABILITY COMPASS FOR DAY-TO-DAY ACTIVITIES

What kind of business
owner are you?



What kind of tourist
are you?



BEGIN WITH THE END IN MIND. YOU HAVE A CHOICE.



ANDREW L. TAN
CENTER FOR TOURISM

Thank You!
Maraming Salamat!



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