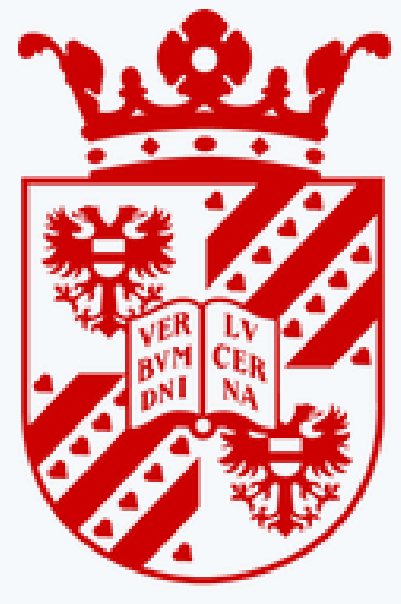


# Circular Economy and the Hospitality Industry

An Examination of the Circular Economy and its Barriers in the Hospitality Sector in the Netherlands and Indonesia



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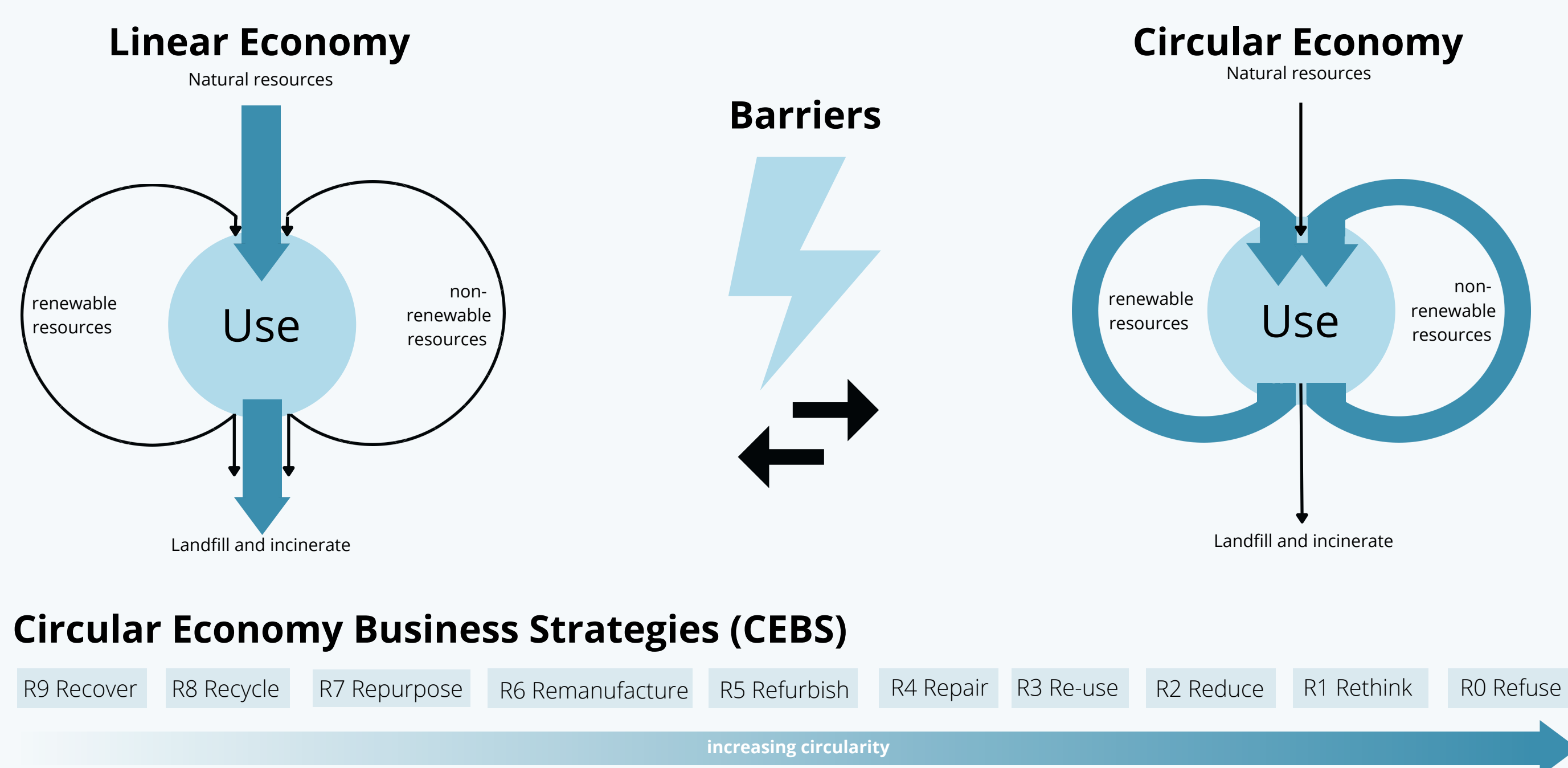
## Aim

Closing the gap regarding the application of the **concept of a circular economy to the hospitality business** and **explore barriers to circularity** by adding a comparison of hospitality businesses **from developed and developing countries** to the extant research stream.

As an answer to the call to deliver an

“organizational perspective of adoption of CE principles by surveying different companies in emerging economies in order to provide insights into [...] barriers faced by these businesses” (Patwa et al., 2021: 732).

## Theory



## Findings & Discussion

The paper delivers insights into the **understanding of the concept of a Circular Economy** in the hospitality sector, the **implementation of CEBS and barriers** to its adoption.

The **main barriers** for the transition to a CE in the hospitality sector are the following:

- weak infrastructure coupled with a feeble focus on CE by the government
- Lack of awareness and mindset on all levels (i.e., local communities, staff, management, or government)
- Lack of education plays a highly important role in Indonesia.
- need of delivering quality service as one of the main goals of hospitality business, as they are dependent on the customer's judgment for sustaining their business
- access to information on actionable circular interventions is deficient

## Conclusion

- The **translation of a CE** to the hospitality and service sector is **challenging**
- A **common definition** for CE in the hospitality sector **remains to be uncovered**
- Search for **holistically applicable concepts** reaching beyond environmental sustainability **including social elements.**
- **Barriers** framed in previous literature could **largely be confirmed.**
- Most pressing barriers are **outlined in findings and discussion.**
- The research is an **invitation** for the sector to explore further ways to inspire and learn from each other in the pursuit of decreasing resource throughput.

## Background



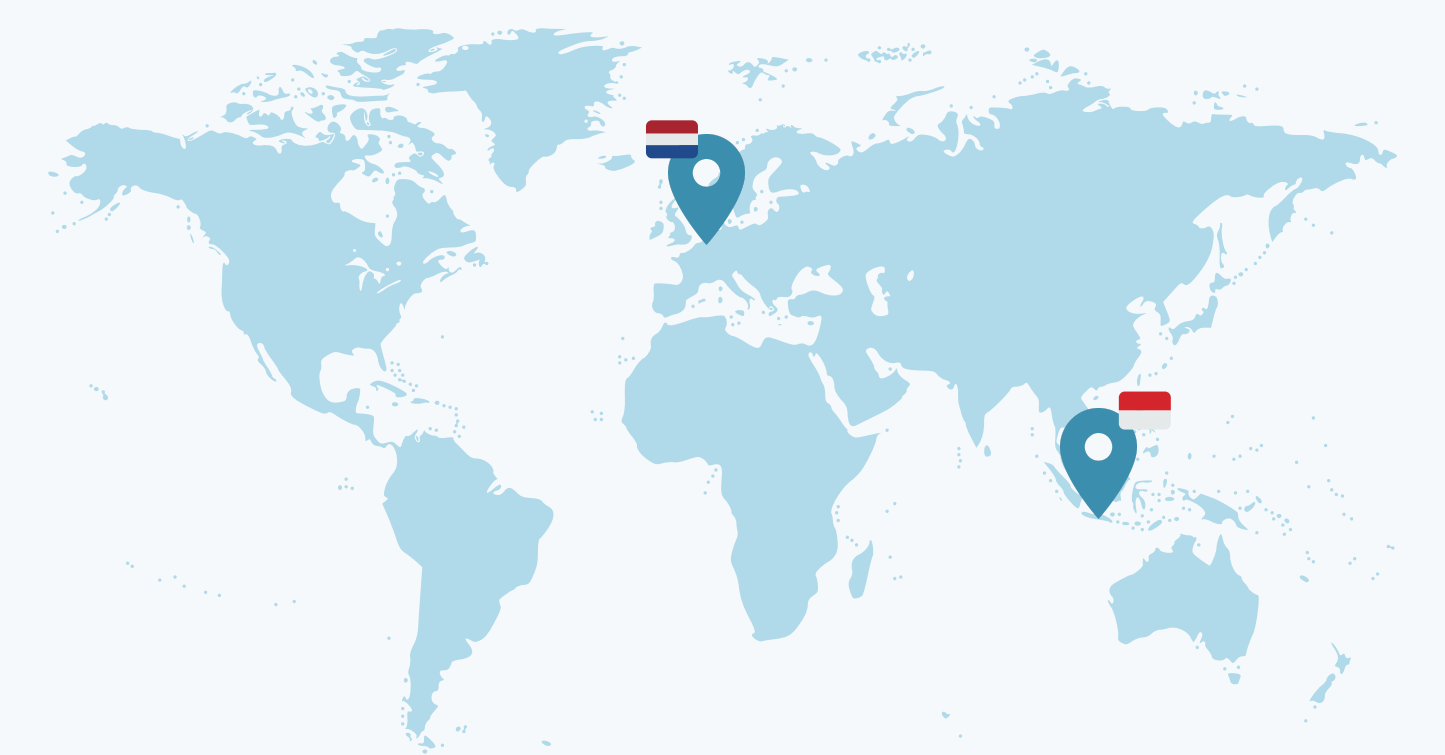
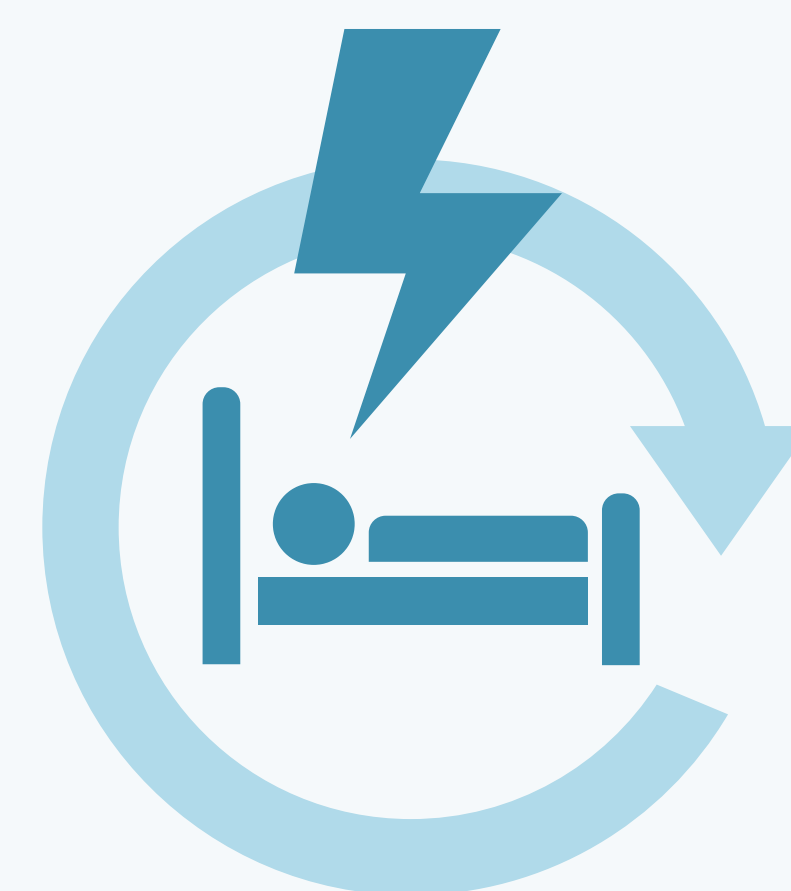
The need for a **new economic model** is increasingly growing in the face of substantial increases in volatility throughout the global economy and proliferating signals of resource depletion (Ellen MacArthur Foundation, 2013).



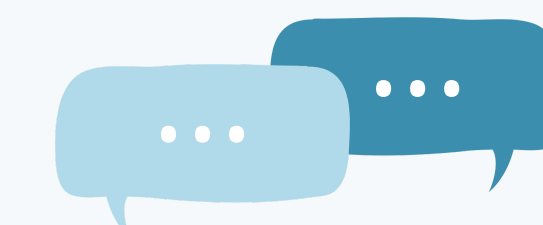
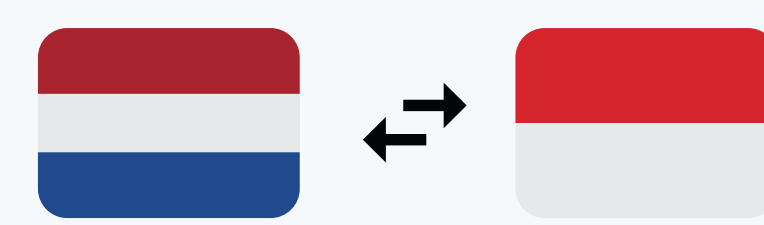
A **circular economy** is one model to overcome the traditional make-dispose linear approach. But the concept in literature and practice is often **focused on production and manufacturing industries**, reproduces views with **western-biased lense** and disregards developing country perspectives.

## Research question

“How can the concept of a **circular economy** be applied to the **hospitality sector**, and what are the **barriers** to a full adoption of circular economy business strategies in the **Netherlands and Indonesia?**”



## Methods



- Comparative Case study
- Perfect to analyse phenomena in different contextual settings
- Scope: Cross-national
- Netherlands vs. Indonesia

- In-depth interviews
- 10 Managers of sustainable hotels and accommodations (five for each country)
- 2 Experts in the field of circular economy transition
- Online Interview

- (1) The hotel facility must be based and operate in Indonesia or the Netherlands,
- (2) must evidently employ a sustainability strategy, and
- (3) the interviewee must be in a managing position at the company

## Recommendations

**Recommendations for the Industry**  
...to overcome the barriers

- Educating of people
- Empowering people
- Implementing circular logistic strategies
- Networking for circularity

**Recommendations for policy makers**  
...to set regulatory frameworks

- Introducing new policies to facilitate the transition to CEBS
- Implementing new incentives for change (i.e. preferential tax-systems)
- Reviewing laws and regulations governing the hospitality industry

## THANK YOU!

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