Think Globally, Act Locally:

The Circular Economy of Events

Ivan Anthony S. Henares, PhD

Assistant Professor, UP Asian Institute of Tourism
Secretary General, UNESCO National Commission of the Philippines
Secretary General, ICOMOS International Cultural Tourism Committee

What is Circular Economy?

" A Circular Economy (CE) can be defined as a purposefully designed socio-economic system inspired by natural systems, regenerative of human and natural capital that works long term for all stakeholders"

CE360 ALLIANCE (2020); ELLEN MACARTHUR FOUNDATION (2012)

Value creation > Is about generating economic and customer value following the 'planet, people, profit (PPP)' principles and in a manner aligned with a circular value creation approach; increasing resource productivity through product/material/ component circulation beyond their first use phase;
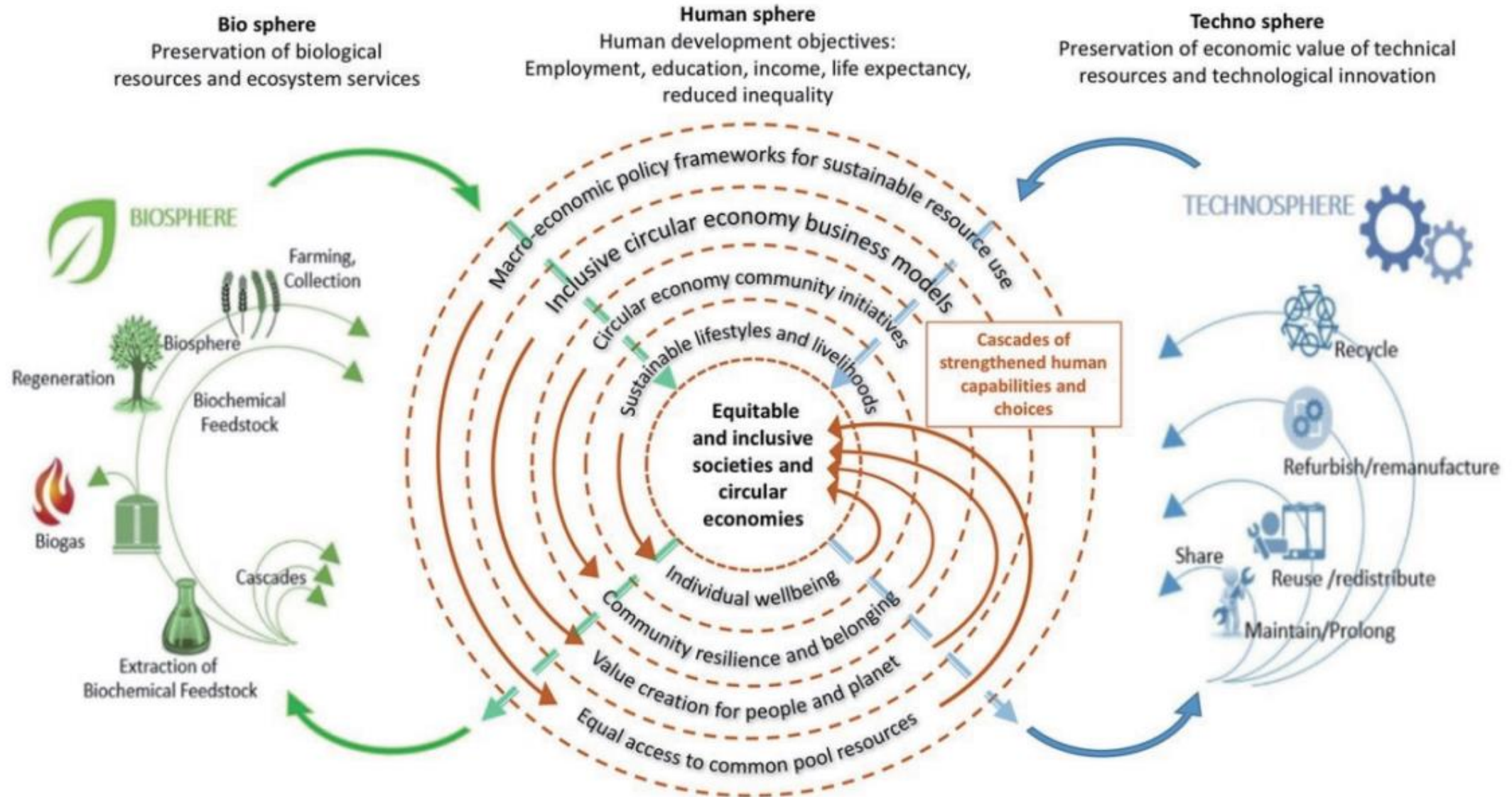
Value capture > Is about turning the circular and PPP 'value created' into profits or competitive advantage. You may be creating societal and environmental benefits through your business activities, but are these benefiting the business case? If not, the approach is probably not viable in the long run;

Value distribution > Is about how new value from 'circular business models' is distributed in the value ecosystem and broader operational environment of the business. I.e. who will benefit from your circular value creation? Who wins and who loses? Which value chain actors or stakeholders are affected? This is important to understand and guides who to work with (collaboration and co-creation) to share costs, risks and benefits of circular initiatives.

Bio sphere
Preservation of biological resources and ecosystem services

Human sphere
Human development objectives:
Employment, education, income, life expectancy, reduced inequality

Techno sphere
Preservation of economic value of technical resources and technological innovation

BIOSPHERE

Farming, Collection

Biosphere

Regeneration

Biochemical Feedstock

Biogas

Cascades

Extraction of Biochemical Feedstock

Macro-economic policy frameworks for sustainable resource use

Inclusive circular economy business models

Circular economy community initiatives

Sustainable lifestyles and livelihoods

Equitable and inclusive societies and circular economies

Individual wellbeing

Community resilience and belonging

Value creation for people and planet

Equal access to common pool resources

Cascades of strengthened human capabilities and choices

TECHNOSPHERE

Recycle

Refurbish/remanufacture

Share

Reuse /redistribute

Maintain/Prolong

Strengthened human capabilities for closing, slowing and narrowing biological and technical resource loops

What are the benefits of a circular tourism sector?

"Tourism activities have major impacts on the urban environment and local population by increasing waste generation, noise, and air pollution as well as congestion in infrastructure and public areas... A transition towards a more circular tourism sector would alleviate the pressure on local infrastructure and the environment while boosting the local economy."
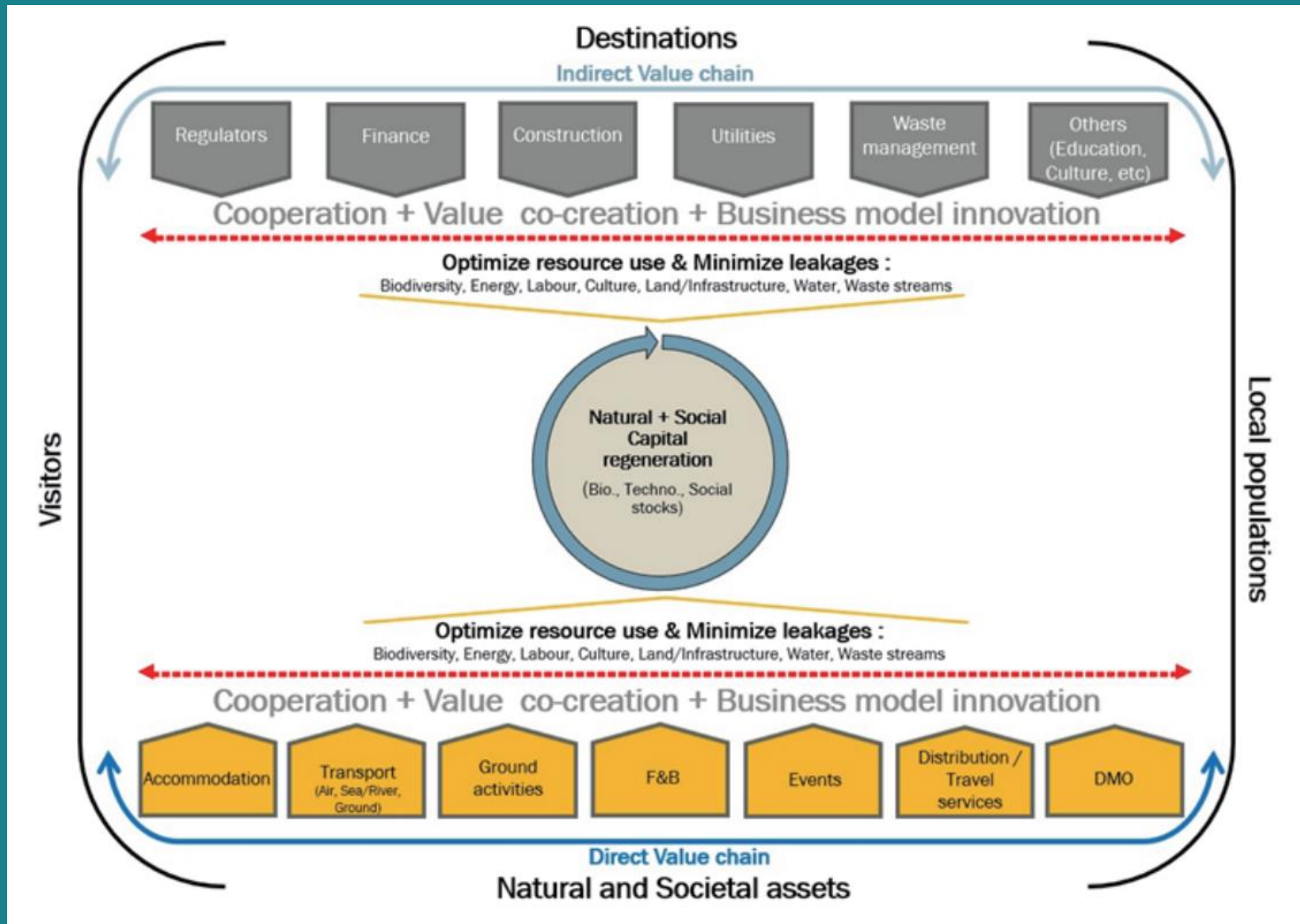
CIRCULAR CITY FUNDING GUIDE

What will a circular tourism sector look like?

- Smart and sustainable strategies, policies, and infrastructure of the city itself
- Collaboration and transparency amongst sectors
- Open communication between hospitality providers and guests
- Integration of sharing platforms into tourism activities

Feedback between tourists and/or professionals to improve the sustainable tourism global offer

Proposal of a sustainable tourism offer from the tourism industry

CIRCULAR TOURISM

Sustainable stay (Hotel establishments selected, local consumption, waste sorting...)

Selection, planning and booking through a sustainable process

Choosing a sustainable transport for the stay

Destinations

Indirect Value chain

| Regulators | Finance | Construction | Utilities | Waste management | Others (Education, Culture, etc) |

Cooperation + Value co-creation + Business model innovation

Optimize resource use & Minimize leakages :
Biodiversity, Energy, Labour, Culture, Land/Infrastructure, Water, Waste streams

Natural + Social Capital regeneration

(Bio., Techno., Social stocks)

Optimize resource use & Minimize leakages :
Biodiversity, Energy, Labour, Culture, Land/Infrastructure, Water, Waste streams

Cooperation + Value co-creation + Business model innovation

| Accommodation | Transport (Air, Sea/River, Ground) | Ground activities | F&B | Events | Distribution / Travel services | DMO |

Direct Value chain

Natural and Societal assets

Visitors

Local populations

SOURCE: EINARSSON AND SORIN (2020)

What are the best practices in tourism operations vis-à-vis tourism restoration and regeneration?

International Cultural Tourism Charter

Principle 1: Place cultural heritage protection and conservation at the centre of responsible cultural tourism planning and management

"Cultural heritage protection and management must be placed at the centre of cultural tourism policies and planning.

Well-managed cultural heritage tourism enables communities to participate, while maintaining their heritage, social cohesion and cultural practices."

"Tourism planning and cultural heritage management must be coordinated across all levels of governance in order to identify, assess and avoid the adverse impacts of tourism on heritage fabric, integrity and authenticity."

"Tourism development, infrastructure projects and management plans must contribute to preserving the integrity, authenticity, aesthetic, social and cultural dimensions of heritage places, including their settings, natural and cultural landscapes, host communities, biodiversity characteristics and the broader visual context."

"Revenues generated through cultural heritage tourism must contribute to the conservation of cultural heritage and provide benefit to local communities. Revenues should be collected and allocated in a transparent, fair, equitable and accountable manner."

International Cultural Tourism Charter

Principle 2: Manage tourism at cultural heritage places through management plans informed by monitoring, carrying capacity and other planning instruments

"The protection of cultural heritage and resilience of host communities requires careful tourism planning and visitor management. It includes the monitoring of impacts on the natural and cultural values of the place as well as on the social, economic and cultural well-being of the host community."

"Cultural heritage management plans must include tourism sustainability and visitor management strategies. These should integrate a range of measures including carrying capacity indicators in order to control, concentrate or disperse visitors as appropriate."

"The identification of carrying capacity and/or limits of acceptable change is essential to avoid negative impacts on cultural tangible and intangible heritage. Carrying capacity assessment must include the following as minimum:

– Physical carrying capacity: the ability of a place to host visitors depending on its condition, fragility and conservation status while providing appropriate visitor services.

– Ecological carrying capacity: the ability of the ecosystem and host communities to accommodate visitors while maintaining sustainability, functionality and heritage values.
– Social and cultural carrying capacity: the degree to which communities can host visitors, while providing quality visitor experiences.
– Economic carrying capacity: the degree to which tourism supports economic diversity at a local, regional and/or national level."

International Cultural Tourism Charter

Principle 3: Enhance public awareness and visitor experience through sensitive interpretation and presentation of cultural heritage

"Responsible tourism and cultural heritage management must provide accurate and respectful interpretation, presentation, dissemination and communication. It must offer opportunities for host communities to present their cultural heritage first hand."

"Heritage presentation and promotion should interpret and communicate the diversity and interconnections of tangible and intangible cultural values in order to enhance the appreciation and understanding of their significance."

"The authenticity, values and significance of places are often complex, contested and multifaceted, and every effort should be taken to be inclusive when considering the interpretation and presentation of information. Interpretation methods should not detract from the authenticity of the place."

International Cultural Tourism Charter

Principle 4: Recognize and reinforce the rights of communities, Indigenous Peoples and traditional owners by including access and engagement in participatory governance of the cultural and natural heritage commons used in tourism

"Exponential growth in international tourism has exposed blind spots and lack of sensitivity towards the vulnerability of many tourism-dependent communities and those who have experienced tourist visitation imposed on them without their free, prior and informed consent."

"Indigenous peoples, traditional owners and host communities have a right to express their views on heritage and to manage it according to their established practices and meanings."

© GAB MEJIA

"The development of responsible cultural tourism must go beyond local stakeholder consultation and involve participatory governance and benefit share."

© GAB MEJIA

International Cultural Tourism Charter

Principle 5: Raise awareness and reinforce cooperation for cultural heritage conservation among all stakeholders involved in tourism

"Cultural tourism cannot be considered an economic activity detached from the place where it occurs.

"Visitor activities and services must be part of and compatible with everyday life and social activity, contributing to a sustained local sense of place and pride."

"Cultural and tourism products and services including events and festivals have to be consistent with the identity of places and their communities."

"Heritage managers, public tourism managers, private tourism operators, entrepreneurs and people involved in cultural and creative industries need to generate and/or maintain formal and informal networks for communication and collaboration."

International Cultural Tourism Charter

Principle 6: Increase the resilience of communities and cultural heritage through capacity development, risk assessment, strategic planning and adaptive management

"Considering disruptions affecting tourism, ongoing systemic and pervasive global problems and emergent risks, it is necessary to enhance the resilience, adaptive and transformative capacities of communities to deal with future challenges and disruptions related to climate change, loss of biodiversity and/or calamities that affect cultural heritage."

"The massive decline in tourist activities due to the Covid 19 pandemic has exposed the vulnerability of many heritage places and the communities hosting cultural tourism.'"

"It has clearly demonstrated that tourism must actively contribute to recovery, resilience and heritage conservation, and that heritage places and host communities must consider adaptation options."

International Cultural Tourism Charter

Principle 7: Integrate climate action and sustainability measures in the management of cultural tourism and cultural heritage

"The climate emergency is an existential threat to the planet and the civilization as we know it. It jeopardizes cultural and natural heritage, and threatens the livelihoods and wellbeing of people across the world. Tourism dependent communities are particularly vulnerable."

"All cultural tourism stakeholders must take action to mitigate, reduce and manage climate impacts.

"Actions should enhance the ability of communities to generate, retain and maintain sustainable benefits from cultural tourism."

"Tourism activities must minimize their greenhouse gas emissions. This is a shared responsibility of governments, tour operators, tourism businesses, destination managers and marketing organizations, site management authorities, land- use planners, heritage and tourism professionals, civil society and visitors."

"Tourism and visitor management must contribute to effective carbon and greenhouse gas reduction, waste management, reuse, recycling, energy and water conservation, green transport and infrastructures that comply with international and national targets."

India
126,513

Vietnam
28,221

Bangladesh
24,640

Philippines
356,371

Malaysia
73,098

Indonesia
56,333

Brazil
37,799

Rest of the world
176,012

Myanmar
40,000

China
70,707

Thailand
22,806

SOURCE: LOUIS LUGAS; MORE THAN 1000 RIVERS ACCOUNT FOR 80% OF GLOBAL RIVERINE PLASTIC EMISSIONS INTO THE OCEAN, LOURENS, MEIJER ET AL (2021)

University of the Philippines
Asian Institute of Tourism

Philippine
National Commission

ishenares@up.edu.ph   **secgen@unesco.gov.ph**

Ivan Anthony S. Henares, PhD

Secretary General, UNESCO National Commission of the Philippines
Assistant Professor, UP Asian Institute of Tourism
Secretary General, ICOMOS International Cultural Tourism Committee
Head, NCCA National Committee on Monuments and Sites
Chairperson, Heritage Conservation Society