

Role of Circular Economy, Green Marketing and Sustainable Development in Hotel Industry

Manzoor Nabi Naikoo¹, Manik Arora² and Sanjeev Kumar (CA)³

^{1,3} *Lovely Professional University, Phagwara, Punjab, India*

² *Amity University, Tashkent, Uzbekistan*

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ABSTRACT

Today's hotel industry is more organically conscious than ever before, and the demand for green products and services has grown up ruthlessly. This has led to imposing the principles of Green Marketing (GM), Sustainable Development Goals (SDG), and Circular Economy (CE) in many hospitality companies, particularly among government and academia. Though, the existing literature shows that CE concepts are pragmatic and debated in manufacturing and production units only. The application of CE concepts in the food service sector, mainly in the hotel industry, appears to have received slight consideration. Therefore in this context, the central focus of the paper is relied on accessing the role of circular economy, green marketing, and sustainable development in the hotel industry. This study evaluates the multi-dimensional concept of CE in connection with GM and SDG by scrutinizing 45 nominated publications following the guiding principles of content analysis. The results were characterized into four extensive important themes: (1) Concept of Circular Economy (2) Sustainable Development Goal (3) Green Marketing; and (4) Sustainable future of Hotel Industry. The novelty of the study lies in its effort to conceptualize a complete framework of CE in connection with GM and SDG as the present literature inclines to be empirically tilted, ensuing in theoretical frameworks underused or useful in a fragmented way.

Key words: *Circular economy, Green marketing, Sustainability, Sustainable development goal, Hotel industry*

Introduction

Continuous economic development centered on an undeviating production model is never feasible on a planet where the resources and ability to captivate wastes are limited (Bonviu, 2014). Regardless of the efforts to address the issue, the pressure on the atmosphere has been growing continuously since the '60s (Valdivielso, 2008), even certain terrestrial borders have been exceeded already (Rockström *et al.*, 2009). In this perspective, CE is viewed as an alternate to give rise to environmental and economic benefits (Minsk, 2014). The academic literature re-

lated to CE is rare, and the conceptual considerations along with the policy of practical approaches for its application are still evolving (Korhonen *et al.*, 2018). The European Commission has estimated that CE could generate benefits worth 600 billion euros by 2030 through direct primary-resource in Europe alone (European Commission, 2015), and has the potential to generate social and economic benefits, job openings, and increased welfare for short income families along with progress in trade balances (Wijkman and Skånberg, 2016). To streamline the CE and remove the obstacles in the path significant efforts are still in need, Even though the CE policy

(^{1,3}Research Scholar, ²Assistant Prof., ³Associate Prof.)

creativities are substantially advanced (Kirchherr *et al.*, 2018). Cultural obstruction mainly refers to the absence of customer consciousness and interest as well as uncertain-trade beliefs. Also, barriers in the market are tempted by the absence of synergistic administrative interferences to fast-track the move towards the CE. Moreover, the examination of the CE policy growth in China shows that it focuses on the resource flow and production efficacy, although gears and strategies concerning consumption are deficient (Zhu *et al.*, 2019). CE business model forms are varied ranging from the transformation of waste (non-recycled) into usable electricity or fuel, heat, and new manufacturing machinery such as 3D production (Lewandowski, 2016). For example, six business models were categorized and presented by Ellen MacArthur Foundation in 2015 (Fig. 1).

Rockström (2019) highlighted that CE is not a complete package but a transformative process that cannot be implemented overnight as it starts with productivity measures and lasts with novel business models. For non-renewable resources, climate, and living ecosystem, a complete agenda of sustainable economic and social structure must be designed. From an environmental viewpoint, The query for Economic theory is not whether circular principles should be approached or not, but how is it done in a most operative manner (Hermele, 2000). The linkage between sustainability and eco-efficiency was

well expressed in our corporate forthcoming but it seems to be outdated in today's world as it leads to sub-optimization in the system (McDonough and Braungart, 2010). Rachel Platin (Researcher) criticizes that sustainability focuses only on reducing the influence on the environment and manufacturing things less bad (Berndtsson, 2015a), but Anders Wijkman and Rockström (2012) expressed that there is a need to connect the benefits of an uncluttered and globalized market economy with principles that could permit the producers and consumers not only to be resourceful in general but also effective.

Methodology

Extensive literature scanning was conducted from January 2021 to June 2021 in two phases. At First, the keywords related to 'CE', 'GM' and 'SDG' were selected to examine the published literature through Google scholar. Next, the snowball sampling technique was applied to refer to the list of papers or citations to detect the extra literature through the systematic way by observing the actual references and citations respectively. With this result, 28 scientific papers were found and analyzed well as 4 conference papers, 5 books, 2 concern websites, and 6-reports published by government and private institutions were taken under observation (Table 1).

The current study adopted the secondary source

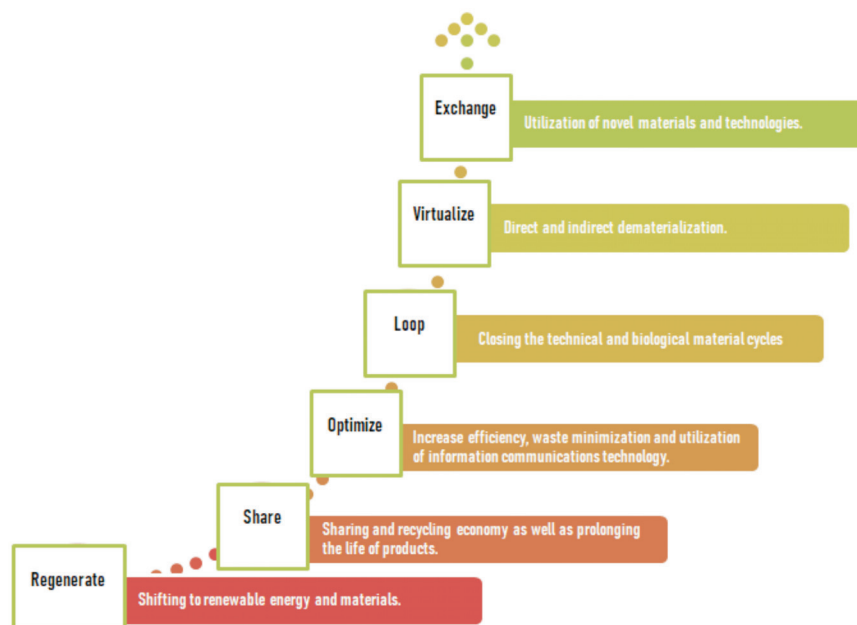


Fig. 1. Six business models presented by The Ellen MacArthur Foundation (2015)

Source: (Foundation, 2015)

Table 1. List of publications selected for the Research.

No.	Author	Year	Title	Publication
1	Boar, Andrei Bastida, Ramon Marimon, Frederic	2020	A systematic literature review. Relationships between the sharing economy, sustainability and sustainable development goals	Journal Article
2	Fernández-Robin, Cristóbal Celemín-Pedroche, María Soledad Santander- Astorga, Paulina Alonso-Almeida, María del Mar	2019	Green practices in hospitality: A contingency approach	Journal Article
3	Florido, Carmen Jacob, Marta Payeras, Margarita	2019	How to carry out the transition towards a more circular tourist activity in the hotel sector. The role of innovation	Journal Article
4	Kasliwal, Neeti Agarwal, Srishti	2019	Green marketing initiatives and sustainable issues in hotel industry	Book
5	Zhu, Junming Fan, Chengming Shi, Haijia Shi, Lei	2019	Efforts for a circular economy in China: A comprehensive review of policies	Journal Article
6	Ellen Macarthur Foundation,	2019	Completing the picture how the circular economy tackles climate change	Report
7	Rodríguez-Antón, José Miguel Alonso-Almeida, María del Mar	2019	The circular economy strategy in hospitality: A multicase approach	Journal Article
8	De Wit, M Hoogzaad, J Ramkumar, S Friedl, H Douma, A	2018	The Circularity Gap Report—An Analysis of the Circular State of the Global Economy. Circle Economy	Journal Article
9	Deselnicu, Dana Corina Milităru, Gheorghe Deselnicu, Viorica Zăinescu, Gabriel Albu, Luminița	2018	Towards a Circular Economy—a Zero Waste Programme for Europe	Conference Paper
10	Material Economics,	2018	The Circular Economy—A Powerful Force for Climate Mitigation	Report
11	Kirchherr, Julian Piscicelli, Laura Bour, Ruben Kostense-Smit, Erica Muller, Jennifer Huibrechtse-Truijens, Anne Hekkert, Marko	2018	Barriers to the circular economy: Evidence from the European Union (EU)	Journal Article
12	Korhonen, Jouni Nuur, Cali Feldmann, Andreas Birkie, Seyoum Eshetu	2018	Circular economy as an essentially contested concept	Journal Article
13	Girard, Luigi Fusco Nocca, Francesca	2017	From linear to circular tourism	Journal Article
14	Jones, Peter Hillier, David Comfort, Daphne	2017	The sustainable development goals and the tourism and hospitality industry	Journal Article

Table 1. *Continued ...*

No.	Author	Year	Title	Publication
15	Kirchherr, Julian Reike, Denise Hekkert, Marko	2017	Conceptualizing the circular economy: An analysis of 114 definitions	Journal Article
16	Manniche, Jesper Topsø Larsen, Karin Brandt Broegaard, Rikke Holland, Emil	2017	Destination: A circular tourism economy: A handbook for transitioning toward a circular economy within the tourism and hospitality sectors in the South Baltic Region	Book
17	Robin, Cristóbal Fernández Pedroche, María Soledad Celemín Astorga, Paulina Santander	2017	Revisiting green practices in the hotel industry: A comparison between mature and emerging destinations	Journal Article
18	Alonso-Almeida, Maria-del-Mar Rocafort, Alfredo Borrajó, Fernando	2016	Shedding light on eco-innovation in tourism: A critical analysis	Journal Article
19	Ghisellini, Patrizia Cialani, Catia Ulgiati, Sergio	2016	A review on circular economy: the expected transition to a balanced interplay of environmental and economic systems	Journal Article
20	Lewandowski, Mateusz	2016	Designing the business models for circular economy—Towards the conceptual framework	Journal Article
21	Vourdoubas, John	2016	Energy consumption and use of renewable energy sources in hotels: A case study in Crete, Greece	Journal Article
22	Wijkman, A Skånberg, K	2016	The Circular Economy and Benefits for Society- A study pertaining to the Norwegian economy	Report
23	Berndtsson, Malou	2015	Circular economy and sustainable development	Journal Article
24	Ellen Mac Arthur Foundation	2015	Towards a circular economy: Business rationale for an accelerated transition	Report
25	PATA,	2015	UNWTO/PATA Report “Global Trends Shaping Tourism in Asia-Pacific”	Report
26	UNWTO,	2015	TOURISM IN THE 2030 AGENDA	Webpage
27	European Commission,	2015	Communication from the Commission to the European Parliament, the Council, the European Economic and Social Committee and the Committee of the Regions: Closing the loop - An EU action plan for the Circular Economy.	Webpage
28	Bonviu, Florin	2014	The European economy: From a linear to a circular economy	Journal Article
29	Minsk,	2014	Towards a circular economy: a zero waste programme for Europe	Report
30	Holden, Erling Linnerud, Kristin Banister, David	2014	Sustainable development: Our common future revisited	Journal Article
31	Punitha, S Rasdi, Roziah Mohd	2013	Corporate social responsibility: Adoption of green marketing by hotel industry	Journal Article
32	Song, Xiang Ye	2013	Analysis on green hotel marketing management under the background of circular economy	Conference Paper
33	del Mar Alonso-Almeida, María	2012	Water and waste management in the Moroccan tourism industry: The case of three women entrepreneurs	Conference Paper

Table 1. *Continued ...*

No.	Author	Year	Title	Publication
34	Rahman, Imran Reynolds, Dennis Svaren, Stefani	2012	How “green” are North American hotels? An exploration of low-cost adoption practices	Journal Article
35	Wijkman, Anders Rockström, Johan	2012	Bankrupting nature: Denying our planetary boundaries	Book
36	Preston, Felix	2012	A global redesign? Shaping the circular economy	Journal Article
37	Lozano, Rodrigo Huisingh, Don	2011	Inter-linking issues and dimensions in sustainability reporting	Journal Article
38	McDonough, William Braungart, Michael	2010	Cradle to cradle: Remaking the way we make things	Book
39	Rockström <i>et al.</i>	2009	Planetary boundaries: Exploring the safe operating space for humanity	Journal Article
40	Graci, Sonya Dodds, Rachel	2008	Why go green? The business case for environmental commitment in the Canadian hotel industry	Journal Article
41	Valdivielso, Joaquín	2008	Ecología y filosofíapolítica	Journal Article
42	Soonthonsmai, V	2007	Environmental or green marketing as global competitive edge: Concept, synthesis, and implication	Conference Paper
43	Chamorro, Antonio Bañegil, Tomás M	2006	Green marketing philosophy: a study of Spanish firms with ecolabels	Journal Article
44	Hermele, Kenneth	2000	Ekonomerna, tillväxtenochmiljön	Book
45	Peattie, Ken Charter, Martin	1992	Green marketing	Journal Article

Source: (Alonso-Almeida, Rocafort and Borrajo, 2016; Berndtsson, 2015a, 2015b; Boar, Bastida, and Marimon, 2020; Bonviu, 2014; Chamorro and Bañegil, 2006; De Wit, Hoogzaad, Ramkumar, Friedl, and Douma, 2018; del Mar Alonso-Almeida, 2012; Deselnicu, Milităru, Deselnicu, Zăinescu, and Albu, 2018; Economics, 2018; European Commission, 2015; Fernández-Robin, Celemín-Pedroche, Santander-Astorga, and Alonso-Almeida, 2019; Florido, Jacob, and Payeras, 2019; Foundation, 2015; Ghisellini, Cialani, and Ulgiati, 2016; Girard and Nocca, 2017; Graci and Dodds, 2008; Hermele, 2000; Holden, Linnerud, and Banister, 2014; Jones, Hillier and Comfort, 2017; Kasliwal and Agarwal, 2019; Kirchherr *et al.*, 2018; Kirchherr, Reike and Hekkert, 2017; Korhonen *et al.*, 2018; Lewandowski, 2016; Lozano and Huisingh, 2011; Manniche, Tøpsø Larsen, Brandt Broegaard, and Holland, 2017a, 2017b; McDonough and Braungart, 2010; Minsk, 2014; PATA, 2015; Peattie and Charter, 1992; Punitha and Rasdi, 2013; Rahman, Reynolds, and Svaren, 2012; Robin, Pedroche and Astorga, 2017; Rockström *et al.*, 2009; Song, 2013; Soonthonsmai, 2007; UNWTO, 2015; Valdivielso, 2008; Vourdoubas, 2016; Anders Wijkman and Rockström, 2012; A Wijkman and Skånberg, 2016; Zhu *et al.*, 2019)

data, already published articles, the outcome of the study based on these sources was achieved by applying the content analysis. It is a method that allows understanding the relationship between the texts, images, and audios by applying open coding and counting the themes that are achieved during analysis (Krippendorff, 2018). The Inductive analysis was applied to analyze all the available literature into different themes and categories based on grounded theory to understand the reality of the concept (Strauss and Corbin, 1997). The available source of articles was scrutinized based on the commonality between the published articles, which were selected based on the selected words related to CE, GM, and SDG. The outcome of the study out of

extensive literature scanning is presented into main broad four themes, with the development of conceptual framework supported by the different theories of the field

Results and Discussion

Theme 1: Concept of Circular Economy

(Kirchherr *et al.*, 2017) have demarcated CE as “an economic system that is based on business models which replace the ‘end-of-life’ concept with reducing, alternatively reusing, recycling materials in production/distribution and consumption processes, to accomplish sustainable development, which implies

creating environmental quality, economic prosperity and social equity, to the benefit of current and future generations". It was estimated that a 9% circular economy exists globally, which indicates that there is the extensive potential of generating more circular material flows in the future, bridging the gap of this circularity would lead to substantial growth in environmental and socio-economic benefits (De Wit *et al.*, 2018). Execution of CE can also support diminishing the emission of gases leading to the greenhouse effect (Economics, 2018). The implementation of the CE policies could decrease the overall food system emissions by 49% ((Ellen Macarthur Foundation, 2019) (Fig. 2). Thus, CE help in maximizing the

use of resources, reducing the emission of greenhouse gasses and waste (Preston, 2012). Outputs are increased by stabilizing things for as long as possible under the principle of zero waste and everything can have a new and long life (Foundation, 2015).

Theme 2: Sustainable development Goals (SDG)

The term "Sustainable development" was first introduced in 1987 as "development that meets the needs of the present without compromising the ability of future generations to meet their own needs" (Holden *et al.*, 2014). Various benchmarks are used to address the problem of sustainability through environmental, social, and economic dimensions (Lozano and Huisingh, 2011). SDGs were formed in 2015 as the next step of the Millennium Development Goals (Fig. 2), to achieve sustainable development by 2030 (Boar *et al.*, 2020). "SDGs are integrated and indivisible, global in nature and universally applicable, taking into account different national realities, capabilities and levels of growth regarding national guidelines and primacie"(Boar *et al.*, 2020). More precisely, eradicating hunger, accomplishing food security and encouraging sustainable agriculture; safeguarding inclusive and unbiased education and stimulating lifetime learning for all; supporting sustainable and wide-ranging economic growth; certifying access to inexpensive and consistent energy for all; confirming the convenience of water and sanitation for all; and accomplishing gender equality and the empowerment of women (Jones *et al.*, 2017) (Fig. 3). Jones *et al.* (2017) dis-

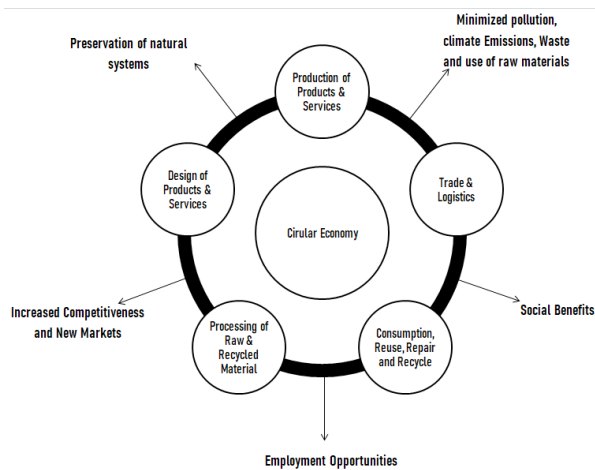


Fig. 2. Circular Economy and potential benefits of its implementation.

Source: (Berndtsson, 2015b)

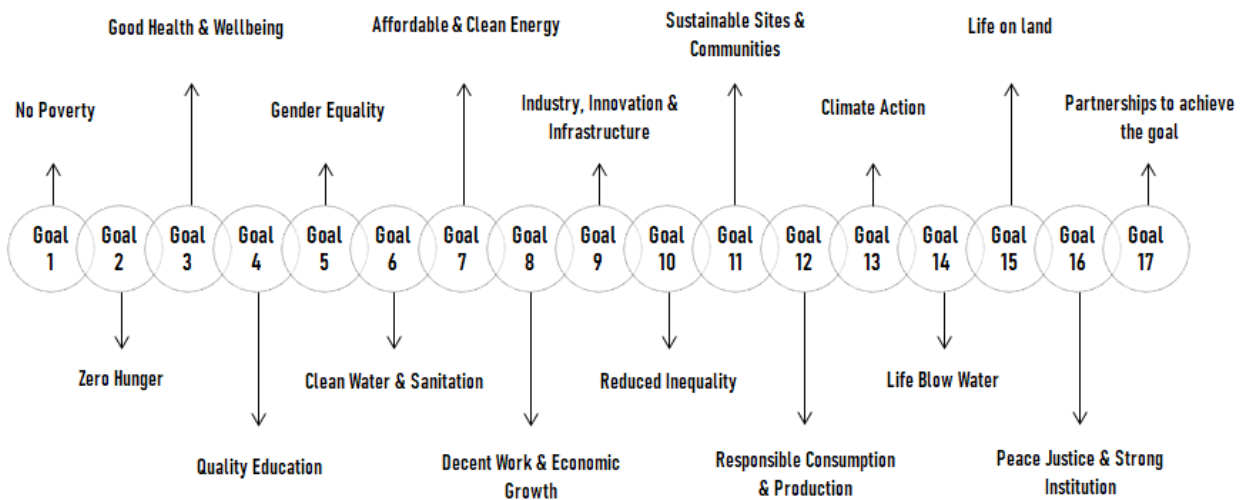


Fig. 3. Seventeen Sustainable Development Goals to transform the world.

Source: (UNWTO, 2015)

cussed that the prominent companies within the hotel industry are in an authoritative situation to subsidize the positive attainment of the SDGs’ potentially, then to achieve this, several associated challenges need to be addressed properly and challenges have been stated as recognizing the priorities, the decision to improve the strategies of sustainability explicitly to meet SDGs or to plot the prevailing strategies and the rigidities between promises to business expansion, sustainability, and ongoing economic growth.

Theme 3: Green Marketing

Chamorro and Bañegil (2006), defined green marketing as “the approach to perceive exchange relations that goes outside the current needs of the consumers, considering the social interest in protecting the natural environment at the same time”. Similarly, Soonthonsmai (2007) demarcated GM as activities carried out by the establishments that are worried about the green problems or ecology by facilitating eco-friendly services or products to bring satisfaction among the community and the clients. Rahman *et al.* (2012), also stated that GM means a business functioned in a way to demonize waste, provides eco-friendly products and services, saves energy, and generally inspires sustainability and ecological health of the society. Kasliwal and Agarwal (2019), stated that a product may be considered green if it (Figure 4).

Green Product	Conserves water & energy
	Prevents contributions to air, water& land pollution
	Uses renewable, responsibly sourced materials
	Is manufactured in an environmentally conscious way
	Produces little environmental impact
	Protects indoor air quality

Fig. 4. Characteristics of a green product
Source: (Kasliwal and Agarwal, 2019)

Graci and Dodds (2008), stated that hotels that work in the extremely economical market must focus on monetary reserves. As hotels are disbursing large amounts of water, waste disposal and energy, the consumption of resources can be condensed by 20% to 40% without reducing the operational per-

formances by swapping to sustainable practices (Graci and Dodds, 2008).

Eco-friendly concepts and contemplations should be imbibed into all areas of marketing if businesses desire to implement GM effectively (Peattie and Charter, 1992). GM has all the potential to upturn the economic nous of a hotel invisibly by refining its brand image as green (Punitha and Rasdi, 2013). In CE under the approach of creating green hotels, the initiative of sustainable development will turn out to be the need of the development of the hotel industry. To promote the performance of the hotel industry, hoteliers should pay attention to the GM (Song, 2013). The purpose is not only to fulfill the demand for green consumption but is to decrease environmental pollution and make the coordination of economic development, ecological development targets, and social development goal (Song, 2013).

Theme 4: Sustainable future of Hotel Industry

The hotel Industry now has a global reach and has become a major player in the world economy. It produces a wide range of economic, social, and environmental impacts, some hotels have designed corporate sustainability approaches to manage these impacts (Jones *et al.*, 2017). The United Nations World Tourism Organization (UNWTO) recommended that tourism can subsidize all the goals directly or indirectly (UNWTO, 2015) but the Pacific Asia Travel Association (2015) criticized that attaining SDGs has now become the main agenda of global tourism and that is why the tourism sector is positioned better than any other industry to subsidize the cause (PATA, 2015). Although the hotel industry played a vital role in the drive on the way to a more sustainable future, the prominent actors within the

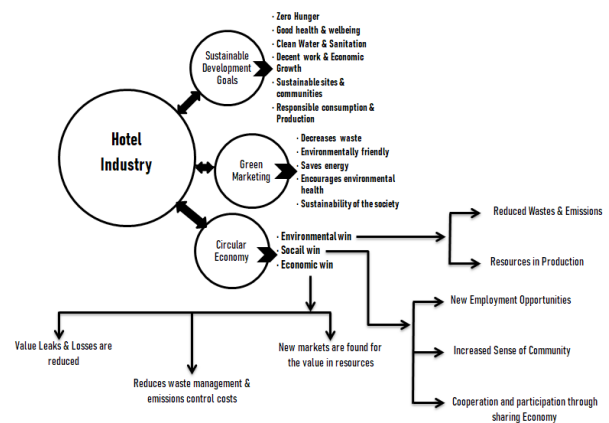


Fig. 5. Conceptual Framework

industry must address these issues to make an expressive involvement in the accomplishment of the SDGs. The hotel industry is trying to evolve sustainable practices to imbibe the CE principles more innovatively mainly across three issues: waste, water, and energy (Rodríguez-Antón and Alonso-Almeida, 2019), with the help of 3R approaches such as reduction, reuse, and recycling (Rodríguez-Antón and Alonso-Almeida, 2019).

Conclusion

The unambiguous situation of the hotel Industry has concentrated primarily on energy, water and recycling dimensions to encourage sustainability, even though these dimensions may not be reflected under the CE but several may be considered as the developers of circular tourism. Some of the hotels had been practicing sustainability activities for so many years and their conversion to circular practices was recognized mainly within approaches of minimization (Manniche *et al.*, 2017a). Florido *et al.* (2019), stated that green marketing practices have been distinguished as the first step en route for circular commerce, Alonso-Almeida *et al.* (2016) found that the hotel industry was the toughest. Several practices could be involved under CE practices. Vourdoub as (2016), found that hoteliers in Greece were using sources of renewable energy such as biomass, geothermal, and thermal generated energy. Girard and Nocca (2017), stated that some Italian hotels were using natural gas and electric buses regarding CE measurements. Moreover, the policies to reduce CO₂dischargessupport to figure out the diversity strategy for hotels (Robin *et al.*, 2017), certain hotels also have started to mount control systems for water (Manniche *et al.*, 2017b) to store it for gardening (Fernández-Robin *et al.*, 2019; Robin *et al.*, 2017), particularly in areas where water is an affluent resource (del Mar Alonso-Almeida, 2012). In terms of waste, the waste hierarchy creates a precedence command from preparation to prevention for recycling, reuse, disposal, and energy recovery (Deselnicu *et al.*, 2018). Hotels can cultivate manifold strategies to reduce and utilize their waste (Manniche *et al.*, 2017b). Reuse and reduction approaches can contribute to circular tourism extensively more so than recycling since fewer resources are misused under the concept of circular tourism (Ghisellini *et al.*, 2016).

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