

Circular Economy Adoption in the Hotel Industry in Indonesia

Vanessa Gaffar ^a, Agus Rahayu ^b, Lili Adi Wibowo ^c, Benny Tjahjono ^d

^{abc}Universitas Pendidikan Indonesia, Bandung Indonesia

^dCoventry University, Coventry United Kingdom

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ABSTRACT

The world needs for natural balance and environmental sustainability force companies to change their business model towards a more friendly and caring environment. This is in line with one of the objectives of the SDGs, which is to achieve a better and more sustainable future for all. In this regard, one concept that is currently developing is circular economy (CE) which is a regenerative system in which resource input and waste, emission and energy leakage are minimized by slowing, closing, and narrowing of materials and energy loops (Geissdoerfer : 2018). It is expected that the industry will be able to reduce waste when they implement this concept. The ecosystem can be better maintained and energy can be saved. CE concept can be applied to various industries including hotel industry. It is a part of the hospitality industry that makes a significant contribution to the economy. The problem lies in the level of awareness of the companies themselves and the practicality of the CE concept in hotel industry.

Keywords: circular economy, awareness, hotel industry