



Research Article

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Adopting circular economy principles in the tourism sector – Shkodra Region

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Abstract

The circular economy is an innovative approach that aims the efficient use of resources. This study explores the economic impact of the circular economy in the tourism sector in Shkodra Region, analyzing the financial benefits derived from optimizing the consumption of energy, water and other materials used in tourism operations.

This study aims to address the following questions:

- How does CE principles affect the reduction of costs for tourist operators?
- What are the most effective strategies for resource management?
- What are the main factors influencing the adoption of CE practices by tourism businesses?

The study is based on an empirical research approach, combining case study analysis with data collection through interviews with tourism operators in the Shkodra Region. The case studies include analyzes of businesses that have implemented circular economy strategies, evaluating savings in the use of energy and consumables.

Preliminary results show that businesses that have implemented circular economy measures, such as the use of photovoltaic panels for electricity production, water management systems and material recycling, have experienced significant reductions in operating costs.

Recommendations

- Encouraging investments in renewable energy, to reduce costs in the long-term.
- Implementation of water and energy management systems, through smart technologies.
- Promotion of supportive policies and fiscal incentives to facilitate the adoption of CE practices.

The results of this study show that the circular economy can have a significant impact on reducing costs for tourism operators, while simultaneously contributing to the development of a more sustainable tourism model.

Keywords: Circular economy, sustainable tourism, resource management, energy efficiency.

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