



support **IN**sular and low density
areas in the transition towards a
more **CIRC**uLar **E**conomy

Priority axis – Investment Priority – Specific Objective 3-1-1

Priority Axis 3: Protecting and promoting Mediterranean natural & cultural resources

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Circular Tourism Tools Guidelines

Deliverable 4.4.1 INCIRCLE replication package

WP 4 Transferring

Activity 4.4., Set the ground for new collaboration: INCIRCLE replication in new MED regions

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Premise

The present document is part of INCIRCLE replication package (Deliverable 4.4.1).

This document describes the **output of the activities carried out in WP3 - Activity 3.3 “Foster comparison and benchmarking: development of INCIRCLE indicators for circular tourism”** regarding the development of INCIRCLE indicators for circular tourism (Deliverable 3.3.1). The scope of the document is to provide **a comprehensive overview about the set of Circular Tourism Tools, developed by the Institute of Management of School of Advanced Studies – Pisa** (Sustainability Management Laboratory, <https://www.santannapisa.it/en/institute/management/sustainability-management-sum> - SSSUP in the text) with the main goal to support the circular assessment of tourism sector and to provide useful information for their transition toward a more sustainable and circular tourism offer.

The Circular Tourism Tools are a management and monitoring tools to assess tourism impact both on **a destination level** (Circular Tourism Destination Tool) and on **a tourism industry level** (Circular Tourism Industry Tool) from a circular economy (CE) perspective.

The Circular Tourism Tools **builds upon existing data gathered through the analysis of grey and scientific literature.**

With regards to the development of the dashboard of INCIRCLE indicators for circular tourism, the first step of the analysis has entailed the definition of the research framework, inspired by the five capitals model and including the identification of tourism actors and circular economy principles. The second step has foreseen the mapping of circularity and sustainability indicators within the tourism sector and their categorization according to INCIRCLE measurement framework. Finally, INCIRCLE CET-KPIs dashboards elaborated have been converted into Circular Tourism Tools in order to furtherly facilitate their use (easy to use, intuitive and implementing at larger scale).

The document has been elaborated starting from the report “**Measuring Tourism as a Sustainable and Circular Economic Sector. The INCIRCLE model**” (developed as a supporting document for Deliverable 3.3.1) and it is structured as follows:

- ❖ A first chapter which aims to describe the INCIRCLE measurement framework;
- ❖ A second chapter which is focused on the description of the Circular Tourism Tools developed (development process and their main properties);
- ❖ A final third chapter which explains how to properly use the INCIRCLE CE-tools developed;

1. INCIRCLE Measurement Framework

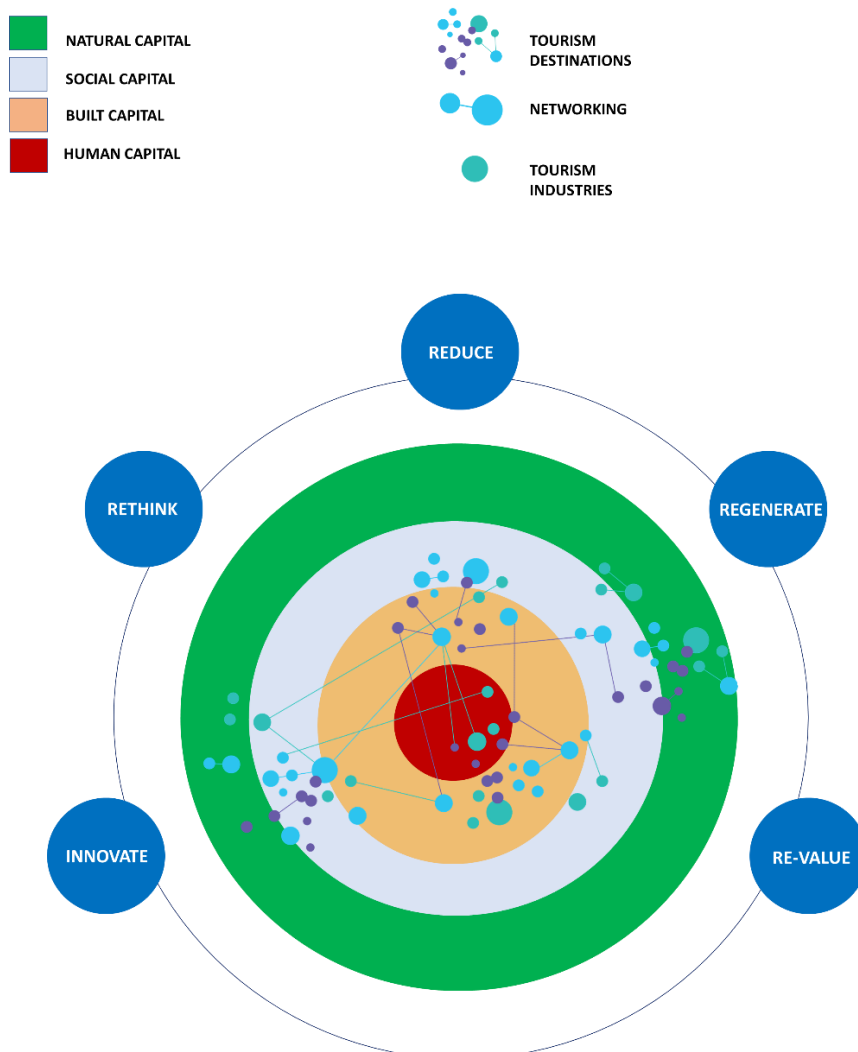
For the purposes of INCIRCLE project, a specific measurement framework has been developed.

The INCIRCLE Measurement Framework is based on **four capitals** (natural, social, built, human) and on **three levels** (tourism destination level, tourism industry level and the networking level composed by the interactions that nourish sustainability and circularity between a tourism destination and a tourism industry). (see [Figure 1](#)). The framework includes also **five principles of the Circular Economy** model (Reduce, Regenerate, Rethink, Innovate, Re-value) that represent at the same time rules on which choices – at every level - should be taken and objectives that a sustainable and circular tourism should achieve. These objectives guide the transition toward a circular tourism model, and, in this perspective, they give a strong support in terms of strategic management of tourism destination and tourism industries.

The framework does not consider collaboration as an autonomous principle because it supports the achievement of all CE tourism principles, being transverse to them. Indeed, the collaboration represents the dense network of interactions which are present between a tourism destination and a tourism industry which supports the circular transition of entire tourism sector. It should be assessed, reconstructing the entire networking between these two levels.

Figure 1. INCIRCLE Measurement Framework

Source: authors' elaboration



In the following sections, each part of the INCIRCLE Framework and the Circular Tourism Tools will be deeply described.

1.1 The primary beneficiaries of the INCIRCLE model

The primary beneficiaries of the INCIRCLE model are decision makers of **tourism destination** and **tourism organizations** operating within the same destination (Table 1). These actors can directly influence sustainable and circular management of tourism, considered as an economic sector, in the considered area.

From tourism destination side, the INCIRCLE model targets managers of organizations that - in different manners - are in charge to define objectives, policies, governance structures, incentives, plans and programs. The INCIRCLE model addressed to tourism destination refers to those who take decisions, make choices, implement actions and projects that are directly connected to the transition toward a sustainable and circular tourism model. These decisions entail different types of resources across the four capitals.

From tourism industries side, the INCIRCLE model targets business managers that usually take decisions and make choices affecting different flows of resources across these capitals. They can adopt policies, strategies, business models, management systems, communication campaigns, oriented to a sustainable and circular tourism model.

In authors' opinion the INCIRCLE model can address a wide range of secondary beneficiaries that are stakeholders operating in the tourism destination who can adjust their own strategies and management systems to the INCIRCLE approach, improving their own circular performance and in the meanwhile supporting the circular performance of the destination.

Table 1. The primary beneficiaries of the INCIRCLE model

Source: authors' elaboration

Beneficiaries of the INCIRCLE model – Tourism Destination level
Destination management: general public administration, governance structure (NACE 8411)
Support institutions: Ministry of Tourism, Trade, Commerce, Transport, Culture, Interior, Environment, etc.
Trade promotion organizations
Chamber of commerce
Ministries and National institutions for management of all assets
Beneficiaries of the INCIRCLE model – Tourism Industry level
Accommodations (NACE 55.1): Hotels – SMEs, Hotels – large chains, Summer houses, Airbnb, Apartment, guest house, hostels, agritourisms, etc.
Campsites (NACE 55.3)
Food Services (NACE 56): Restaurants, Hotel restaurants, bars, fast- foods, etc.
Tour operators and travel agencies (NACE 79)

1.2 The four capitals and the five CE principles

The INCIRCLE model is guided by four different tourism **Circular Capitals** (Figure 2) and, as just said, by five different tourism **Circular Economy principles** (Figure 3):

Figure 2. INCIRCLE CE Circular Capitals

Source: authors' elaboration

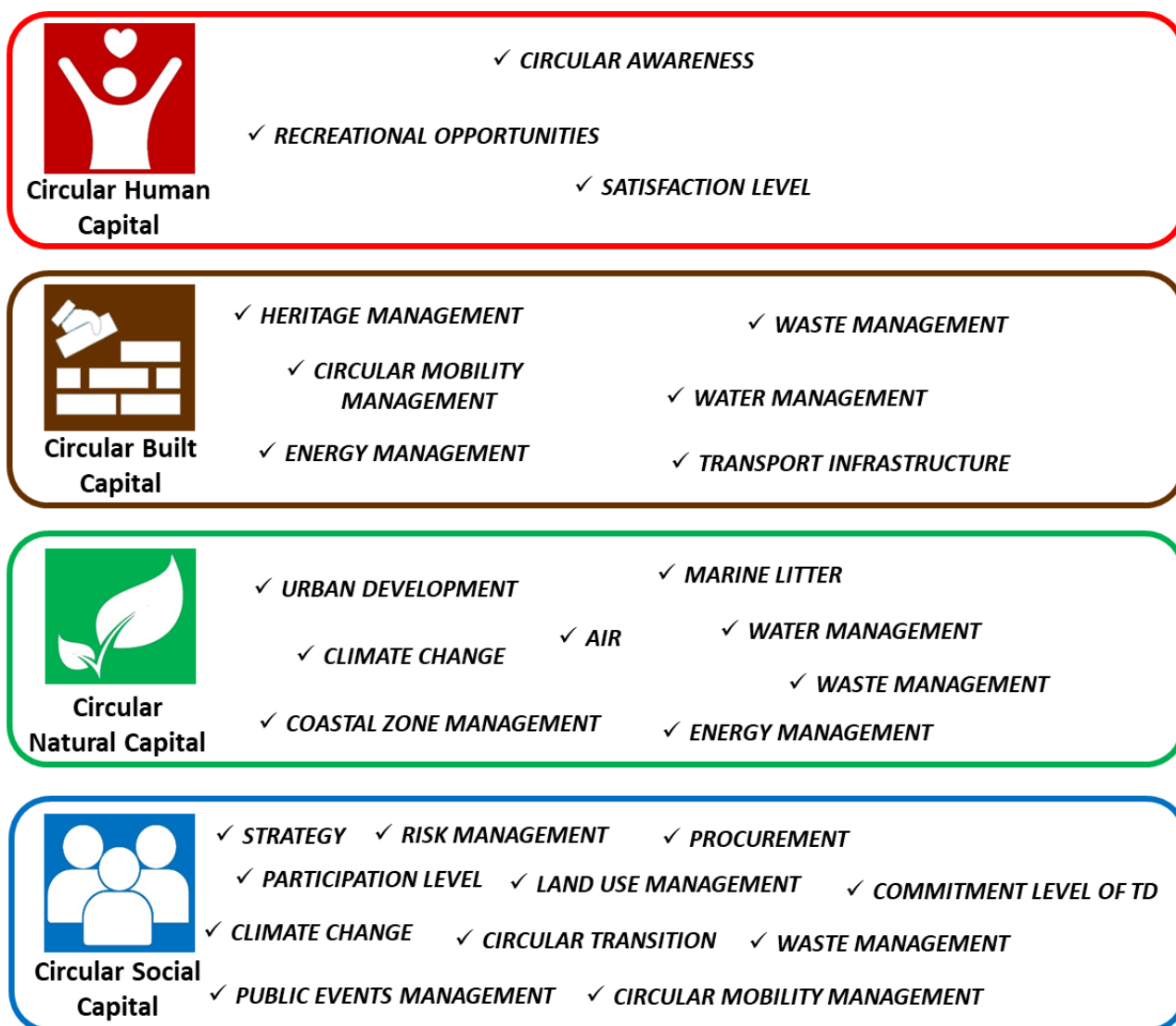
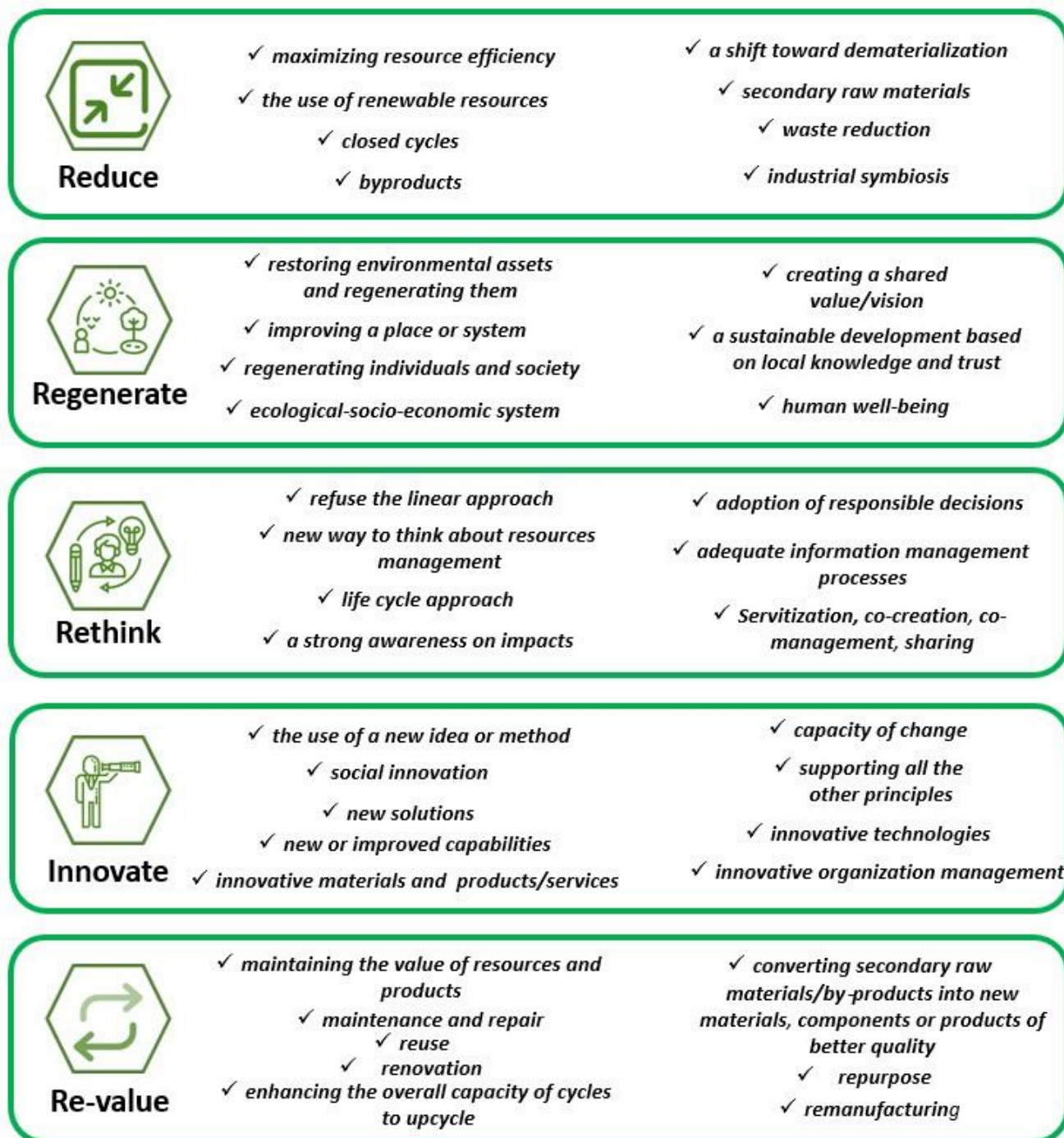





Figure 3. INCIRCLE CE Principles

Source: authors' elaboration



1.3 The three level of analysis

	<p>TOURISM DESTINATION LEVEL:</p> <ul style="list-style-type: none"> ❖ It refers to the tourism destination within which operate decision makers and different stakeholders; ❖ Decision makers (such as general public administration, governance structure, ministries) at this level are actors that can take decision can directly affect the sustainability and circularity in the considered area; ❖ Decision makers at Tourism Destination level interact with several stakeholders (such as, for example, trade associations, organizations involved in critical processes (i.e., water management and services; waste management and services; energy management and services; mobility management and services; education), etc.). These interactions directly affect the four capitals and entail several resource stocks and flows. These interactions both directly and indirectly influence sustainable and circular performance of the tourism sector in the area.
	<p>TOURISM INDUSTRY LEVEL:</p> <ul style="list-style-type: none"> ❖ It is composed by different kinds of tourism industries (e.g. tourism operators, campsites, accommodations, restaurants, etcetera); ❖ Decision makers at this level interact with other decision makers at Tourism Destination level and with several stakeholders. These interactions directly affect the four capitals and entail several resource stocks and flows. These interactions both directly and indirectly influence sustainable and circular performance of the tourism sector in the area.
	<p>NETWORKING LEVEL:</p> <ul style="list-style-type: none"> ❖ it represents the network between all the actors of tourism sector, this means that it might be considered as transversal to the Tourism Industry and Tourism Destination levels; ❖ Networks play an adhesive function in terms of sustainability and circularity; ❖ Decision makers and stakeholder are nodes of the network; ❖ Decisions involving – among others - decision makers directly affect circularity of the tourism destinations and of the tourism industries; ❖ Decisions involving only stakeholders indirectly affect circularity of the tourism destinations and of the tourism industries; ❖ Decisions taken by decision makers and by stakeholder directly affects the four capital, stocks and flows of resources.

2. The Circular Tourism Tools

The Circular Tourism Tools, developed within the purposes of the INCIRCLE MED programme, have been addressed to two main categories of beneficiaries:

1. **tourism destinations' decision makers (TDDM) – Circular Tourism Destination Tool**
2. **tourism industries' decision makers (TIDM): accommodations, restaurants and food & beverage services, campsites and tour operators and travel agencies - 4 different versions – Circular Tourism Industry Tool**

Regarding **NETWORKING level** a proper specific INCIRCLE dashboard had not been elaborate, but within all Circular Tourism Tools developed, all indicators which are related to networking actions have been properly highlighted. Through the aggregation of this sub-system of indicators, a measure of the overall collaboration performance representing the status and quality of existing relationships will be provided for both tourism destination's and tourism industries' levels.

Development process: (1) An initial literature review has been undertaken to map sustainable and circular indicators developed for tourism sector in recent years. Thanks to this activity, an important number of sustainable and circular tourism indicators has been mapped, approximately 1500 indicators properly collected into a proper Excel database. (2) In order to develop a first version of CET-KPIs dashboards addressed to INCIRCLE aims, all sustainable and circular tourism indicators mapped have been systematically categorized according to the four capitals framework. (3) Successively, additional CET-KPIs have been integrated, where necessary, in order to make all circular aspects fully described. This last activity has been carried out in line with the circular economy literature not strictly referred to tourism sector. (4) As final step of this building process, each KPI has been labelled according to the five CE principles of the guide framework. The INCIRCLE CET-KPIs dashboards have been developed into two versions: one related to TOURISM DESTINATION level and one addressing TOURISM INDUSTRY level (5) Successively, further improvement for both versions has been realized: both INCIRCLE CET-KPIs dashboards have been converted into Circular Tourism Tools structured into a set of 50-60 questions: one related to TOURISM DESTINATION level (Circular Tourism Destination Tool) and one addressing TOURISM INDUSTRY level (Circular Tourism Industry Tool).

2.1 Circular Categories

Each Circular Tourism Tool examines and evaluates a set of fundamental areas of action that should properly managed following circularity principles if a tourism destination/tourism industry decides to undertake a circular and sustainable transition. These areas of action are reported in the following images (Figure 3 and Figure 4), respectively for **Circular Tourism Destination Tool** and **Circular Tourism Industry Tool** (tourism industries individuated in section 1.1: accommodations, bars and restaurants, tour operators and campsites). Such areas of actions are reported as **"Circular Categories"** within each Circular Tourism Tool and are used to identify the various families of circular and sustainable indicators/questions constituent the tool itself.

The Circular Categories represent only a graphical way to group indicators pertaining to similar aspects within a capital, in order to make more easily and immediately understandable where to act.

The same category may be repeated in several capitals as it corresponds to different aspects dealt with by that capital. For example, the "waste management" circular category is found in three capitals: built capital (related to waste treatment infrastructures), natural capital (related to separate municipal solid waste collection and the percentage of recycled and recovered waste), social capital (related to waste prevention programs/plans/campaigns).

Figure 3. CIRCULAR CATEGORIES at Tourism Destination level

Source: authors' elaboration

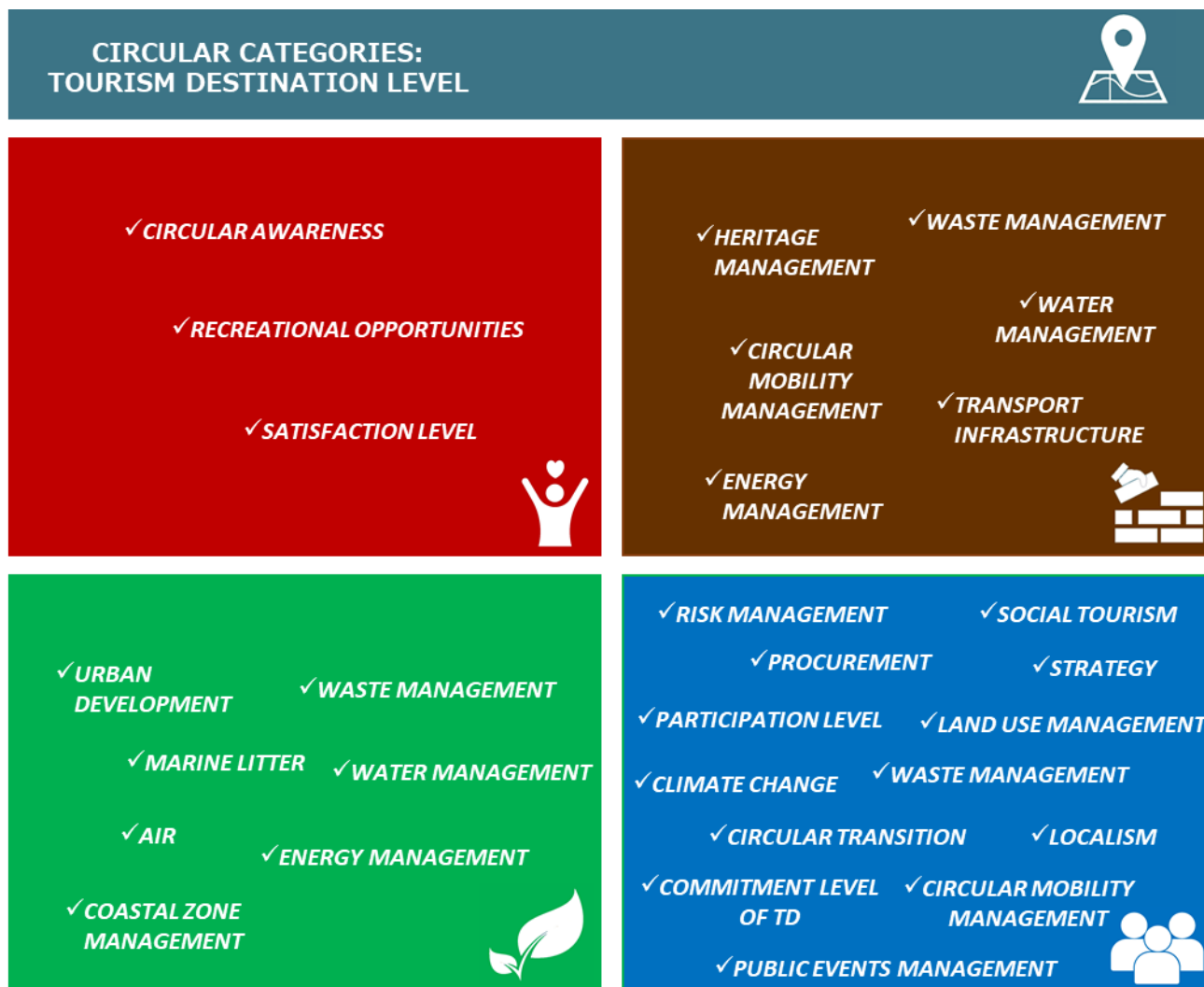
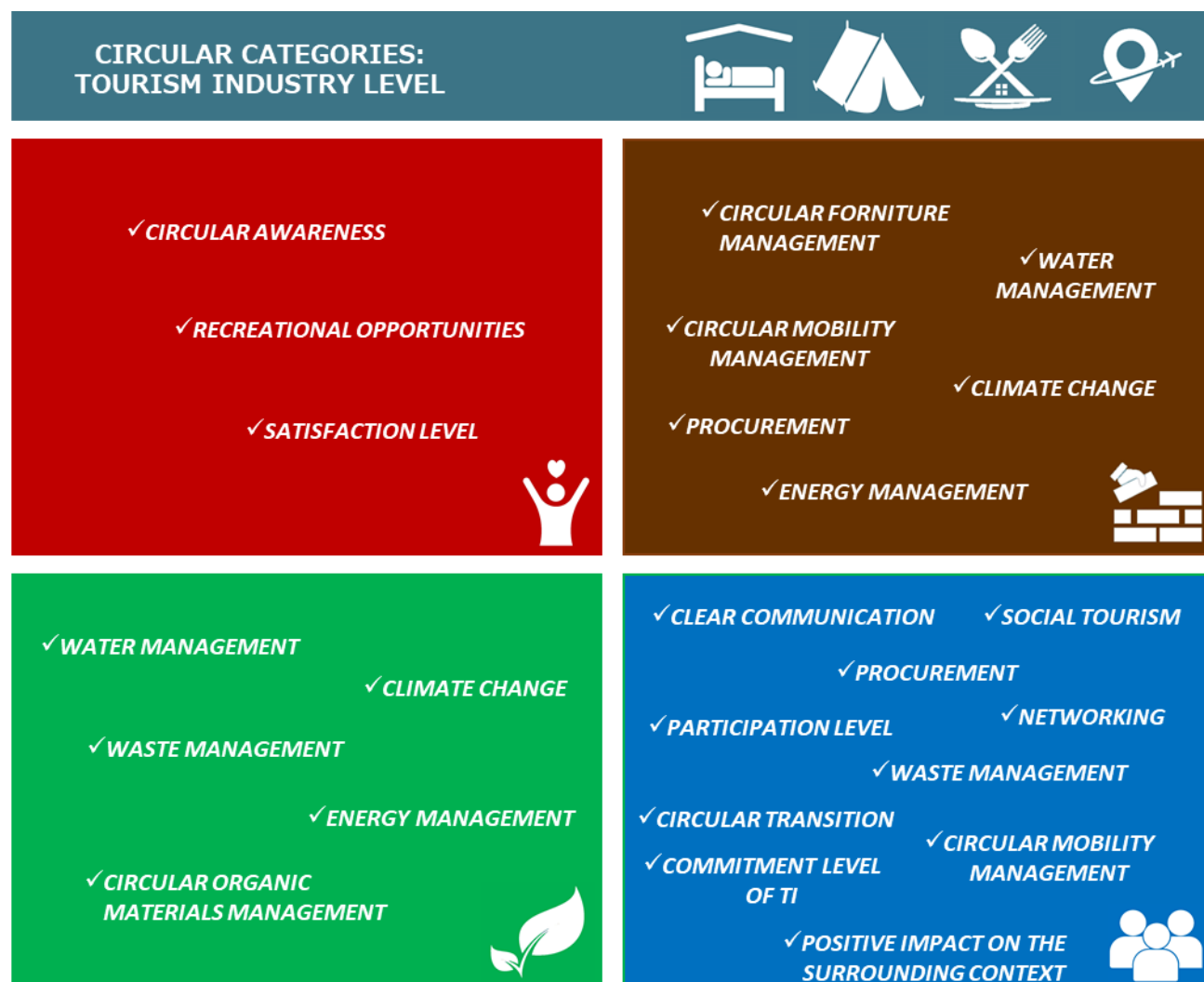


Figure 4. CIRCULAR CATEGORIES at Tourism Industry level

Source: authors' elaboration



2.2 The main properties of the Circular Tourism Tools

The Circular Tourism Tools (Circular Tourism Destination Tool and Circular Tourism Industry Tool) are structured into a set of 50-60 questions

Three typologies of questions:

- ❖ requiring punctual **quantitative** data;
- ❖ **normative questions** characterized by a yes/no response;
- ❖ **self-assessment** questions, for which respondents express their opinions and perceptions about specific dimensions under analysis in a range from 1 to 5.

Each typology of question has been weighted:

- ❖ **quantitative indicators**, represented by punctual data questions, **weight more** since the information provided is measurable;
- ❖ **enabler questions** (normative and self-assessment ones) useful to achieve the overall assessment **weight less**;
- ❖ **not applicable questions** are excluded from the overall measurement.

After responding these questions, this tool provides as output:

- ❖ an **overall circular performance** result (expressed in percentage) of the tourism destination/tourism industry;
- ❖ a **circular tourism overview per capital**;
- ❖ an **overall collaboration performance result** (expressed in percentage).

All questions are related to the five INCIRCLE principles and to the four types of capital (each question is connected to one type of capital and one principle). In the case a question is also connected to the NETWORKING level this characteristic/aspect is highlighted in order to reconstruct the dense network of interactions between Tourism Destination and Tourism Industry levels and to give an overall collaboration performance result. However, for reconstructing and better understanding the status of the NETWORKING within the tourism destination's territory is advised the use of both Circular Tourism Tools developed.

The overall circular tourism performance measure is based on a **weighted average of indicators**. The result is an overall number, encompassing the entire assessment (see Figure 5). This result represents also the measure of how well the five CE-principles have been **integrated within the tourism destination's / tourism industry's actions**. These two aspects are inseparably interconnected. In fact, a higher level of integration of the CE-principles can only be achieved and proved through a generalized improvement in the overall circular performance.



Figure 5 Circular Tourism Tools outcome for overall performance
Source: authors' elaboration

The circular tourism overview per capital is based on a bar charts picture (see Figure 6) of each corresponding KPI result (expressed in percentage). The Circular Category is reported next to each result to give a clear idea of where to act.

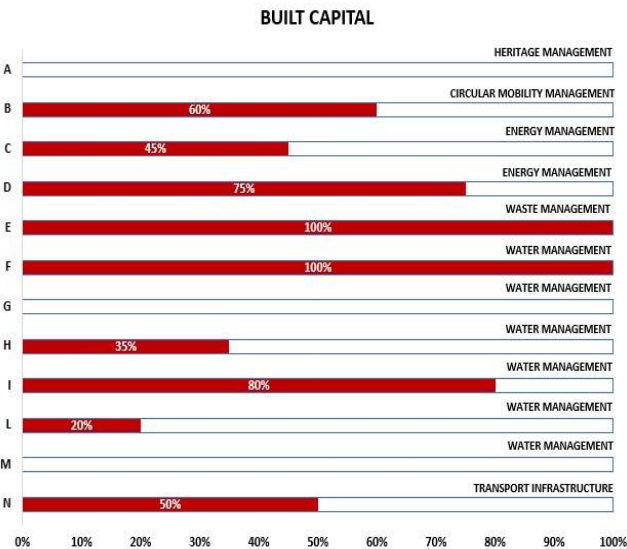


Figure 6 Circular Tourism Tools outcome per capital
Source: authors' elaboration



The overall collaboration performance is based on a **weighted average** of a specific set of indicators **related to networking actions and properly highlighted in the tools**. The outcome is expressed as a **not linear scale**, in order to better describe the difficulties to achieve a more structured and complexed collaboration level within tourism sector. (see Figure 7).

Figure 7 Circular Tourism Tools outcome for the collaboration performance
Source: authors' elaboration

The Circular Tourism Tools (Circular Tourism Destination Tool and Circular Tourism Industry Tool) provide three possible outcomes for the overall circular tourism performance measure (also per capital and per principle). The following definitions of the collaboration level apply to the tourism destination performance as well as to the tourism industries performance:

Concerned about CE: rating from 0% to 33%.

- “Beginning concerned” grade from 0% to 17%: *To be “beginning concerned” about CE means that the tourism destination is starting to become aware of the crucial role of circular economy in tourism and the transition toward sustainability and circularity that the tourism sector must do in order to preserve and regenerate natural resources. The tourism destination might have implemented some limited circularity actions, but without having fully understanding the circular economy potentialities, both from environmental and from economic development side. The CE principles have been scarcely integrated.*
- “Highly concerned” grade from 17% to 33%: *To be “highly concerned” about CE means that the tourism destination is starting to develop a first embryonic strategy to implement circular solutions. The tourism destination started to implement some more structural circularity actions, but still has a limited understanding of the circular economy potentialities, both from environmental and from economic development side. In most of cases the input for experimenting new solutions, developing a strategy on circular issues, or undertaking some circularity actions came from external public entities (e.g., from national level in case of a municipality or a region, from European level in case of a nation). The CE principles have been little integrated.*

Pro-activist about CE: rating from 33% to 67%.

- “Beginning pro-activist” grade from 33% to 50%: *To be “beginning pro-activist” means that the tourism destination is starting to undertake a more structured circularity path of development with at least a short time vision and is aware of the role of circular economy in tourism sector as a lever for economic development and for environmental restoration and regeneration. The tourism destination implemented some circularity actions with a full understanding of the opportunities that may arise from these, both from environmental and from economic development side. The tourism destination is starting to adopt a pro-active behavior toward circularity, whereas a participative stakeholder network has been developing. The CE principles begin to be sufficiently integrated.*
- “Highly pro-activist” grade from 50% to 67%: *To be “highly pro-activist” means that the tourism destination has undertaken a very structured circularity path of development and is fully aware of the role of circular economy in tourism sector as a lever for economic development and for environmental restoration and regeneration. The tourism destination implemented a huge number of circularity actions with a full understanding of the opportunities that may arise from these, both from environmental and from economic development side. These circularity actions are not stand-alone initiatives, but derive from a clear structured strategy or decision-making process with a medium to long term vision. This process takes into consideration and involve different stakeholders in order to improve the collaboration a bidirectional way, giving and receiving feedbacks, and to create a participative stakeholder network for maximizing the ability to find always new solutions or put into practice new ideas. The tourism destination has a pro-active behavior toward circularity and moves first to promote circular initiatives. The CE principles have been integrated on average.*

Circular: rating from 67% to 100%.

- “Beginning circular” grade from 67% to 83%: *To be “beginning circular” means that the tourism destination is becoming a true front runner of circularity and sustainability. All circular tourism strategies begin to be conduct with a participative process. Clear and measurable sustainable/circular targets to*

achieve start to be identified and proper monitoring systems to monitor the current state of the art of a huge number of circular/sustainable issues start to be adopted. To be “beginning circular” means that tourism destination is becoming more confident with its leading role in promoting the circular and sustainable transition of tourism sector. The CE principles have been considerably integrated.

- *“Highly circular” grade from 83% to 100%: To be “highly circular” means that the tourism destination is a true front runner of circularity and sustainability. All strategies are conducted with participative processes and embed sustainability and circularity issues. The tourism destination (/tourism industry) has a vision of long-term circular and sustainable development that provides a planning with clear and measurable sustainable and circular targets to achieve. The tourism destination (/tourism industry) is fully aware of the importance of self-assessment and progress measuring. For these reasons, it is in possession of all necessary data to monitor with adequate instruments the current state of the art for always identifying areas for further improvement. The tourism destination (/tourism industry) has a deeper understanding of the competitive advantages that may arise from circularity and sustainability and plays the leading role in promoting always new ideas. The CE principles have been fully integrated.*

The Circular Tourism Tools (Circular Tourism Destination Tool and Circular Tourism Industry Tool) provide three possible outcomes even for the overall collaboration performance measure. The following definitions of the collaboration level apply to the tourism destinations performance. Similarly, the tourism industries will have their own definitions following the same logic.

Basic collaboration level: rating from 0% to 50%.

- *A “Basic Collaboration Level” means that the tourism destination is starting to “build” a collaborative network with all other stakeholders (e.g., tourism industries, communities, tourists, services providers, etc.) and to involve them into its own decision-making process to develop new strategies/new plans and a shared circular/sustainable strategy. In order to create a common path and a common vision towards circularity and sustainability taking into consideration the opinion of other tourism levels represents a fundamental starting point. At the beginning of this participative process, the common purpose is mainly aimed to reduce the overall environmental impact of tourism destination itself thanks to the adoption of a better waste management approach and lowly aimed to strengthen a common circular/sustainable know-how. The development of a proper physical infrastructure capable to support an integrated system to manage energy, water, waste and raw materials represents another important element: guaranteeing a proper access to basic vital resources, indeed, represents an essential condition for a collaborative network. Without this last, any type of collaboration cannot be achieved.*

Intermediate collaboration level: rating from 50% to 85%.

- *An “Intermediate Collaboration Level” means that all stakeholders (e.g., tourism industries, communities, tourists, services providers, etc.) along with tourism destination itself collaborate to proactively manage all potential risks (such as natural disasters, terrorism, health, resource depletion, and others appropriate to the location, including the seasonality pressure by tourists, other) to which they might be exposed. Shared risk management plans have been adopted to support a more resilient tourism destination, included risk-based preventive management approach for the drinkable water provision/supply. Becoming a pro-active tourism destination represents the main purpose of this*

collaboration level. Various actions have been implemented by an "intermediate collaborative tourism destination": the physical infrastructure is constantly innovated and it is consciously regarded as an enabler element to create a circular and sustainable path; a social inclusive tourism is continually supported to guarantee a proper access to every person regardless economic/physical/other condition; strengthening the know-how of all tourism actors has become an unavoidable element to find new circular and sustainable improvement opportunities; the local economy and the proximity tourism are consistently preserved and supported.

Structured collaboration level: rating from 85% to 100%.

- A "Structured Collaboration Level" means that a strong collaborative tourism network has been developed: the communication channels between all tourism actors are bidirectional, improvement input can be produced/originated by every tourism level. A "structured collaborative tourism destination" encourages and supports the collaboration between all tourism actors (direct ones such as tourism industries, mobility services suppliers, etc. and indirect ones like food/beverage suppliers, furniture suppliers, waste management providers, water service suppliers, etc.) by means of the continuous organization of supporting actions and providing various typologies of incentives (such as VAT savings; taxes reduction; public direct financings; dedicate advertising/specific dissemination on tourism destination's websites). A structured collaborative network supports the transition of all tourism businesses towards the adoption of more circular and sustainable innovative technologies/solutions. This kind of network encourages tourists to become themselves an active part of the tourism destination's transition.

3. How to use the Circular Tourism Tools

The Circular Tourism Tools, developed within the purposes of the INCIRCLE MED programme, have been addressed to two main categories of beneficiaries:

- 1. tourism destinations' decision makers (TDDM) – Circular Tourism Destination Tool**
- 2. tourism industries' decision makers (TIDM): accommodations, restaurants and food & beverage services, campsites and tour operators and travel agencies - 4 different versions – Circular Tourism Industry Tool**

As previously described, within each Circular Tourism Tool each question corresponds to one of four capitals (human, social, natural, built capitals) and to one of five CE principles (reduce, regenerate, rethink, innovate and revalue).

Furthermore each question is provided, according to a set of capital aspects foreseen to identify easily the categories of actions to undertake in order to support a circular transition within tourism sector.

Such tools may be used according to numerous approaches, since the underlying theoretical model is based into heterogeneous key variables: capitals, CE principles, capital aspects, levels of analysis. Basically, **these tools are means able to support decision makers at tourism destination and tourism industry levels to boost the transition towards circular tourism.**

To use the Circular Tourism Tools tourism destination's and tourism industries' decision makers must follow some steps:

1. **Selection of the proper version of Circular Tourism Tools:** in case of a tourism destination, the users must select and open the Circular Tourism Destination Tool. In case of a tourism industry, the users must select and open the appropriate version of the Circular Tourism Industry Tool, among the four version available (accommodations, restaurants and food & beverage services, campsites and tour operator) relating to the activity carried out (e.g. if it is an hotel decision maker user, the accommodation version of the Circular Tourism Industry Tool is the correct one to choose).
2. **Collection of data according to questions:** users should collect all the data necessary for the calculation of the single indicators/questions which are present within the Circular Tourism Tools. The authors suggest to collect the most recent data available (as, for instance, from the last year) to compile the indicators and if it is necessary to use a Check-list to fully achieve this activity. Moreover, in the case of Circular Tourism Destination Tool, the authors suggest to involve different departments/institutions to proper collect information in order to evaluate this circularity level.
3. **Assessment of actual circularity condition:** thanks to the activity of data collection, and to the percentage scale on wich each indicator is expressed, users may obtain a snapshot of their actual situation related to circularity, inserting collected data within Circular Tourism Tools selected at point 1. Users can obtain overall circularity results in percentage terms relating to each CE principle, to each capital dimension and even an aggregate one representing the entire circular performance of the tourism destination or of the tourism industry. In such way, decision makers will be able to define the current state of circular tourism, identifying critical areas (that could be even a principle or a capital dimension) and develop a proper strategy and effective actions to be undertaken.

The unit of analysis may be represented or by the **tourism destination, which belongs to the TOURISM DESTINATION level**, or by the **tourism industry, which belongs to the TOURISM INDUSTRY level**, considering the three units of analysis (Tourism Destination, Networking and Tourism Industry) of the INCIRCLE Model. **In order to assess the entire NETWORKING level, it is advised that decision makers at tourism destination level also exploit Circular Tourism Industry tools specifically developed to fully assess this last level.**

To conclude, this kind of assessment:

- ❖ **supports the tourism destination/tourism industry in its own transition toward a more sustainable and circular tourism offer;**
- ❖ it **highlights limits and potentialities in the current circular tourism management**, allowing the identification of areas to keep under control and the ones for further improvement, within a specific tourism destination/tourism industry;
- ❖ thanks to its potential replicability over time **allows the monitoring of improvements of the circular tourism performance** related to a specific tourism destination/tourism industry (a temporal benchmark) and its **outcomes may be easily communicate** to all main tourism destination/tourism industry's stakeholders;
- ❖ it **serves as a basis for decision-makers of a specific tourism destination/tourism industry to develop peculiar circular tourism strategies**, involving the entire network of tourism-related stakeholders.

NOTES:

Without prejudice to the pillars of the model (capitals, levels of analysis and CE principles), the performance calculation presented in this document is the updated and fine-tuned version following the assessment activity conducted on the first 10 Partner Territories of the INCIRCLE project (WP3 of INCIRCLE project).

Circular Tourism Destination Tool and Circular Tourism Industry Tool (4 versions) will be uploaded on INCIRCLE Knowledge Platform (<https://incircle-kp.eu/>). **The 6 replicating territories will be able to find the updated and fine-tuned versions of all Circular Tourism Tools on the INCIRCLE Knowledge Platform.** However, the compilation for the 6 replicating territories will be conducted **in assisted mode** with the researchers of SSSUP.

In the replication package, a template version of the circular assessment report has been developed in order to support the user to present and to debate obtained results. This last is referred to the Circular Tourism Destination Tool (see “Circular Assessment Report Template – Tourism Destination version”).

In order to support the identification of proper CE improvement actions/strategies, **specific data-sets, containing a set of Circular Tourism Best Practices** to adopt have been elaborated for both Tourism Destination and Tourism Industry levels and they will be uploaded on INCIRCLE Knowledge Platform. Once the circular assessment for partner territory (/tourism industry) will be carried out, compilers will be able to use these datasets to support the identification of specific actions to adopt, capable to improve their circular performance according to desired areas.