



NATIONAL REPORT FOR  
Analysis 1  
"Are we ready for Circularity?"

**Bulgaria**



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## National tourism strategies in the countries already include targets and guidelines for circularity.

### What national strategies exist at the country level in tourism?

The tourism sector is considered one of the most relevant elements that contribute to a country's economic and social development. In Bulgaria, in 2023, the tourism industry constituted 6% of the country's GDP<sup>1</sup>.

Located at a crossing point between the West and East world, Bulgaria has a diverse cultural and natural heritage. Over the years, the country is become more popular for foreigners searching for different experiences in Europe. Bulgaria is famous for its beaches on the Black Sea coast, mountain areas with ski resorts, rose valleys, rich history, 10 UNESCO heritage sites, and nature sites such as the mountains Rila (the highest mountain on the Balkan peninsula), Pirin (UNESCO heritage) and the Balkan Range. Not so well known, but becoming more popular, are the rural areas near nature areas with rich cuisine and wine. One very perspective but still not so well-developed part of Bulgaria is the Danube river region with EvroVelo 6 cycling route connecting many countries.

#### National strategies in the tourism sector:

1. **National strategy for sustainable tourism development in Bulgaria 2014-2030<sup>1</sup>** is in force.

This strategy systematizes the vision, strategic objectives, priorities, and activities. Implementing it will lead to the establishment of sustainable schemes for the development and management of tourism activities.

The developed strategy aims to ensure the lasting competitiveness of Bulgaria as a tourist destination, to support the sustainable development of the tourism industry, to make maximum use of the information obtained from marketing studies, reports, analyses and forecasts, including from international sources such as the UN World Tourism Organization, the European Travel Commission, the World Travel and Tourism Council, Euromonitor, Eurostat, etc., to take into account the expectations and intentions of all stakeholders, to comply with the requirements to create a correct, realistic and stable positioning of Bulgaria in the target markets and be flexible.

<sup>1</sup> <https://www.tourism.government.bg/bg/infographs/294>

<sup>2</sup> [https://www.tourism.government.bg/sites/tourism.government.bg/files/uploads/strategy-policy/strategy\\_2014-2030\\_13\\_05\\_2014-sled\\_ms\\_26\\_05\\_2014.pdf](https://www.tourism.government.bg/sites/tourism.government.bg/files/uploads/strategy-policy/strategy_2014-2030_13_05_2014-sled_ms_26_05_2014.pdf)

<sup>3</sup> <https://www.tourism.government.bg/bg/kategorii/strategicheski-dokumenti/godishna-programa-za-nacionalna-turisticheska-reklama-za-2024>

<sup>4</sup> <https://www.tourism.government.bg/bg/kategorii/strategicheski-dokumenti/celi-na-administraciyata-na-ministerstvo-na-turizma-za-2024-g>

The strategy has weaknesses that raise doubts about its realism and how much it aims at sustainable development, not only on paper.

2. Each year, the Ministry of tourism prepares a National program for promoting tourism<sup>3</sup> and the Goals of the Administration of the Ministry of Tourism<sup>4</sup>.

3. Basis for strategy until 2024: Long-term tourism development - analysis and proposals to help develop a plan for tourism development up to 2040. Specific priorities and measures that could form part of a long-term tourism development strategy.

#### Are circular economies included in tourism strategies?

##### 1. National strategy for sustainable development of tourism in Bulgaria 2014-2030

**There is no circular economy mentioned, just sustainable development and sustainability.**

2. The basis for strategy until 2024: **Long-term tourism development - analysis and proposals to help develop a strategy for tourism development up to 2040.** Specific priorities and measures that could form part of a long-term tourism development strategy.

The second mission-specific content focuses on "Tourism development requires sustainability that corresponds with the goals of the Green Deal, digital transformation, and the circular economy. Efforts should focus on creating conditions for accessible and more sustainable transport, better connectivity, smart management of tourism flows based on analytics and reliable information, and diversification of tourism service offerings using new digital technologies."

The circular economy is also included in:

- Measure 1.3 Assessment of the contribution of Tourism sector interventions to the economic growth and employment plan:

Sub-objective 3. Build a tourism ecosystem that is more resource efficient and low carbon footprint, and accelerate the digital transformation towards adapting the tourism ecosystem value chain to circular economy principles.

- Measure 1.4 Develop financial instruments to support and stimulate digital transformation that takes into account green and circular economy requirements

- Measure 1.6 Support job seekers to acquire new skills in developing new products and services within the tourism ecosystem that respond to green, digital and circular economy principles.

Do national strategies include guidance on circularity? If yes, which ones?

### 1. Strategy for transition to a circular economy<sup>25</sup>

Bulgaria has made the circular economy a long-term development policy priority in that strategic document. The National Development Programme Bulgaria 2030 puts forward the "circular and low-carbon economy" as a priority. This strategy for transition to a circular economy is a first and important step in this direction. The European Union's general policy on the circular economy is evolving and our country is aware of the challenges that lie ahead as well as the duration of such a transformation of societal attitudes, economic processes and institutional priorities. The transition to a circular economy will provide the country with economic growth and a better environment. The necessary institutional, financial and human resources will be mobilised for this purpose.

The Strategy covers the context (National context of the circular economy, Production , Consumption and Waste management), the Priority areas, the Participants, The Comprehensive approach, Vision and Strategic Objectives, Horizontal conditions, Regional dimensions, Institutional framework, Funding sources, Conditions for successful implementation of the Strategy, Monitoring plan, Action plan).

The Strategic objectives are:

Strategic Objective 1: A green and competitive economy

Specific objective 1.1: Higher resource productivity

Specific objective 1.2: New business models

Specific objective 1.3: Connected economy

Specific objective 1.4: Bulgaria contributes to the supply of critical raw materials

Strategic objective 2: Less waste, more resources

Specific objective 2.1: Less waste

Specific objective 2.2: More opportunities for sustainable use

Specific objective 2.3: More recycled waste, better quality raw materials

Specific objective 2.4: No landfilled waste

Strategic objective 3: A consumer-friendly economy

Specific objective 3.1: Better informed consumers

Specific objective 3.2: Sustainable behaviour patterns

Specific objective 3.3: Social green economy

**Countries have a policy on waste management and recycling in tourist destinations.**

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[https://www.moew.government.bg/static/media/ups/tiny/%D0%A3%D0%9E%D0%9E%D0%9F/%D0%A1%D1%82%D1%80%D0%B0%D1%82%D0%B5%D0%B3%D0%B8%D1%8F%20%D0%BA%D1%80%D1%8A%D0%B3%D0%BE%D0%B2%D0%B0%20%D0%B8%D0%BA%D0%BE%D0%BD%D0%BE%D0%BC%D0%B8%D0%BA%D0%B0/fin\\_StrategiyaFinal.pdf](https://www.moew.government.bg/static/media/ups/tiny/%D0%A3%D0%9E%D0%9E%D0%9F/%D0%A1%D1%82%D1%80%D0%B0%D1%82%D0%B5%D0%B3%D0%B8%D1%8F%20%D0%BA%D1%80%D1%8A%D0%B3%D0%BE%D0%B2%D0%B0%20%D0%B8%D0%BA%D0%BE%D0%BD%D0%BE%D0%BC%D0%B8%D0%BA%D0%B0/fin_StrategiyaFinal.pdf)

**What waste collection policies do countries have?**

Separate waste collection is not well established in Bulgaria. Separate containers are set up in the big cities, not everywhere. There are parts of Bulgaria, including tourist destinations (South Black Sea coast), where the separate collection is not implemented and some of the business owners are trying to deal on their own that is not so well working and causing demotivation. There is a separate collection for **plastic packaging, paper, glass, cans. From 2025 there will be biological separate waste collection.** The most of the mixed waste ends in landfills or waste-burning incinerators. There is working group for implementation of deposit return system for packaging but it is working slowly and it won't be ready for 2025 as the plan was.

**Countries have financial incentives and subsidies that individual countries offer for sustainable tourism projects.**

Please outline some of the financial incentives in the tourism sector and VET in tourism and whether the incentives also include circular economy principles.

The European Green Deal (2019) focuses on taking action to tackle environmental and climate issues, ensuring a stable future for generations to come. Achieving climate neutrality by 2050 is the top priority. By moving towards a circular economy, which is one of the focuses of the pact, the aim is to strengthen the competitiveness of the economy and increase the Community's GDP by 0.5% by 2030. Among the Council's main roles is to advise and assist the Council of Ministers in balancing and reconciling national priorities in the areas of energy security, accelerated economic development, social equity and environmental protection.

In Bulgaria we have Court of Auditors special report on Circular economy: Slow transition by Member States despite EU action. It says that:

- Increasing focus on circular economy by Member States, but slow progress and monitoring problems
- EU funding is available to support the transition to a circular economy, but it is little used for circular design

**Description of how the national analysis was carried out (from the questioners)**

Provide a short description of steps, way of implementation, methods and tools used, and challenges faced... no. of questionnaires for tourism organisation and VET, carried out interviews, focus groups (include numbers)

In Bulgaria, the Analysis №1 was implemented based on the Methodology for the implementation, which was developed in the consortium for Activity A2.2.

The consortium created 3 tools for the analysis: survey-based questionnaires, an Interview-based survey, and a Focus group. In Bulgaria, we used the survey based on

the questionnaires and the Interview - based survey.

The survey was done online via Google Forms. We created 2 questionnaires:

- Questionnaire 1 – for the representatives in tourism and related fields.
- Questionnaire 2 - for representatives of VET institutions that prepare the workforce for tourism and related fields.

The interviews were organized online with participants from VET (2 people) and Tourism organizations (representatives from 1 tour operator and 1 accommodation owner).

During the entire period of the analysis process, BAAT had done the following activities:

- Translation and preparation of questionnaires in Bulgarian;
- Creation of 2 Google forms for online responses;
- Preparing a list of stakeholders:
  - tourism businesses, experts, institutions, NGOs and related
  - VET institutions, teachers, and trainers who educate future employees working in tourism and related sectors.
- Disseminating of information and invitation to participate in the analysis process on web pages, e-mails, phone calls, and face-to-face meetings.
  - Raising awareness about the project's topics and the need of the analysis.
  - Explanation of the topic and helping them to provide relevant answers about Analysis № 1.
  - Facilitating a balanced representation of the two groups of respondents.
- Gathering of Interviews - online.

Analysis of general questions for both questionnaires (gender, age, company type or education, field of organisation or level of education)

*Summary of the section's general question in questionnaires.*

## **The Interviews**

The Interviews were organised online with 2 representatives from the tourism business and 2 representatives of VET.

## **The questionnaires**

There were 2 types of respondents targeted:

- representatives from the tourism sector and related fields;
- representatives of VET institutions, which prepare the workforce for the tourism sector and related fields.

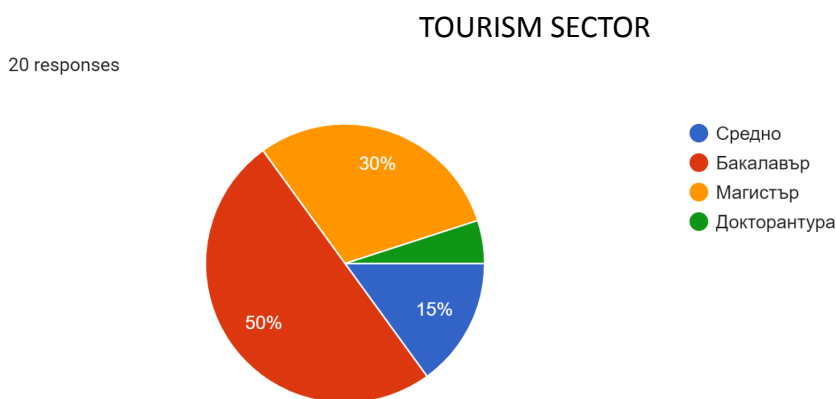
**Number of participants:**

The survey, based on the questionnaire, had a total of 40 respondents, 20 from tourism and related fields and 20 - VET institutions.

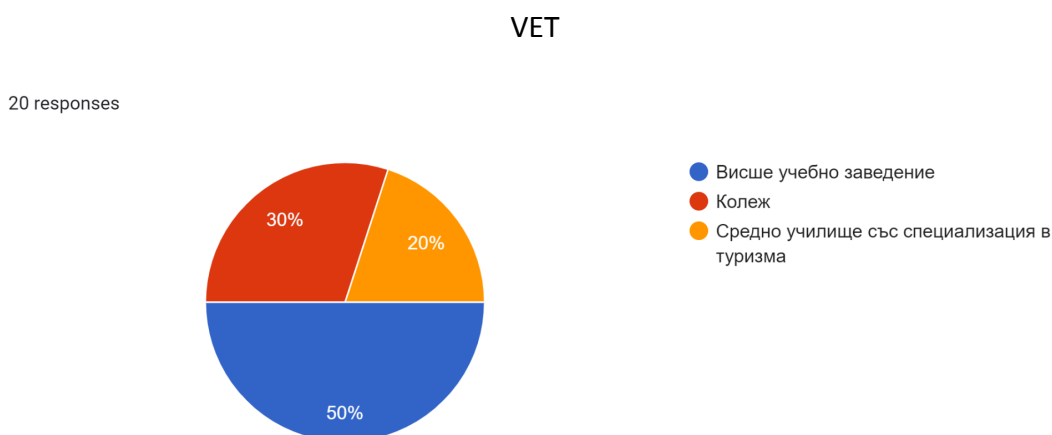
Participants by Gender of both responders' groups: 77.5 % of total of responders were women (80% in tourism, 75% in VET) and 22,5 % were men responders (20% tourism, 25% in VET).

**The background of participants:**

- *Age of participants (average for the 2 groups):*
  - 7,5 % were less than 25 years old
  - 82,5 % were 25-60 years old
  - 10 % were more than 60 years old
- *Level of education*



50% from the tourism sector participants were with bachelor degree, 30% with Masters degree, 5 % PHD and 15% High school (degree needed to start work in Bulgaria).



From the VET group 50% had University degree (Bachelor and more), 30% Collage and 20% High school degree.



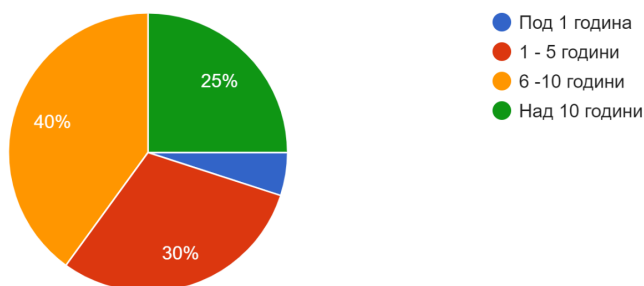
- *Size of the organisation*

90% of the tourism respondents are micro-organisations with less than 10 employees (most of them are family businesses with several employees), and 10% are small organisations with less than 50 employees (hotel managers).

- *Years of experience and type of occupation*

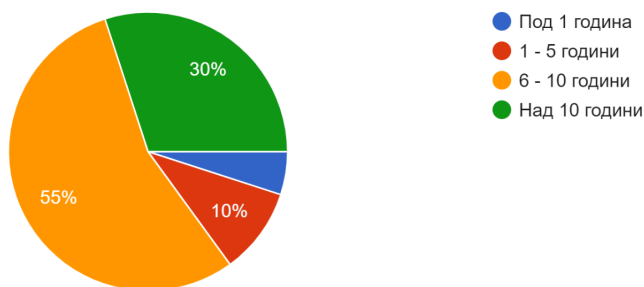
### TOURISM

20 responses



### VET

20 responses

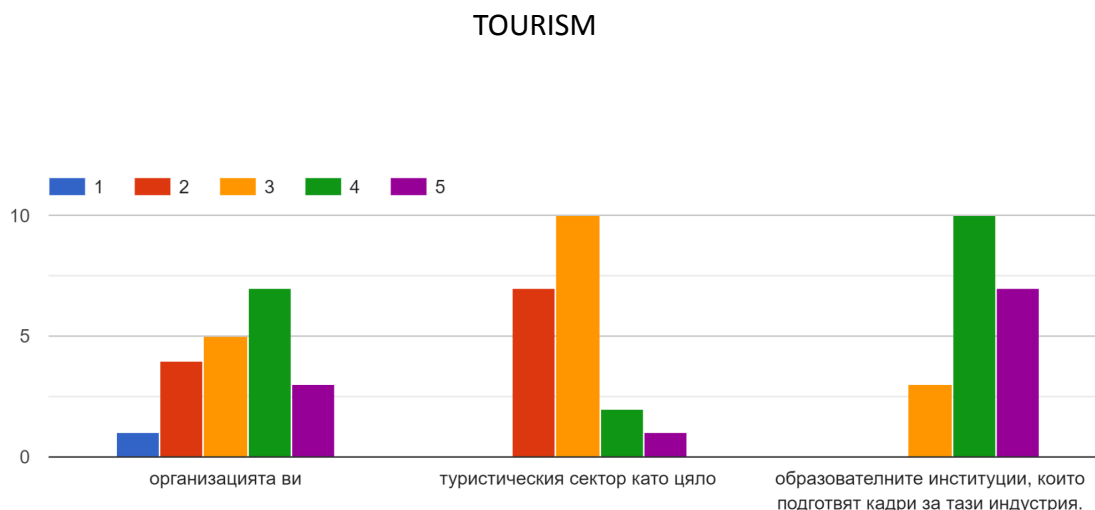


35% of the tourism sector responders have less than 5 years of experience in the tourism sector and 25% are with more than 10 years. For the VET the data is 15% with less than 5 years of experience and 30% with more than 10 years. Tourism sector representatives are 7 managers (product managers, destination managers and business managers), 3 restaurant staff, 4 museum workers/ guides, 2 reception hosts, 2 organizers of travels, 1 administrative, 1 expert in NGO. The group of VET respondents is 18 teachers/ trainers, 1 administrative person and 1 associate.

General Conclusions and Recommendations - as they resulted from the interpretation and synthesis of the answers received

Analyse the information collected (questionnaires, focus groups, interviews), present the data in graphical form, and interpret it.

### 1. Raising awareness about the CE

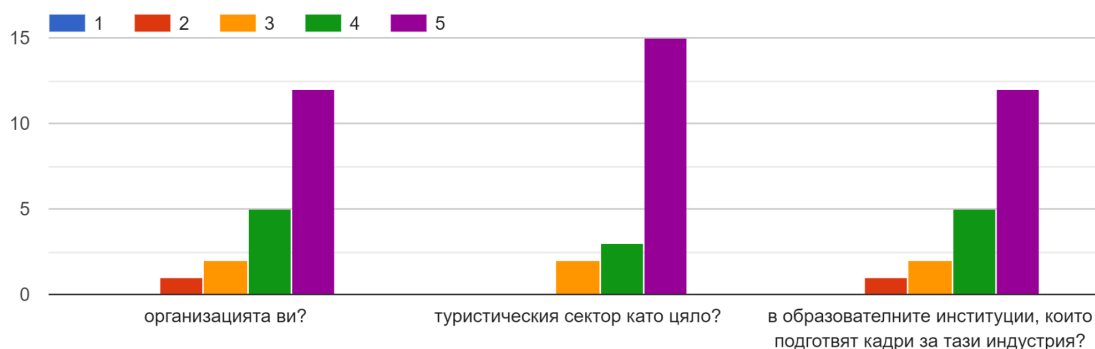


Tourism organisations are at one opinion and give colourful results:

- The importance of raising awareness about the CE in their organisations: 50% agree and strongly agree, 5% disagree, the rest are not sure and neither agree or disagree.
- The importance of raising awareness about the CE in the tourism industry in general: 55,2% neither agree nor disagree, 27,6% agree, and 27,6% strongly agree.
- The importance of raising awareness about CE in any educational institutions that prepare the workforce for this industry: 37,9% neither agree nor disagree, and 44,8% agree and strongly agree.

These answers show that tourism organisations either don't have enough knowledge or are the topic for CE is not so well discussed and taken into account in general. With more information, training, and activities that will present real practical examples will raise their awareness and understanding.

VET



VET responders agree and strongly agree that raising awareness about CE is important in their organisation (85%), in the tourism industry in general (100%), and in any educational institutions that prepare the workforce for this industry (90%). This is showing that the topic is important and needs focus.

## 2. To what extent have tourist organisations incorporated the CE practices into their business operations

### TOURISM SECTOR

Circular economy practices	Not at all	To some extent	To a great extent
we actively recruit and hire local people with green skills pertaining to a circular economy	50%	25%	25%
our company prioritises purchasing products from local suppliers to support the regional economy		15%	85%
we actively foster business linkages between tourism and other economic sectors within our region	10%	30%	60%
we prefer to purchase from companies that are	60%	25%	15%

certified for their green practices			
our company is committed to reducing and managing our greenhouse gas emissions	45%	20%	35%
we have implemented solid waste management practices, including reducing, recycling, and composting waste	45%	15%	40%
we have taken steps to reduce our consumption of freshwater, such as using low-flow water management systems	80%	20%	
our company effectively manages wastewater to minimize environmental impact	85%	15%	
we strive to be energy-efficient, including the use of low-energy lighting solutions	20%	5%	75%
we utilize renewable energy sources, such as solar or wind, in our operations	25%	20%	55%
we use green products in our business operations, including biodegradable	45%	35%	20%

materials and recycled paper			
we implement circular economy education programs for our visitors to raise awareness	65%	15%	20%
we regularly train and educate our employees on circular economy practices	80%	10%	10%
our company has obtained or is in the process of obtaining a green certification	80%	10%	10%
we donate funds or provide in-kind services to support green initiatives within our community	30%	15%	55%
we promote a green culture in our workplace, encouraging practices like carpooling and biking to work	50%	20%	30%

Tourist organisations, to a great extent, prioritise purchasing products from local suppliers to support the regional economy, they also are very well informed and do their best to be energy efficient and more than a half of them encourage partnerships with different sectors and businesses. Volunteering for causes covers 55% of them and it is becoming more popular for teambuilding activities.

There are not many implemented educational practices for the staff. The wastewater efficiency use is also not a priority of the participants in the survey. They also don't find it attractive, it is too difficult or expensive to apply for certification and also underestimate the certified products. The green products are still not so popular for tourism companies.

Based on the results it is obvious that **the tourism companies in Bulgaria are not well informed about sustainability and don't have enough motivation to implement circular economy practices and prefer ecological products. There is scepticism in Bulgaria about sustainability that is based on the lack of information and presentation of good practices.**

The next question gives us again impression that the tourism sector has not so clear view for circular economy and sustainability. We asked them regarding their **current level of awareness and comprehension within their organization regarding efforts to advance towards a more sustainable, green, and circular economy**

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
Our organization understands the principles and benefits of the circular economy well.	5%	25%	25%	35%	10%
We are aware of the environmental impact of our current operations and the potential improvements through circular practices.	5%	25%	30%	25%	15%
We believe that adopting circular economy practices will provide significant competitive advantages and benefits.		5%	25%	40%	30%
Our organization is highly interested in increasing our circular economy practices within the next 1-3 years.	5%	10%	15%	25%	45%

There is no answer that stands out but is visible that **70% of the companies answer with strongly agree and agree about their believe in the adoption of circular economy practices and are highly interested in increasing their circular economy practices in the next 1-3 years.**

The tourism organizations were asked to evaluate the level of readiness for their green and circular transition. 85% from them realise that they need to start using circular economy practices and 65% think they can do it easily as they are flexible and ready to change our ways to be more eco-friendly. Unfortunately more than 60% from them don't have staff that can help them do it and this is something they need to deal with as they are micro and small businesses with

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
Our company really needs to start using circular economy practices because we're falling behind others in our industry.		10%	5%	30%	55%
We have great support from the people and businesses we work with to try out new ways of doing business that are good for the planet.	15%	10%	25%	40%	10%
Our customers care a lot about the environment and are willing to change how they do things to help out.	10%	5%	25%	45%	15%
We have everything we need to start using circular economy practices.	10%	25%	15%	35%	15%

Our company knows how to make the changes needed to use circular economy practices successfully.	15%	10%	35%	25%	15%
Our suppliers and customers are ready for us to make these changes, and we don't expect any problems from them.	10%	5%	50%	35%	
People who buy from us or use our services are interested in being more eco-friendly and will change their habits easily.	5%	10%	35%	40%	10%
We have enough staff who know a lot about taking care of the environment to help us make these changes.	50%	10%	25%	10%	5%
We don't have enough people who know how to work in ways that are better for the environment, which might make changing difficult.	10%	10%	15%	10%	55%
Our company is flexible and ready to change our ways to be more eco-friendly.	15%	10%	10%	35%	30%
We can get the money we need, either from the	50%	30%	10%	10%	



government or from within our company, to make these eco-friendly changes.					
Our company is creative and skilled enough to learn new ways of doing things that are better for the environment.	15%	15%	15%	25%	30%
The way we do things around here supports making changes to be more eco-friendly.	25%	20%	15%	25%	15%

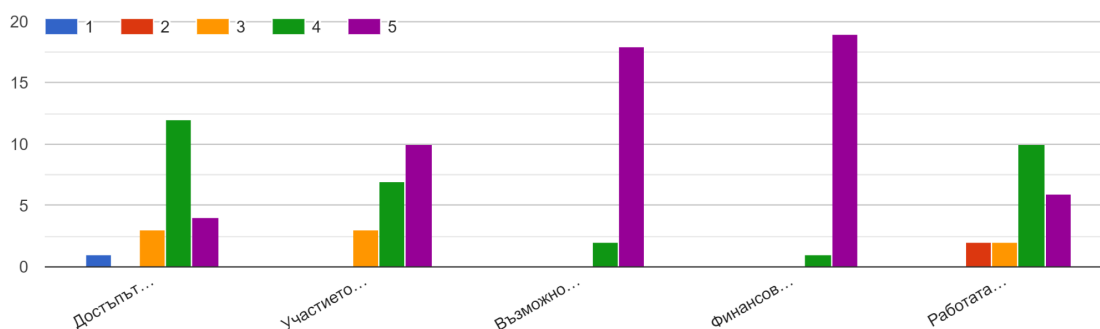
***We asked the tourism companies to what extent has each of the following barriers impacted their ability to adopt circular economy tourism practices in their organization.***

The results show that **all of the participants see as barrier the financial resources they are lack of and the cost of circular economy practices which they see as expensive. Here comes the conclusion the there is so big gap in the understanding** and it is proven by the results of lack of information (65%, no disagreement) and low awareness (85%, no disagreement). Other barriers are the legal and administrative procedures (100% agree and strongly agree), lack of human resources and technical equipment. Other conclusion showed by the results is that the people in the industry don't know each other and the good practices in sustainable tourism and circular economy which means that **more networking is needed.**

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
Lack of information on how to			35%	30%	35%

implement circular practices is a major barrier for us					
Complex legal or administrative procedures have discouraged us from adopting circular economy practices				90%	10%
Financial constraints hinder our ability to invest in circular economy initiatives (e.g. government incentives)					100%
There are not enough proven examples or models of circular economy practices in our industry	15%	10%	20%	20%	35%
We face technical challenges, like not having the right equipment or needing to upgrade our facilities	5%	5%	15%	35%	40%
The high cost of complying with environmental			5%	20%	75%

regulations and standards					
Lack of human resources			20%	5%	75%
No incentives or rewards for businesses that adopt circular economy practices.	15%	10%	40%	10%	25%
Low awareness of the circular economy among the companies			15%	40%	45%
Lack of commitment within our organization to adopt circular economy practices	10%	5%	10%	35%	40%
There's a risk in changing our business model to be more circular that we're cautious about taking	15%	10%	20%	40%	15%
Limited access to suppliers who sell sustainable products (e.g. organic food, alternative fuels, biodegradable items, etc.)			15%	55%	30%



### VET

The VET participants are not optimistic about the implementation of the circular economic topics as the most common answer to all of the questions is in the medium (rank 3 from 5). The answers show clearly that improvements are needed and the topic is not well implemented in the program of VET.

#### DATA visual;

The positive answers (all are from 3 to 5, most of them are 4 and 5) to the question about the extent to of education programmes influence the student’s ability to work and act in the circular economy, show the importance of the circular economy and the knowledge that the future tourism staff needs.

#### DATA visual

### What would you do differently?

#### VET suggestions:

A good strategic plan for implementing CE knowledge into the training programs is needed.

Adopting the existing curriculum with CE topics.

More information and motivation about CE principles in VET for future tourism workers.

Cooperation with tourism organisations in common projects addressing CE.

Develop new educational programs to give students appropriate knowledge and a basis for CE principles so they will be prepared and equipped with knowledge when starting to work in the tourism industry.

Organise teacher training about the CE topics.

Get some qualifications in this area.

**Tourism suggestions:**

Get more information and knowledge about CE principles and how to incorporate them into their businesses.

Exchange of good practices in CE principles.

Cooperate with VET in tourism to gain more knowledge and train their students to become future employees in this sector.

Cooperation with VET and NGOs is needed for common European and national projects and initiatives.

Establish a CE centre where tourism organisations can get more information and specific directions on how to implement CE principles in their businesses.

Fill in the SWOT analysis for your country based on the questionnaire 1 and 2 responses (including the most obvious strengths, weaknesses, opportunities, and threats).

Instruction on how to fill in the SWOT:

**Strengths:** Questions that VET institutions or tourist organisations are marked as strongly agreeing on (things that they excel at).

**Weaknesses:** Question the VET institutions or tourist organisations marked as strongly disagreeing, present weaknesses, and identify areas for improvement.

**Opportunities:** Opportunities are an external factor that refers to opportunities to improve and give it a competitive edge/grow and expand of business (answers to questions 12, 13 and 14<sup>3</sup>)

**Threats:** Potential risks or challenges to the business's success (*examples for VET: declining student enrolment, budgetary limitation...*) and come from competitors, changing regulations, economic downturns, disruptive technologies, or shifting consumer preferences

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<sup>3</sup> Only in the questionnaire for VET institution – experts.



## SWOT analysis of responses from tourism professionals

### Strengths

- Awareness that adopting CE practices can provide significant competitive advantages and benefits.
- Already using some CE practices (purchasing products from local suppliers, solid waste management practices, including reusing, recycling and composting waste, use green products - recycled paper, biodegradable materials)
  - Already participating in some projects connecting to CE
- High awareness that CE principles are necessary for the future operation of their businesses.
- Preparation to train and get more knowledge about CE practices for their industry.

### Weaknesses

- Not enough knowledge and information about the CE in general and the importance of use for their organisations.
  - Not enough financial funds to invest in CE projects
    - Not enough trained staff in this area
  - Not familiar with good practices in CE for their sector
    - Financial barriers, ability to invest in CE initiatives
    - Technical challenges (right equipment, facilities)
      - Lack of human resources educated in CE
- Limited access to suppliers of sustainable products (organic food, alternative fuels, biodegradable items)



### Threats

- Tourist operators do not know how customers will accept their efforts in CE practices and production.
- Additional costs when implementing CE practices in their businesses, and the customers would not accept those extra costs in the costs of their products and services
- Complexity and administrative procedures in implementing CE practices.
- High costs of environmental regulations and getting standards.
  - Lack of proven examples or models of CE

### Opportunities

- National and European funds for investing in CE practices.
- Preparedness to learn, train and get knowledge about CE practices.
  - Wish to cooperate in good practice exchange.
- Willing to cooperate in different national and EU projects regarding CE.
- Prepare to train the staff and also their customers about CE principles.
- Wish to exchange products and services among the organisations that adopt CE in their businesses.

## SWOT analysis of responses from VET institutions

### Strengths

- Awareness about the importance of CE at their work, in their organisation and the tourism sector in general.
- Include teaching students how to utilize digital marketing channels in tourism effectively.
- Prepare students to address and adapt to climate change in the tourism sector.
- Equip students to contribute to CE in social areas, focusing on cultural authenticity and building an inclusive society.
- Prepare students to implement CE principles in future workplaces (reducing energy and water use).
- Prepare students to navigate the challenges of new competing destinations that emphasise new, green and safe tourism practices, supporting circularity.
- Encourage students to engage and benefit from the collaborative economy in tourism.

### Weaknesses

- Lack of financial resources to change the educational system (limited ability to update curricula, train teachers, purchase materials, or implement new pedagogical methods).
- Insufficient industry collaboration (a lack of partnerships with businesses and industries that practice CE principles).
- The curriculum (little room to incorporate new subjects or modules related to the CE).
- Some teachers and trainers might be unfamiliar with the CE.
- Difficulties in providing students with practical skills for innovation in creating new local products and services aligned with the CE.

### Threats

- Regulatory and accreditation constraints (Existing educational standards, regulations, or accreditation requirements may not support the integration of CE concepts).
- Educational programs do not sufficiently cover the prevention of various forms of pollution (water, air, noise, soil) at tourist destinations.
  - The challenge to integrate green job creation opportunities within the CE into the curriculum.
    - How to incorporate comprehensive discussions on mitigating long-term environmental impacts through CE practices.
  - Difficulties in educating students on reducing land use pressure and preserving landscape values in tourist destinations.
  - Challenges to incorporate effective teaching about eco-friendly transportation options and the importance of preserving cultural and natural heritage within our courses.

### Opportunities

- Educating students on the value of CE practices could raise tourism product prices and real estate values, enhance income and better living standards.
- Cooperation in the government sector and VET in policy and regulatory advocacy (Working to influence educational policies and regulations to support CE education)
- Creation of Online platforms for collaboration and learning, resource sharing, educator collaboration, and virtual learning on the CE.
- New training programs - specialised training for educators and staff on the CE and sustainable practices.
- Student engagement initiatives to support student involvement in CE projects, competitions, and community activities.
- Counselling in CE - offering expert guidance and advice to integrate CE principles into VET programs