

CIRCULAR ECONOMY AS A CONTRIBUTION TO SUSTAINABILITY IN A CUBAN TOURIST DESTINATION OF SUN AND BEACH

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The circular economy is a paradigm that aims to generate economic prosperity, protect the environment and prevent pollution, thus facilitating sustainable development. The growing interest of the tourist industry for the implementation of the circular economy has led to inquire about its direct connection with sustainability in a tourist destination of sun and beach. For this, an analysis of scientific articles published in this last century on this topic has been made and some applications of circular economy alternatives are shown. The final results show that the Circular Economy is a mode of action that has evolved from the concept of sustainability, proposing different strategies regarding the efficient use of water and waste to achieve circularity in the different processes, allowing sustainable consumption.

KEY WORDS: *circular economy, sustainability, tourism.*