

ABSTRACT

This research examines the potential for implementing a circular economy at the Guci tourist attraction, Tegal Regency, as well as developing circular economy-based actions to achieve SDG target 8.9, namely creating decent jobs and encouraging sustainable economic growth. The circular economy offers solutions to overcome the problems of waste and inefficient use of resources, by focusing on the principles of recycling, recovery and reuse. This research identifies the potential for implementing circular economy principles in Guci, examines the challenges and opportunities in its implementation, and suggests strategies for integrating the circular economy into tourist destination management.

The research results show that Guci has significant potential for implementing a circular economy, especially in waste management and efficient use of resources. However, there are several limitations, including lack of adequate infrastructure, limited data, and lack of public awareness. To overcome these limitations, investment in circular infrastructure, development of educational programs and awareness campaigns, as well as increased collaboration between government, industry players and the community are recommended. This research also emphasizes the importance of formulating policies that support a circular economy as well as regular monitoring and evaluation to assess their effectiveness and impact.

Through the effective implementation of a circular economy, the Guci tourist attraction can increase sustainability, reduce environmental impacts, and contribute to achieving SDG target 8.9, which in turn can strengthen the attractiveness of the destination and improve the welfare of local communities.

Keywords: *Management, Tourism Destinations, Circular Economy, SDG Target 8.9.*