

**Date:** 30.03.2024.

**Place:** Hotel and Zoo Park "Mišić", Ćukovac, Vranje, Pčinjski district.

**Event:** Field visit (with project promotion).

The business entity was selected based on the delta activity it performs. Namely, tourism, and especially tourism that is based on the traditional values of Serbian rural areas, gastronomy and returning to nature, is considered an activity with a particularly high potential for the transition to a circular business model.

**Description:** The project envisages, among other things, conducting field visits to value-added entities in the Republic of Serbia, which are engaged in various activities, in order to directly assess the degree of familiarity of value-added entities with the concept of circular economy on the ground and, consequently (during subsequent project activities) to assess the capacity economic subsections for circularity. In addition, it is planned that, through a discussion with members of the project team, representatives of the relevant entities will present their view of the green transition, point out the opportunities and potential obstacles for the transition from the traditional (linear) model of the economy to a circular one, point out their experiences in business, readiness for implementing new solutions and related needs. Also, the representatives of the audited entities were asked to familiarize the project team with the ways in which they implement (or do not implement) key activities for achieving the circular economy (waste management, energy management and management of other resources they use) and to point out specific problems related to mentioned.

In accordance with the above defined needs of the project, the representative of the project entity was introduced to the project and project activities, the familiarity of the manager of the business entity with the circular economy model and the readiness to change the existing way of doing business, which is based on the traditional, linear model, was considered.

The meeting was held with the manager of the complex, Mr. Dušan Antić, which was organized and conducted by a member of the project team, Assoc. Dr. Simonida Vukadinović. At the very beginning, Assoc. Dr. Simonida Vukadinović, Member highlighted the importance of the project, presented the activities so far and the plan of activities for the project in the next transition, but also pointed out that part of the project activities is particularly focused on rural regions in the south of the Republic of Serbia. and indicated that the southern part of Serbia lacks professional people from the field of sustainable development.

Mr. Dušan Antić pointed out that he is familiar with the basic concept of green transition, which is linked to environmental protection. After the explanation of the circular economy model by the representative of the project team, the manager of the business entity concludes that the business entity he manages applies circular economy activities in business to a certain extent. The tourist facility has its own meat production, which satisfies one principle of the circular economy in terms of providing the necessary resources. The rest of the food is purchased on the

local market, which speaks in favor of another principle of circularity, which is the maximum possible reliance on local resources. In addition, the organic waste generated from catering activities is used to feed the animals in the associated zoo, so an extremely small amount is disposed of at the landfill. In this way, in the sphere of waste management, the business entity operates largely in accordance with the concept of circular economy, because the amount of waste is reduced to a minimum. The biggest problem in terms of waste is the remains of cooking oil, which for now represent absolute waste, but the management of the business entity is considering certain plans for the use of used cooking oil to obtain thermal energy. For now, the business entity does not use energy from renewable sources nor does it implement special measures to improve energy efficiency. In addition to the above, the problem is also a higher demand than the supply of labor for work in the entertainment facility. As part of the visit, Assoc. Dr. Simonida Vukadinović toured the complex and familiarized herself with the work process, and above all with the methods of waste management. Asst. Dr. Simonida Vukadinović provided promotional material about the project for employees and guests.

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#### Assessment of capacity for circularity

Based on the conversation with the manager of the business entity and the tour of the complex, the following can be concluded:

1. The degree of familiarity of the business entity with the green transition as a whole can be assessed as satisfactory.
2. The degree of familiarity of the business entity with the strategies and regulations related to the green transition of the Republic of Serbia can be assessed as satisfactory.
3. The degree of familiarity of the business entity with the basic concept of the circular economy can be assessed as satisfactory.
4. The degree of familiarity of the business entity with the issue of waste management is assessed as satisfactory.
5. The degree of familiarity of the business entity with the issue of energy management is estimated as minimal.
6. The degree of familiarity of the business entity with the issue of resource management is assessed as satisfactory.
7. The degree of activities in the field of waste management, which are based on the principles of the circular economy, and which are carried out by the business entity can be assessed as small.
8. The degree of activities in the field of energy management and energy efficiency, which are based on the principles of the circular economy, and which are carried out by the business entity can be assessed as non-existent.
9. The degree of readiness to apply the circular economy model in the future can be assessed as satisfactory.

As the main problems that arise regarding a more efficient green transition, the business entity cites unfamiliarity, lack of incentives, and problems in employment, because there is a noticeable lack of persons with adequate qualifications in the given environment. The representative of the business entity expressed his readiness to participate in certain project activities. It was suggested to a member of the project team that it would be very useful and necessary to hold an education in the Pčinjski district whose aim would be to familiarize young businessmen with the concept of circular economy, because it represents a new economic model that the businessmen of the Pčinjski district, according to the assumption of the representatives of the subject, have little knowledge.

More information about the Hotel in the Zoo "Mišić", Čukovac Vranje: <https://www.zoomisic.rs/>



Figure 1. Associate professor Dr. Simonida Vukadinović and Mr. Dušan Antić, manager of the Hotel and Zoo "Mišić", Čukovac, Vranje



Figure 2. Associate professor Dr. Simonida Vukadinović, distribution of promotional material of the project in the Hotel and Zoo "Mišić", Čukovac, Vranje