

BMIH5006

Sustainable Hospitality and Tourism Management





Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

200
1822 - 2022

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International Hotel Management

BMIH5006

Sustainable Hospitality
and Tourism Management

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Week 4

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Before we start

As there are quite a few of us here, please ensure that your microphone is muted during all teaching until you are asked a question or there is a group discussion to prevent background noise.

You should attend every class and have a private space to work so that you can concentrate fully on the lesson.

You should not be at work, shopping, driving or caring for children.

Your camera must be always on during lectures please. -Use the Teams university background to protect your privacy.

YOU must join via a laptop or PC/MAC—No attendance permitted on phones or tablets

You will be removed from the session and logged as absent if you fail to adhere to these criteria.

This and all sessions will be recorded so that you can watch it again

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Why is this important?

- This is a Full Time University course and as such the University definitions of engagement and decorum apply as they would in a physical classroom.
- Your Cameras must remain 'On' for the duration of the session in order to ensure equal engagement and for your lecturers to observe your full attendance of the session which is a condition for student loans/maintenance to be authorised.
- You should be using a **desktop or laptop device** with a camera, speakers and a microphone so that you will be able to engage in the session on equal footing with your classmates.
- You will be asked to share your screen and “present” your work, access documents, engage in writing activities use websites and create presentations which are either difficult or impossible on a phone.

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Monday May 22nd INDUSTRY DAY!

*****Attendance is mandatory and will be monitored*****

What?

UWTSD Hospitality Conference

Where?

UWTSD SA1 Campus, IQ Building 9.30AM – 3.30PM
(Online 10AM – 2.30PM)

For those outside of Wales a link will be provided.
However, feel free to join us in person if you can.

- *Hear from Industry experts from all over the UK*
- *Network with Industry leaders*
- *Find out about recruitment opportunities from employers from all over the UK.*
- *Meet your lecturers*
- *Meet other students*



Directed Learning During Industry Week

Next week...

Check week 5 under Moodle for activities you should undertake during industry week. This is in addition to attending the Industry Day.

Recap

What is the circular economy?



The circular economy is defined as a **‘regenerative system in which resource input and waste, emission, and energy leakage are minimised by slowing, closing and narrowing material and energy loops. This can be achieved through long-lasting design, maintenance, repair, reuse, remanufacturing, refurbishing and recycling’** (Geissdoerfer et al., 2017:764).

Using the chat, list some examples of how the hospitality industry has embraced the circular economy...

Module Learning Outcomes

Demonstrate a critical understanding of the term “sustainability” and apply it within the context of tourism and hospitality...

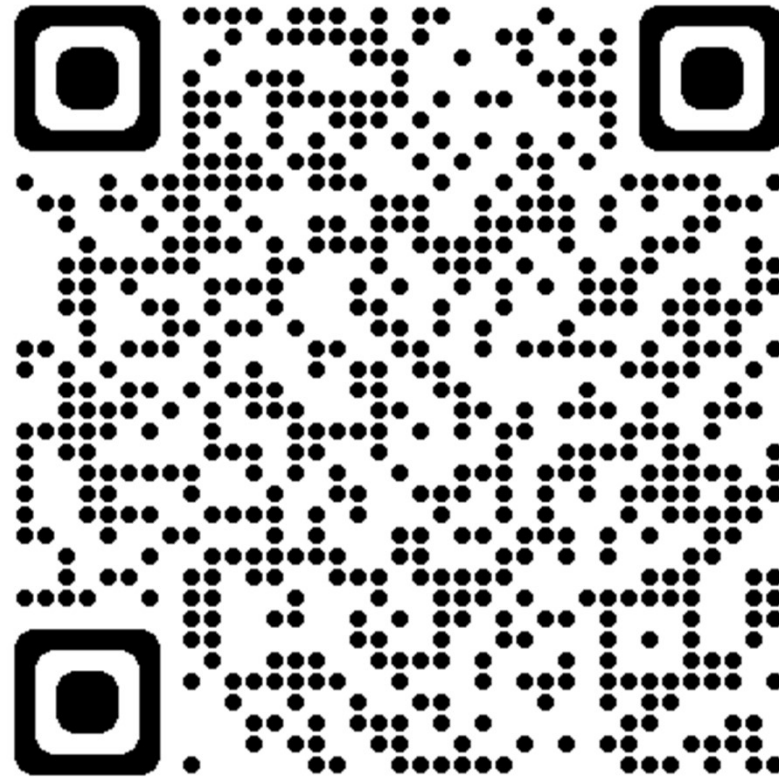
TODAY:

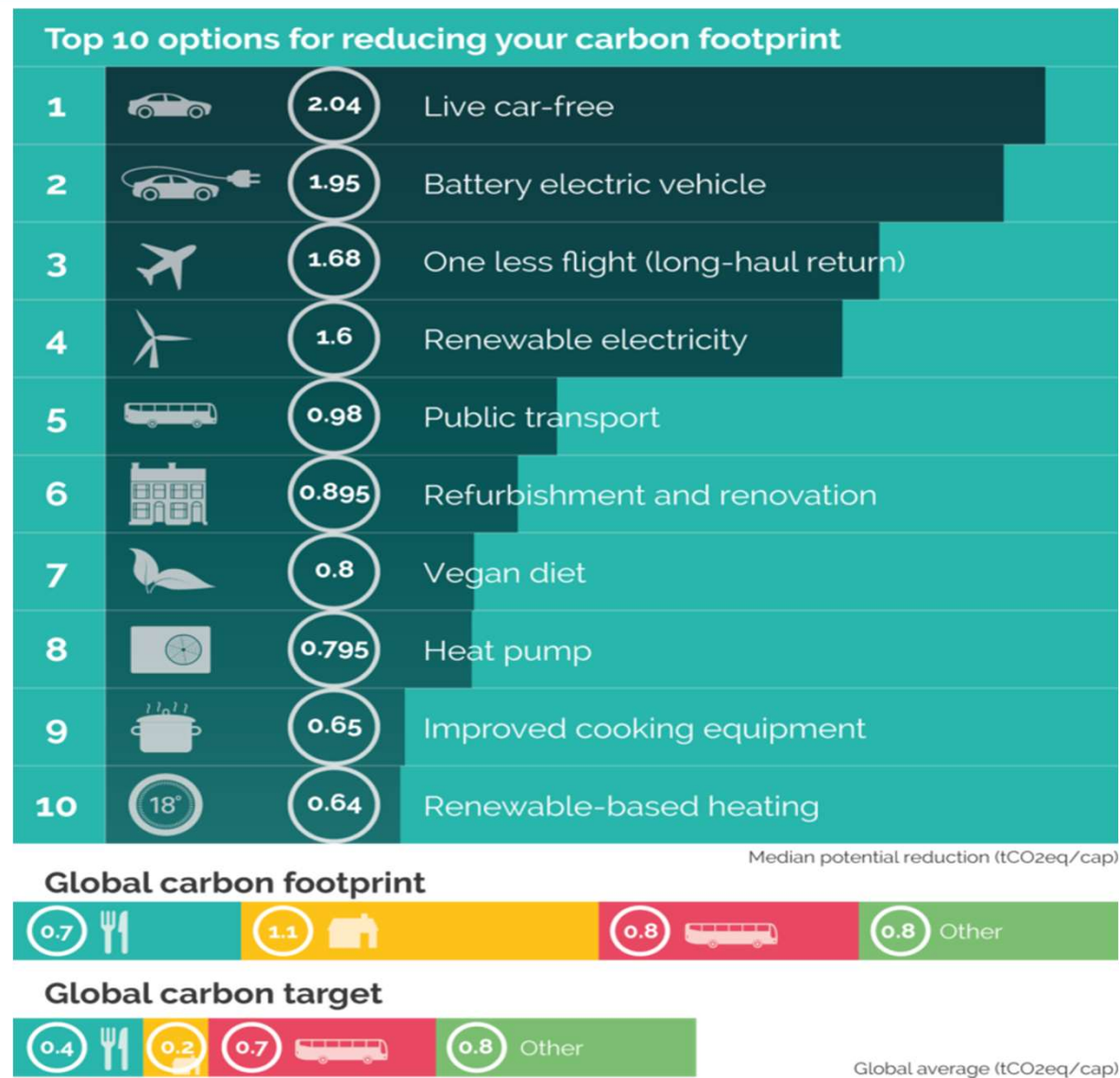
‘Corporate Social Responsibility’ and how this impacts on the hospitality industry.

Where are we now – the big picture?

- Growing world population [World Population Clock: 8 Billion People \(LIVE, 2023\) - Worldometer \(worldometers.info\)](https://worldometers.info/world-population/world-population-clock/)
 - Climate crisis; Energy crisis
 - Extinction Rebellion / Insulate Britain
 - Cop 26 Glasgow; Cop 27 Egypt; Cop 28 (UAE this winter)
 - To preserve a liveable climate, greenhouse-gas emissions must be reduced to net 0 (zero) by 2050
 - <https://www.un.org/en/>
-
- **So, do you know how UK energy is produced/ sourced?!**

Energydashboard.co.uk May 2023





[Global CREDS study uncovers best ways to change consumption to cut carbon footprint - CREDS](#)

A New Normal

Sustainability



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Sustainability in the hospitality industry?

- While changing to renewable energy or replacing old light bulbs is commendable, all industries will have to do **more** in the future.
- Traditional **linear supply chains** where raw materials are sourced, processed in factories, consumed and then discarded to landfill (or worse), have contributed to the declining health of the planet.

(Wich 2020)



In recent decades, consumer awareness of social and environmental issues has increased markedly. Companies are progressively integrating sustainable development into their growth strategies for both ethical and profitable reasons, especially if they are to continue attracting the **younger, socially active customer**.

Many companies base their targets around the **UN Sustainable Development Goals**.

A tide of green...

A study by Harvard Business Review (2019) found that for sales in 90% of the observed Consumer Packaged Goods categories, brands that were marketed as **sustainable** were **growing faster** than traditional competitors.

Truly impactful changes to the ways in which businesses operate tend to be rewarded by the public through a rise in popularity and consequently, sales.

40% of millennial respondents had chosen an employer because of their sustainability performance. **70%** of millennials answered that they are more likely to stay with a company with a strong environmental reputation and policy (Governance & Accountability Institute, 2019).



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Individual Activity

- What is Corporate Social Responsibility?
Look it up and post in the chat...

Corporate Social Responsibility

- Corporate Social Responsibility is a management concept whereby **companies integrate social and environmental concerns in their business operations and interactions with their stakeholders...**
- ...CSR is generally understood as being the way through which a company achieves a balance of economic, environmental and social imperatives (“Triple-Bottom-Line-Approach”), while at the same time addressing the expectations of shareholders and stakeholders.

[What is CSR? | UNIDO](#)

CSR defined and debated

- CSR encompasses the **economic, legal, ethical and philanthropic** expectations that society has of organisations at a given point in time. (Carrol, 1979)
- CSR is a view of the corporation and its role in society that assumes a **responsibility** among firms to **pursue goals in addition to profit maximisation** and a responsibility of the stakeholders to hold the firm responsible for its actions. (Freeman, 1984)
- Business decision making linked to **ethical values**, compliance with legal requirements, and respect for people, communities, and the environment around the world (Aaronson, 2003)
- Strategic CSR as 'the incorporation of a holistic CSR perspective within a firm's strategic planning and core operations so that the firm is managed in the interest of a broad set of stakeholders to achieve maximum economic and social value over the medium to long term' (**Chandler, 2017**)

The importance of CSR & Sustainability

- CSR offers a remarkable opportunity to discuss the **role of business in society**
- CSR **illustrates a direction** for business to take so it can help address the biggest challenges of our time

Between the great good and the terrible harm businesses produce, lies concern about the proper role of corporations in society, especially in times of globalisation and technological innovation' (Chandler and Werther, 2011)

The importance of CSR (cont'd.)

- Companies that genuinely contribute to the world, assure responsibility and sustainability in everything that they do and in what they stand for, see many benefits for all stakeholders:
 - The company
 - Its shareholders
 - Employees
 - Governments
 - Society, the community and the environment

Drivers for Change



Successful responsible companies (social icons)



Consumer growing awareness and activism



Globalisation and free flow of information



Financial crises and the results of unethical behaviour

The path to CSR for hotels?

Green marketing is well past the stage of simply accentuating what you are already doing that can be considered green, just as a green audience is well past the stage of just accepting your word as an eco-friendly endorsement. One thing that the sustainable dollar sector now demands is – **transparency**.

CSR has to be endemic within an organization to gain a loyal following. You need to have **reduce, reusing and recycling policies** in place, **ethical treatment of workers**, low carbon footprint, local supply and organic ingredients. If you only have one of these elements and choose to market it, that's fine, but be honest about all the rest. Don't try and dress up anything that is not genuine, or you suffer from '**Greenwashing**' and credibility will take a massive dent.

The marketing also has to be **genuine, truthful and particularly non-consumerist** consumerism. Eco-friendly buyers do not want to be sold to. They want to be informed – even involved if they can. If you don't bring the information they desire to them, they will use the internet and social media to find out what they want to know.

Socially Responsible Hotels – The Wesley

Location: [Euston House 81-103
Euston Street, Camden, London NW1
2EZ](#)

How are they Socially Responsible? In the heart of London, The Wesley is the UK's first certified Ethical Hotel and supports marginalized students and young people across the UK, and overseas supports educational projects in Kenya.



[Socially Responsible Hotels & Where To Find Them \(maketimetoseetheworld.com\)](#)



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Individual activity

- What is the most 'sustainable' hotel in the world?
 - Search online and put your answer in the chat box
 - Also think about the criteria being used

By 2050, hotels will need to reduce emissions by 90% to be in line with the Paris Climate Agreement

(Lissner, 2017)

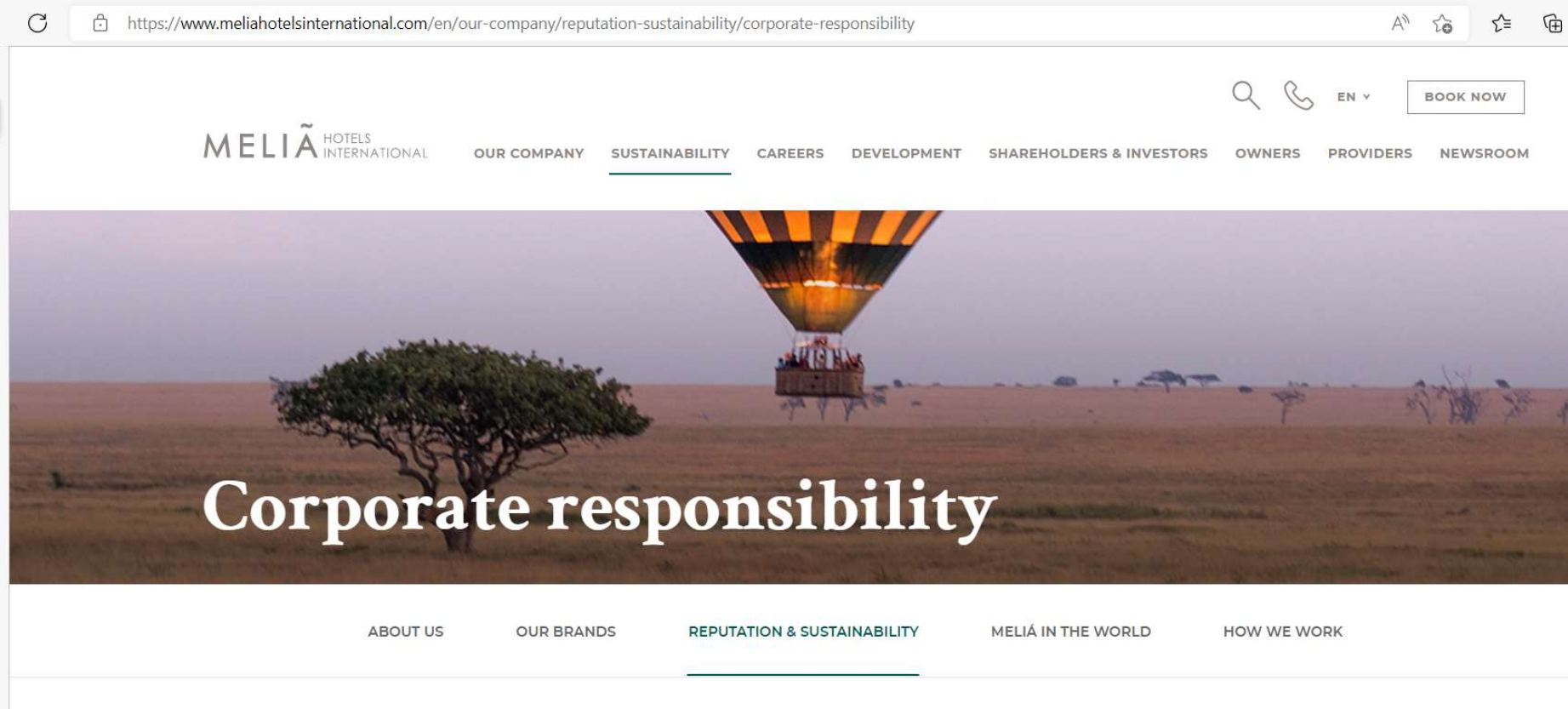
The immense impact on a global scale and the great extent to which hospitality businesses are exposed to changes in the environment puts the industry in a position where a shift towards more sustainable practices becomes an ecological, economical and ethical necessity.

(Wich, 2020)

The Time Is Now



The Spain-based *Meliá Hotels International* was awarded the highest possible points in criteria such as Climate Strategy and Social Reporting



The website includes information and details on:

- Company values
- Corporate responsibility
- Ethics and human rights
- Responsible products and supplies
- *meliahotelsinternational.com*



3 of the best in class ...

Accor has been the leading hotel chain in its **sustainable effort**. Their "Planet 21" initiative was launched in 2011 and addresses 10 of the 17 SDGs.



In response, both **Marriott** and **Hilton** launched their own sustainability projects aimed to address the SDGs in 2018. Marriott is the leader in providing transparency regarding each property's efforts and has pledged for the goal "that by 2020, each property will have a 'Serve 360' section on their website with specific hotel impact metrics". **Accor** and **Hilton** also aim to provide property-wide transparent data in the future.





Best in class



CSR



11 Examples of CSR practices in the hospitality industry (ehl.edu)

(Gentinetta, 2020)

Company	Environment	Communities	Employees	Infrastructures	Partners
1. Hilton (CSR practices)	X	X			
2. Accor (CSR practices)	X	X	X		X
3. Scandic Hotels Group (CSR practices)	X	X	X		
4. IHG (CSR practices)		X			
5. Best Western (CSR practices)	X	X	X		
6. 1 Hotel Group (CSR practices)	X		X	X	X
7. Marriott (CSR practices)	X	X	X		X
8. 6 Senses (CSR practices)	X	X		X	
9. Radisson Hotels (CSR practices)	X	X	X	X	
10. NH Hotels (CSR practices)	X	X	X		
11. Hyatt (CSR practices)	X	X	X	X	X



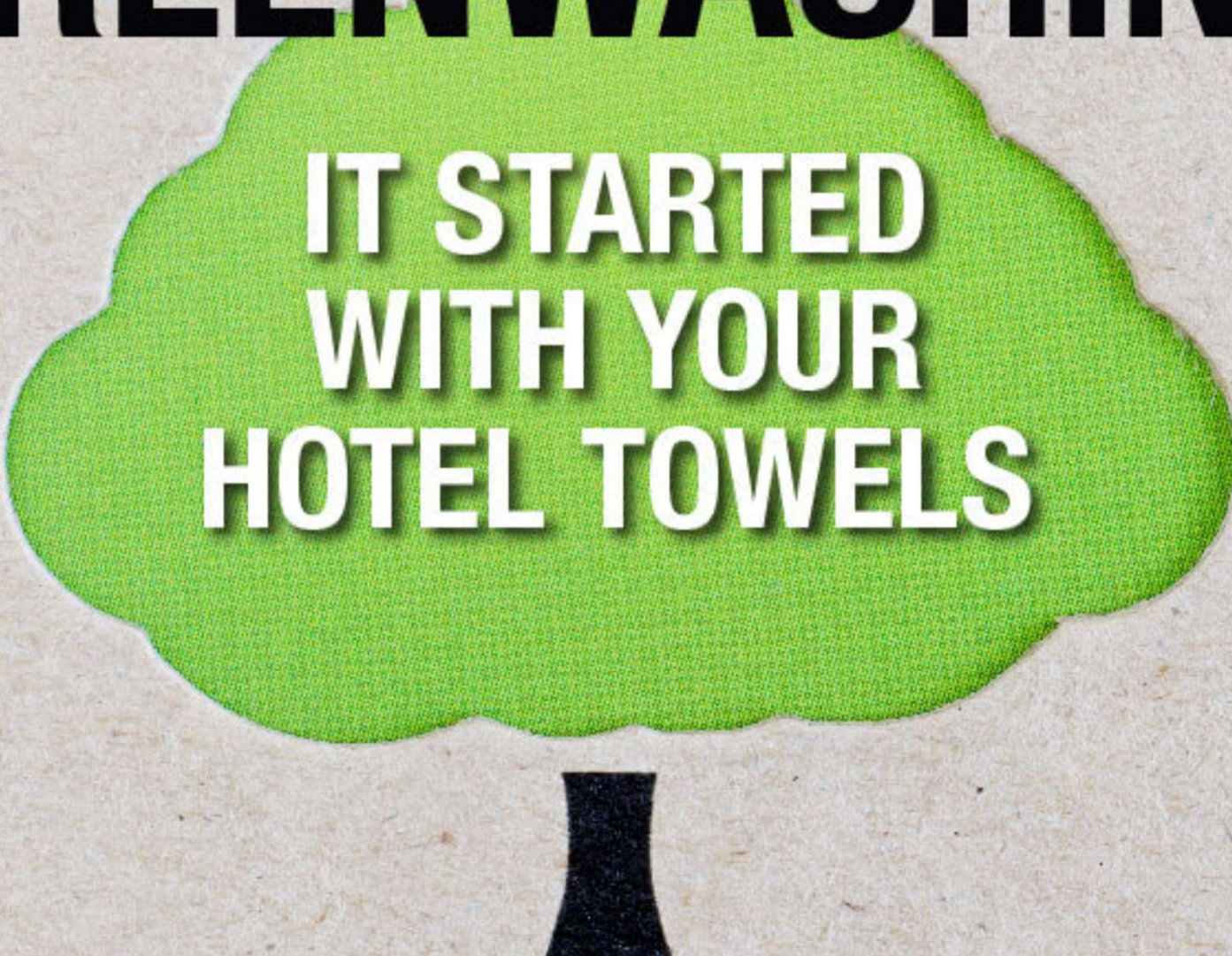
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But should we believe everything we see or read?



GREENWASHING



**IT STARTED
WITH YOUR
HOTEL TOWELS**



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Greenwashing



The dark side of sustainability and sustainable travel, greenwashing is the practice of using powerful PR, marketing and advertising to make an unsubstantiated or misleading claim about the sustainability benefits of a product or service. Companies do this so that they appear to be more socially or environmentally sustainable than they really are – and so attract more buyers and make more profit.

Greenwashing has been going on for years, but the phrase was first coined by environmentalist Jay Westerveld in 1986 when we didn't have such easy access to public information via social media and the internet and it was far easier for companies to hide what they were doing. It's led to confusion and diminished our support of companies that are actually doing something sustainably good.

Today **greenwashing** is on the increase because more of us have started to demand that the products and services we use are genuinely sustainable. A Nielsen poll in late 2015 showed that 66% of global consumers are willing to pay more for environmentally sustainable products – among millennials, that number jumps to 72%.

(Jones, 2017)

The Dangers of Greenwashing...



CSR & Greenwashing

- Hotels are adopting CSR & Sustainability
- It makes sense for:
 - The longevity of the product
 - Popularity
 - Profits
- Greenwashing misleads customers and can damage the company's relationship with them.

Group activity

Look up Accor's "Planet 21" initiative and discuss it as a group. Create a list of your key findings and thoughts to report back to the main group (max 1 page).

Remember to appoint a spokesperson.

References

Gentinetta, J. (2020) *11 Examples Of CSR Practices In The Hospitality Industry*. [online] Hospitalityinsights.ehl.edu. Available at: <https://hospitalityinsights.ehl.edu/csr-practices-hospitality-industry> [Accessed 24 January 2021].

Governance & Accountability Institute (2019) *Millennials Really Do Want To Work For Environmentally-Sustainable Companies, According To A New Survey Of Large Company Employees*. [online] Ga-institute.com. Available at: <https://www.ga-institute.com/newsletter/press-release/article/millennials-really-do-want-to-work-for-environmentally-sustainable-companies-according-to-a-new-su.html> [Accessed 24 January 2021].

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Jones, C. (2017) *What Is Greenwashing?*. [online] NOW. Available at: <https://www.itmustbenow.com/feature/our-big-questions/greenwashing-explained/> [Accessed 24 January 2021].

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Wich, S. (2020) *Is 2020 The Year Of Sustainable Business In Hospitality?*. [online] Hospitalityinsights.ehl.edu. Available at: <https://hospitalityinsights.ehl.edu/sustainable-business-in-hospitality> [Accessed 24 January 2021].

Assignment 1:

To be submitted by **11.55 pm, 26th May**

Essay - 2000 words (+/- 10%)

A Vision of Change: Sustainability in the hotel industry.

- The hospitality industry has historically had a dramatic environmental impact on the environment, through energy and water consumption and use of consumable goods. With sustainability now being the issue on everyone's mind, **discuss how the hotel industry is responding and adapting, and why sustainability is a key focus.**

I look forward to seeing you
next week at Industry Week.

If you have any questions in
the meantime, please send
an email or a message via
Teams.

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