

Sustainable Hospitality & Tourism Management

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The word "sustainability" refers to efforts undertaken to avoid the depletion of natural resources and the eventual disturbance of ecological equilibrium (Wilkinson et al., 2001). It is predicated on the notion that our immediate surroundings have a significant impact on how healthy and satisfied we feel. As a result, sustainable practises seek to improve our level of quality of life without jeopardising future generations.

Simply expressed, sustainability is the study of developing and maintaining the social, economic, and environmental frameworks that allow current and future generations to exist in peace and prosperity. It is feasible for people and the environment to coexist peacefully by dint of mutually beneficial collaboration (Scoones, 2007). It is sometimes referred to as "economic, environmental, and social sustainability," and it is usually arranged around the "pillars" of profit, planet, and people.

The "three pillars" of sustainability are frequently referred to as economic, environmental, and social sustainability. These are referred to as "profit," "planet," and "people" informally. Let us now look at each one separately:

The first pillar, "economic sustainability," refers to efforts that support long-term economic growth without severely harming the community's social, environmental, or cultural characteristics. This notion is founded on the premise that economic resources should be handled in such a way that all stakeholders, not only financial supporters, benefit. Businesses that care about the economy's long-term health adopt wise and efficient resource management, which enables innovation and competition (Giovanni and Favietti, 2013),

People and businesses must maintain a sustainable connection with the environment in order to avoid the depletion or degradation of natural resources and to preserve environmental quality over time (Goodland, 1995). Protecting the natural environment requires taking action and making decisions that preserve ecosystems and biological diversity. When we talk about environmental sustainability, we mean the practice of ensuring that basics such as drinkable water, clean air, and livable land are accessible to future generations.

Third, people and businesses must strive for social sustainability, which entails preserving and improving social fairness and quality of life. Another way to phrase it is that it is concerned with establishing a sense of belonging in a community by ensuring individual fair treatment (Werbach, 2011). Human rights and workers' rights are also considered. A sustainable social framework must provide people's basic requirements for food, clothes, housing, transportation, medical care, and security.

For a civilization to be regarded as sustainable, all three aspects must be strong and in balance. Any group or society's existence is jeopardised if even one of its core parts is overlooked. A flourishing economy, for example, is of little benefit if people are enduring social hardship or if environmental damage is widespread (Munier, 2005). The same is true for social and environmental programmes; they cannot be executed in the absence of a strong economy. Because of this connection, the three dimensions of sustainability cannot be evaluated separately.

The hotel industry is widely acknowledged to be one of the most resource-intensive economic sectors. On the other hand, in response to the general public's growing environmental consciousness, the hotel industry is beginning to implement ecologically friendly practices.

In order to reduce their total energy footprint, hotels are introducing energy-saving measures and converting to renewable electricity. Solar panel installation, the use of light-emitting diodes (LEDs), and the adoption of high-efficiency heating and cooling systems are some approaches for doing this. Installing low-flow toilet faucets, recycling washing machine water, and smart irrigation systems are all excellent methods to save this valuable resource (Portney, 2015). Hotels are working towards a zero-waste policy by implementing recycling and composting activities. Some hotel grounds even feature sections designated for organic waste composting and the cultivation of fresh vegetables and medicinal plants. The availability of organic food alternatives, the use of locally produced items, and the minimization of food waste are just a few of the environmentally friendly culinary practises used by hotels. In addition to this,

"Sustainable construction and design," means things like limiting environmental harm, utilising non-toxic materials, and allowing in as much natural light as possible to reduce power use. Hotels are training and educating their employees and customers on environmentally friendly practices such as encouraging tourists to reuse towels and introducing carbon offset schemes (Lubin and Esty, 2010).

These environmentally friendly techniques are beneficial not just to the environment, but also to the bottom line. Greening your lifestyle may help you save money if you limit your usage of resources such as energy and water. There is a growing number of environmentally conscious passengers, and hotels that prioritise sustainability may profit from this trend. This is due to an increase in environmentally concerned holidaymakers (White, 2013).

One of the most crucial parts of responsible behaviour is accountability. The hospitality industry has a once-in-a-lifetime chance to have a significant effect on the communities in which it operates and on the natural environment by adopting environmentally responsible business practises in conformity with the overall goal of sustainable development (Elkington, 1998). As a result, it is not unexpected that contemporary hotels are working hard to become more environmentally friendly. In today's environmentally conscious culture, there is a rising expectation that hotel owners and management will make environmental stewardship a basic aspect of their operations. Governments, other enterprises, consumers, and even investors may all put pressure on the company. Let's look at these concerns further, shall we?

Governments throughout the world are enacting stronger environmental restrictions in order to combat climate change and encourage more environmentally friendly practises. Businesses who do not follow these standards risk suffering significant losses. Infractions involving excessive emissions or incorrect rubbish disposal may result in significant penalties. Furthermore, numerous national governments provide tax breaks and incentives to businesses that adhere to ecologically friendly measures. Hotels that obey the regulations have a better chance of avoiding penalties and improving their reputation with the public and the government.

Companies in the hotel industry who have been reluctant to implement environmentally friendly business practises may fall farther behind their competitors as a result of these measures. As more guests consider environmental considerations when choosing a hotel, companies that do not provide sustainable practises may lose business to those who do. This is a big concern in the highly competitive hotel industry. There is a need from consumers who are becoming more aware of the environmental implications of their purchase choices. This also

applies to where people choose to live. These tourists are more concerned about environmental issues, so they seek out eco-friendly accommodations when they travel. Furthermore, these clients are often prepared to pay a premium for sustainable items, implying that sustainable hotels may be able to charge a higher price from their customers.

A growing number of funders are seeking for firms that can show ethical and long-term practises. Companies that do not emphasise sustainability may find it difficult to attract investors, given the present increase in environmental, social, and governance (ESG) investment. Impact investors seek enterprises that, in addition to financial gains, will benefit society and the environment; one method to show this is via the company's commitment to sustainability. Influence investors look for companies that have a positive influence on society and the environment.

Hotels that prioritise environmental sustainability have greater good ties with their namesake issues. This might help a hotel's financial line in various ways, including higher customer satisfaction, happier regulars, and word-of-mouth advertising.

Although there may be some initial costs connected with adopting eco-friendly business practices, doing so should save a significant amount of money in the long term. The combination of renewable energy and energy-efficient technology has the potential to drastically reduce utility expenses. Garbage collection and disposal rates may also be reduced if individuals were to recycle more.

The circular economy is an integrated business and economic model which prioritises waste reduction and the preservation of natural resource supply. Its goal is to restore ecological balance by minimising resource usage, increasing product useful life, and minimising waste throughout the design process (Corvellec et al., 2022). The circular economy aims to reduce manufacturing waste, promote the use of renewable and recyclable resources, and prolong the usable life of goods and building components. Production, consumer spending, and waste reduction are all prioritised in the classic linear economic model.

CSR, on the other hand, is a business strategy that pushes firms to perform their social duties to their workers, customers, and other stakeholders. Companies that participate in corporate social responsibility are more conscious of the economic, social, and environmental ramifications of their activities (McArthur, 2013). The following are some instances of how CSR initiatives and policies influenced by circular economy principles could contribute to the four sustainability pillars.

To begin, circular economy ideas might be included in a company's revised business model to encourage economic sustainability. Companies may participate in the "sharing economy" by providing services such as product delivery. Lighting as a service is a business model employed by firms such as Philips Lighting in which the corporation owns the lighting equipment and charges customers depending on the amount of light they use. This allows Philips to recycle and reuse the light bulbs, which contributes in the promotion of fiscal and environmental knowledge.

Waste reduction and resource conservation are two of the circular economy's most visible contributions to environmental sustainability. IKEA intends to employ solely renewable or recycled materials as part of its move to a circular business model by 2030, as part of its transformation to a circular economy. This approach has the extra advantage of saving energy and resources.

Third, by incorporating circular economy concepts into their CSR programmes, businesses may make significant contributions to the social sustainability of their communities. Fairphone's so-called "ethical smartphones" are sourced in accordance with fair trade norms and are designed from the start with durability, repairability, and recycling in mind. By doing so, they consider not just the environmental effect, but also the wellbeing of the people in their supply chain.

Businesses which involve circular economy principles into their CSR activities may help to ensure sustainability by concentrating on economic, environmental, and social aspects. They are attempting to reduce their negative environmental effect, which should benefit them in the long term. They are also assisting their stakeholders, stimulating innovation, and strengthening their reputation. As a result, CSR and the circular economy are inextricably intertwined, and both are required for achieving sustainable development.

Given the long-term environmental effect of the hotel sector, green practises should be at the forefront of its goal. Because of its extensive consumption of power and water, the hotel industry has garnered a negative image as a contributor to local environmental challenges such as pollution and resource exploitation. The basis of the problem is hotels' over utilisation of these resources. Human activity has a detrimental impact on the natural environment, which may be mitigated by adopting sustainable practises. Ethical food and commodity procurement, as well as structural and operational commitments to sustainability, are critical components of this undertaking. Another consideration is the maintenance of energy and water supply. Taking

care of the environment is clearly beneficial to the environment, but it may also wind up saving your company a lot of money by cutting the cost of operations and maintenance (Arowoshegbe et al., 2016).

Furthermore, in making booking selections, customers are assigning increasing weight to hotels' commitment to sustainability. More and more visitors are seeking for environmentally friendly housing alternatives, and many are willing to pay a premium for it. Hotels that show their dedication to sustainable practises may separate themselves from the competition and attract to guests who care about the environment (Henriques, 2013). The hotel's ability to attract investors, brand image, and patron loyalty may all profit substantially from the introduction of sustainable practises. In the long term, companies with a commitment to better the world outperform their rivals. For various apparent reasons, the hotel industry should prioritise sustainability at the top of its priority list.

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