



BMIH4006

Operating Hotel Facilities

Student Journal (Learning Log)

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Introduction

This assessment has been prepared as a student journal in which the topic has been selected as sustainability within the hotel industry. Personal reflection related to this particular topic of sustainability in the hotel industry has been discussed. Also, my own experience of working in the Hilton Hotel has also been discussed in this learning log.

Selected topic

Here, for completing this learning log journal, the topic has been selected as *sustainability within the hotel industry*.

Importance of the topic in the hospitality industry

This topic carries a lot of importance in the hospitality industry across the world (Bridger, 2018). Most of the businesses in the hospitality industry are applying different sustainability practices because of the global initiative to keep the world safe and sound. A lot of global organizations, including UNESCO and WHO are providing a lot of threatening messages to businesses to reduce the amount of pollution in the environment (Cottrell, 2019). So, sustainability practices ensure the good practice of any business as well as ensure the better preservation of the external environment or the natural environment (Casado, 2012). The sustainability in hospitality sector also is important because customers are looking to get different products and services which are sustainable because they are also concerned about the global warming issue and the damage to the ecological balance in the environment (Fallon & Rutherford, 2010).

Personal reflection

Here, the theory of Gibb's model of reflection has been used in order to discuss my personal reflections on the topic of sustainability in the hotel industry (Ferdinand and Kitchin, 2017). My working experience related to the discussion in Hilton Hotel has been used where I have performed a 3-month placement in the customer service department of the hotel.

Description: The sustainability in hotel industry means developing different strategies and executing the strategies of the business that does not harm the environment (Johnston, et al., 2012). In sustainability practices, the hotels use a different type of

strategies to operate their business activities which use renewable sources of energy, use recyclable products as well as use fewer plastics that harm the environment. Also, digital marketing activities of hotels are considered sustainable practices of the hotel. In the workplace of Hilton Hotel (Jones, 2010). I found some of the sustainable practices such as the use of solar panel systems, increasing the use of paper bags rather than plastic bags, and also using minimum utensils in the room decorations according to the requirements.

Feeling: My overall feeling about the situation and the experience that I have gathered related to sustainability has been good (Leiter and Bakker, 2010). I also feel that in the hospitality industry, sustainability practices have a huge impact on attracting tourists and guests to the hotel (Mullins and Dossor, 2013). In a recent survey, it has found that the maximum number of tourists want to visit those hotels in which sustainability practices are ensured. So my feeling about the topic of sustainability in the hotel industry has been so positive.

Evaluation: The evaluation of my experience working at the Hilton Hotel was both good and bad. The good things have been. I improve my knowledge about sustainability practices in the hotel industry (Quick, 2020). Also, I have joined different training sessions at Hilton Hotel which improved my knowledge about sustainability practices in the hotel industry and their importance. But the negative factors and bad factors related to this particular topic in my working experience have been I could not use appropriate note-taking strategies to note down all the learnings that I have gotten from those training sessions.

Analysis: My overall, analysis of the particular sustainability topic in the hotel industry is suggesting that the hospitality industry can become very dynamic because of sustainability practices (Raghubalan and Raghubalan, 2016). At the same time, hotels can attract more customers with the practices of sustainability and the world can become a very good place to live if all businesses apply sustainability practices in their businesses.

Conclusion: I could have used a note-taking strategy during the training sessions at Hilton Hotel to get more in-depth analytical knowledge about the topic (Rogers, 2008).

Also, I would have conducted research on different topics to improve my knowledge about the topic.

Action plan: I have prepared an action plan to improve my knowledge about sustainability practices in the hotel industry topic (Sharma, et al., 2019). I would conduct three different research papers in the next 3 months to improve my knowledge. Two of them will be qualitative research and one of them will be quantitative research.

Conclusion

So, the reflective journal shows that I have been able to explore new information about sustainability practices in the hotel industry. Also, my working experience at Hilton Hotel has been quite vital to improve my knowledge about that particular topic. I have prepared an action plan to complete three different research papers in the next 3 months which definitely can improve my skills and knowledge about the mentioned topic.

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