

Nadia bensabeur

BMIH4006

Operating Hotel Facilities

LEVEL 4

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Sustainability with in in hotel industry:

Introduction:

This is a general concept that every organization and infrastructure must understand if they want to succeed in the competitive nature of businesses nowadays. When it comes to hospitality industry, then they must follow these footsteps of being sustainable in this environment because if they are providing something better for the environment, then they're likely to be successful in this world and they will gain that required competitive advantage as well (Alberton, 2020). In order to reduce the environmental impacts that are polluting the environmental factors and maintaining the code of conduct by minimizing

the carbon emission and its footprints, and organization must make sure that they are sustainable enough to provide proper assistance for environmental factors as well as this will benefit the economic factors of a country.

Sustainability in hospitality:

I have noticed that automation is increasing every day and some might claim that this is not a good idea too completely follow the footprints off automation as well as technological advancement in hospitality industry. But rise in automation will benefit an organization in numerous ways and it will also benefit the society as well. Embracing automation will increase the chances for hotels to device new ways to contribute in order to optimize the overall operational procedures of hotels. It will also take the whole sustainability of a hotel to a new level that is expected from it as well (Wang, 2022).

Importance of sustainability in hospitality:

I've been working in a hotel known as Premier Inn on the front desk and I have noticed a lot of numerous ways with the help of which this hotel is being sustainable enough in its own place. That is why, it is responsible to keep and maintain the competitive advantage over all the other hotels in the area. They have installed the smart thermostats in every room and they are using efficient light emitting diodes in order to save energy (Asadi, 2020). Everything is dependent upon how an organization or hospitality industry will be able to give something for the future generation as well because at this speed according to which we are consuming the energy nowadays, it is estimated that there will be nothing left for future generations as well. Apart from this, Premier Inn hotel is also planting trees that will provide more shade for the hotel and this will also minimise the impacts of air conditioning in rooms and guests will not be disturbed at all.

How theoretical knowledge will be implemented practically in industry:

I have studied that software's have a deep impact upon implementing sustainability within hospitality industry and I have certain ideas of implementing them in future as well. Emails, barcodes and apps off hotels will help the hotel to get acknowledgement about their flaws and the best way possible is to provide a feedback portion for every guest that stays in the hotel. With the help of these feedbacks, other aspects will also be covered but the main aspects related to sustainability will also be covered and it will provide proper competitive advantage for the organization. Everything is related to capital being invested and how profit will be generated from it (Cerchione, 2020). That is why, it is important to get it knowledge about feedbacks from guests and how these feedbacks will be implemented for the betterment of the organizational infrastructure. Apart from this, these software's will also provide easiness for guests to pay their bill and they will not have to wait to pay their bills in queues.

Personal reflection:

I have been working on the front desk of Premier Inn hotel and I have noticed a lot of different things that hospitality industry must acknowledge. I have developed certain set of skills as well and most important one of them is effective communication between me and my guests. The most important way is to greet the guest in a proper manner so that they will feel like they are having the decisive nature rather than the hotel management staff. Apart from this, there are certain flaws in my personality as well because there are some guests that are from different cultural aspects and I don't have the linguistic skills to understand

them and solve their problems so in the meantime I have to call my colleagues or talk to the superior managers to solve the problems. Apart from this, I've learned to handle different situations in difficult times and adopted problem solving skills by indulging myself in activities like handling customers and understanding the basic concepts of sustainability.

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