

Safari Hotel Sustainability report



Assessment 1 Embedding Sustainability within Organizations

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Introduction

As a recent MBA graduate in Sustainable Leadership, I am excited to join Safari Hotel team again and help the organization achieve its sustainability goals. In this report, I assess the current level of sustainability within the organization by identifying current initiatives, practices, and processes, highlighting interrelated issues and/or conflicts of interest, and providing a comparative understanding of the current sustainability level of the organization within the hotel industry.

Brief about Safari Hotel:

The hotel has opened in 2003 and is currently 20 years in business. It is a 3-star hotel in the Omani ancient city Nizwa. The hotel has 42 rooms which varies from ensuite bedrooms to larger suites with pantries. It also has a gym, swimming pool, laundry, mixed use hall that is enough for 400 people, restaurant, and a flower shop. Safari Hotel is specifically situated at a very strategic location at the entrance of Nizwa, which is the city that is considered as one of the top tourist attractions and the cultural capital of Oman and has many historical places such as Nizwa Fort, the old renovated villages around the fort, Hota Cave, Al Hamra and Misfat Al Abryeen, Jabal Akhdar (Green Mountain) and many more.

The high tourist seasons in Nizwa are from September to March, when the weather is a bit cooler. There are also a huge number of travelers between June and August during Khareef Salalah season (Salalah Autumn) who are traveling by car from the Gulf Cooperation Council (GCC) countries to Salalah through Nizwa.

Current Sustainability Initiatives, Practices, and Processes:

A survey visit to Safari Hotel was conducted on 4 Nov 2023 to examine the hotel in the context of sustainability and to assess it against sustainable hotels criteria. The survey included examining the building facilities including rooms, interviewing three of the hotel staff including the hotel manager, gathering data and statistics of the hotel.

There were two sustainability initiatives that were identified in the hotel. First there are motion sensors installed at the corridors to reduce lights electricity consumption. The percentage of light electricity savings from motion sensors in hotels can vary depending on several factors, including the type of sensors used, the occupancy levels of the hotel, and the hotel's lighting practices. However, studies have shown that motion sensors can save hotels a significant amount of money on their electricity bills. A 2016 study by the University of California, Davis found that motion sensors can save hotels an average of 20% on their lighting costs. The study also found that motion sensors can be even more effective in saving energy in hotels with high occupancy rates, such as those located in business districts or near airports. Another study, published in the journal "Energy and Buildings" in 2015, found that motion sensors can save hotels up to 50% on their lighting costs. The study also found that motion sensors can be an effective way to reduce the risk of fires, as they can prevent lights from being left on in unoccupied rooms. Based on these studies, it is

safe to say that motion sensors can save hotels a significant amount of money on their electricity bills. The exact percentage of savings will vary depending on the specific circumstances of the hotel, but motion sensors are generally a very cost-effective way to save energy.

There is also a social initiative that the hotel did on several occasions which was covering medical costs for surgeries for a few community members that live around the hotel. Unfortunately, this was never advertised or shown in the hotel's portfolio to date. However, there is a huge possibility that the individuals who received this privilege have spread the word through "word of mouth". This initiative greatly enhances the reputation of the hotel and attracts customers yet never proven since no hotel guests have talked about it. The hotel can demonstrate their commitment to the well-being of the community in which they operate in. This can enhance the hotel's social responsibility profile and strengthen its ties to the local community. (Carroll, A. B. (1979). A three-dimensional conceptual model of corporate social performance. *Academy of management review*, 4(4), 497-505).

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Item	Current Sustainability Initiatives, Practices, and Processes	Survey Remarks
1	How often do bed sheets get changed? And how is the system to do this since there are no cards to make rooms.	Guests staying more than two nights need to inform reception to make their rooms. If a guest request making their room then new sheets and towels will be provided automatically.
2	Are there awareness cards that informs guests of the huge amounts of water being consumed for washing sheets to avoid changing sheets on daily basis?	No sustainable awareness cards in rooms
3	How does the hotel treat its waste?	General waste is being thrown in one general waste bag without waste segregation or recycling.
4	Are there separate recycling containers for waste type segregation?	No, normal waste bins for general waste provided. The nearest dumpster provided by the local waste management company Be'ah does not

		have separate bins for recycling.
5	Material of cups and cutlery being used for food and beverages?	Disposable paper cups and cutlery are being used only for tea and coffee. This is since the restaurant has been rented to another party.
6	Is the environment surrounding the hotel preserved?	Noted a Falaj (water channel) with running water adjacent to the back boundary of the hotel. But it is very easy to contaminate since it is exposed to a construction site just behind the hotel. The Falaj is not utilized as an attraction.
7	Swimming pool water and energy	Pool found empty and the staff mentioned that the pool equipment requires maintenance.
8	Furniture material type and manufacturer.	Materials are Meranti wood, composite wood with veneer and birch wood. Manufacturer data not found.
9	Are there agreements with tour guides who are committed to sustainability?	No contracts with guides currently.
10	Type of air conditions used	Type varies from split to cassette. The makes are also different and electricity consumption too. There are newer makes that have an eco mode where the AC shuts down automatically once the compartment reaches the desired temperature and runs on less energy. However, many old models found that don't have eco features.
11	Type of transportation used to run hotel errands.	No hotel car. Public Relations Officer uses his personal car to run hotel tasks. He owns two vehicles which both run on petrol.
12	Source of main energy (solar power, wind etc.)	Normal electricity source created mostly using hydropower from the grid.

13	AC drain water	Not being utilized and is simply directed towards drains.
14	Septic tank water treatment or grey water system?	No water treatment installed
15	Shower water consumption	No water flow restrictor or regulator or low-flow water saving showerhead model. There are water pressure boost pumps that increase the water flow making the hotel consume more water.
16	Water bottles kept in rooms.	From a local company in Nizwa called Maein which are served in plastic water bottles.
17	No water filtration system and no water dispenser in hotel.	All drinking water is from plastic water bottles even for kettles.
18	Irrigation	There is a small number of plants and are watered using normal governmental water
19	Water harvesting system	Not installed. The temperature in Nizwa city are hot in general and rain chances are rare.
20	Toilet paper and tissues used	Normal type being used without FSC certification.
21	Does the hotel offer sustainable bathroom amenities?	Bathroom amenities are from Oman Smart Technologies, This includes Soaps, shampoo, body lotion, dental kit (brush and toothpaste) + slippers. There is no data found online for the manufacturer and supplier turned out to be a third party. The products are made in China.
22	What is done with the amenities that are not consumed fully? Eg shampoo bottle which still has some left.	Usually thrown in the bin without recycling.
23	Omanisation (percentage of national staff)	Omanisation is 30% where there are 3 Omanis and 7 non-Omanis. Meeting the minimum requirement by the

		government for Omanisation of 25%.
24	Staff wellbeing(lockers, showers, resting area etc.)	None available and staff usually keep their belongings in the hotel office during duty.
25	Bills printing	Occupancy must be printed since the customer has to sign on it. Except receipts which are given only if the customer wants a printed copy. Usually it is sent via WhatsApp or email as per the guest requirement.
26	Hotel software system used to reduce paper waste.	Otelpremo3 is being used as a hotel system. It is a documentation system for registering guests and payments and accounts. Has accounting reports, laundry, cashiering, check in and registration,
27	Consumption of room amenities used will be given by Omar	Omar will share
28	Gym is closed	Under maintenance
29	Green certification for the facility such as LEED or BREEM etc.. green tourism	No sustainable certification

One interrelated issue that the hotel faces is the balance between sustainability and profitability. It is important to note that sustainability is not just about doing the right thing for the environment and society; it is also good for business. Sustainable practices can lead to reduced costs, increased efficiency, and improved customer satisfaction. However, there are some cases where sustainable practices may require an upfront investment or may lead to a slight decrease in profits in the short term. It is important to carefully weigh the costs and benefits of sustainable practices when making decisions.

Another interrelated issue that the hotel faces is the need to balance the needs of different stakeholders. For example, guests may want to stay in a hotel that is environmentally friendly, but they may also want to have access to amenities that require a lot of energy and water. Employees may want to work for a company that is committed to social responsibility, but they may also want to be paid a high salary. It is important to find a balance that meets the needs of all stakeholders.

The comparison between a sustainable hotel and a normal hotel is to be carried out as per the following:

Feature	Sustainable Hotels	Normal Hotels
Environmental impact	Lower	Higher
Energy use	Renewable energy	Fossil fuels
Water use	Conserved	Not conserved
Waste	Reduced	Generated
Food	Local and organic	Not local or organic
Social responsibility	Committed to social responsibility	Not committed to social responsibility

Conclusion

The hotel already has two sustainability initiatives, practices, and processes implemented to reduce its environmental impact and support the local community. However, there are some interrelated issues and conflicts of interest that the organization needs to be aware of, such as the balance between sustainability and profitability and the need to balance the needs of different stakeholders. As per the site survey done there is plenty of room for improvement, first it should be by making a sustainable strategy or policy. According to a recent study by the Cornell Hotel School, only 25% of hotels have a formal sustainability policy in place.

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