

Pathway Project 1: Sustainability and Global Citizenship

Name: Mohammed Anis-Mirza

(1605790)

Module Leader: Raxon Nting

Sustainability and global citizenship contributes to a more sustainable future, both globally as well as locally. Management marketing/process is advertisement on both social networking media as well as television or telemarketing. Brochures, leaflets and posters are set up to emphasise and propose the aspects of sustainability, as a group we chose to do sustainability in hotels. Examples of forms of advertisements would be on bus stops, posters around the community or spoke words through friends or colleagues. The hotel industry dedicates many attributes of sustainability and global citizenship, such as becoming more greener and more renewable which creates less harm to the environment. I focused on globalisation and sustainability in the hotel industry, which is what I'm going to focus on in my reflection. In the project, my part was

Global citizenship is the idea or belief that all people have rights as well as municipal responsibilities that arrive whilst being a member of the world, with world wide philosophy, sensibility, appreciation and awareness. This idea is that one's identity transcends geographical or political factors and that responsibilities or rights are derived from a person in a broader class. Companies such as Unicef is part of a global citizen organisation, mainly focusing on the rights of children, believing that all children, especially the most vulnerable, have a chance to live (Unicef, Global Citizenship). Global citizenship is essential in order to take into account the belief that everyone has a right to some form of responsibility, which allows companied and developing industries to indicate that they know the responsibilities required to be taken on.

Sustainability has become an increased characteristic in the hotel industry. It symbolises the ability to meet the requirements needed of the current situation, not affecting the needs of the future generation. The development of green hotels makes it a sustainable performance in the hotel industry. The hotel industry is driven towards the environmental sustainability through the observations of applications of specific resources, for example, the reduction of water usage per guest by at least 25 percent (Goodall, C. Sustainability). The reduction of energy consumption through the utilisation of energy star and Ecotel. The leadership in the hotel industry is supported through good communication, shown between employees and the essential leader.

Entrepreneurship dedicates the set of skills and abilities, that could lead to being self sufficient. It occupies thoughts on the concerning aspects of risk taking and the understanding of opportunities. Leadership concerns the effective administration of assets, people and resources. Entrepreneurship allows and gives many the high opportunity in being their own boss, by being in charge and making the most important decisions in regards to your business, which can be fulfilling, but also challenging, which can also be a risk taking opportunity for many. This makes many to see their strengths and weaknesses, and making the most of it. Business networking is a socioeconomic networking by which people of business and entrepreneurs form business relationships in order to recognise, fabricate, or act upon work opportunities, distribute information or seek potential partnerships for ventures. Business networking leverages your business and personal connections to bring a good supply of business.

Interpersonal communication is the process by which information, feelings etc is exchanged through verbal or non verbal communication, normally it is face to face communication. Interpersonal communication plays a significant role as it builds relationships at work. Delegation is the method of redistributing tasks or assignments. The process of delegation includes firstly by

deciding what to delegate, who to delegate with, communicating the clear expectations required and then requesting feedback to be given.

Leadership as well as entrepreneurship involves the enunciation of perception, motivating others. An entrepreneur needs the required characteristics of a leader, in order to define a perception, to create a team, which would then lead to attain the intended objective. There are many types of leaders but the two most important in this process were designated and situational. Designated leaders allocate and organise an appointed core team, establishing essential goals needed to be achieved and ensure this by setting clear, manageable ways to get there. Leaders like this also facilitate and utilise communication as well the cooperation among group members. A situational leader is the type that will take control from the group who can manage the situation at hand and take it on. The fundamentals of having an effective team leader is to organise the group members in order to form an effective team, articulate comprehensible goals as well as make a final decision based on the feedback given by group members and also gives team members the motivation to express opinions and challenge one another. Global citizenship is an aspect that applies essential thinking on what is equitable and unbiased, in addition to diminishing any detriments on the world.

Community participation has been enhanced in order to attract and appeal, motivate and drive, and maintain to employees. Most of the employees prefer hotels that has a positive, welcoming image as well as good and known reputation. Communication participation not only benefits the hotel industry, but also benefits the society by; allowing access to jobs and an increase in income growth, enhancement of the surroundings, and, investment in the infrastructure or the facilities. Marriott hotel is one of the industries that is highly dedicated in supplying the business of the surrounding communities. The company mainly focuses on; career exploration, community assimilation with experiences to the community life, progression towards skills and training, and the pursuance of personal hobbies.

The company chose to focus on the development of the adolescence, which enables the use of providing educational and additional work studying to enhance careers in the hotel industry. This initiative imposes the exploration on career prospects for young people from the underhanded majority and current developing countries. This is an aspect that has led to an establishment and accomplishment or marketable handiness that has lead to purposeful work. The company's decision into deciding to focus on the development of the young, allows as well as promotes the enhancement of additional work to society, allowing many to improve by applying additional work to their careers in the hotel industry.

The Wyndham Grand Xiamen Hotel (China) constructs community events annually in order to improve its operations and the reputation, hence the reason it is a five star hotel. The diversified community activities enables unique visitations to current employees' families, donating clothes to inaccessible rural areas in China. The Xiamen hotel additionally organises employees to voluntarily clean up the surroundings of the environment, benefitting the hotel as it is good publicity, giving the industry a good reputation, as well as good for the environment itself.

The Hilton hotel has partnerships and additionally collaborates with multiple organisations such as Xeros, making a largely positive impact which entangles the renewable energy, by utilising less use of water and energy. The event planners at the Hilton hotel are enthusiastic to assess the options of dining by applying locally used sourced foods, minimising the amount of wastage caused and the low costs with practices by requiring less resources.

The intercontinental Hotels Group association arranged local opportunities through the development of education and employment. Accor Hotels in Indonesia provides healthy, balanced meals to the less fortunate children. Hyatt's hotel makes an increased effort to create hotels being more efficient, through the reduction of GHG emissions and applying water consumptions. The hotels room in this hotel in Indonesia are guaranteed for a green building certification program. In Kigali, the Marriott staff join employees by placing and planting additional trees to restrict desertification.

Resource management is a strategy used in order to achieve an equilibrium when it comes to workload, within the base or across teams. Resource management refers to people, knowledge or information, materials and time that can be taken in order to accomplish a specific task. This type of management is used in order to prevent excess workload. The strategy of resource management is effective as it creates a balance, and helps reach the intended goals required.

Corporate social responsibility looks at the ethical issues on an organisation level. It enforces the organisation to act on both interests that serves both its interests and the interests of society as a whole. This is essential as the ethical issues need to be taken into consideration and admired so that the organisation can act on things that need to be done and improved in order to take the society's perspective into view.

To sum it all up together, sustainability and globalisation, leadership in addition to entrepreneurship, has key principal issues when related to community participation. The hotel industry chooses to focus to achieve sustainability through simple methods, such as reduction through the simplistic usage of water, energy and development of green, supportable green hotels. These are essential and key, as it promotes the industry as there is no harm towards the environment, as well as additionally causing no harmful effects to the environment. Green hotels have a large importance to society as it promotes sustainability, something which is very significant in order to cause less damage, which is a current problem in the community. Many industries tend to not take into account the harmful impacts by not having efficient and sustainable industries, many of which has an impact to our climate change and the greenhouse gases today. In my perspective, it is essential for companies to take this deep into consideration and make a change to aspects in the industry as it affects everyone deeply, and they should take into account what would be beneficial to customers etc.

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