

BMIH4006

Assessment Title: Operating Hotel Facilities

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Introduction

The main aim of this learning log is to demonstrate the necessity of having sustainable practices within the hotel industry. This learning log has portrayed sustainability in the hotel industry as taking this industry to a new level where it not only enhances customer experience but also supports the environment in to fight against climate change.

Sustainability in the hotel industry

To put it simply, sustainability is the capacity of natural ecosystems to provide for human needs both now and in the future (Adams, Kageyama and Barreda, 2022). It's clear that the hotel industry is one of the main culprits in the overexploitation of the planet's natural resources. Unspoiled landscapes, tropical beaches, turquoise oceans, glaciers, cascades, ocean life, and fresh air are all fantastic tourist attractions, but the same natural world is also essential to the success of the tourism business. Because of this, there is always the chance that we may destroy the foundation about which hospitality rests.

Implementation of theoretical knowledge in the hotel industry

From the learnings of theoretical practices in hotel industry, I have understood that there is a positive connection between higher customer retention and sustainable practices in the hotel industry (Pereira-Moliner et al., 2021). An increase in customer satisfaction and loyalty may be attributed to a hotel's commitment to sustainability. More satisfied and devoted customers will spread the news about your eco-friendly business (Pereira-Moliner et al., 2021).

The business has been fast to adapt to these shifts and is increasingly adopting environmentally friendly practices. Recycling, reusing grey water, reducing waste, cutting down on energy consumption, and cutting down on carbon footprints are all goals of the policies and practices that have been put in place. Actually, all the big companies in the hotel industry (Hilton Worldwide, IHG, Marriott, and Carlson Rezidor periodically publish their sustainability reports, detailing the steps they've made to lessen their negative effects on the environment. 'To treat the visitors without ruining everything else,' is the motto of the Green House Hotel in Bournemouth, which is one of several establishments that include sustainability in their core offering.

As I have an eagerness to pursue a career in the hotel industry, I must understand the necessity of each function that will create value in the hotel business platform. Similarly, sustainability practice is one of the core functions which will not only create a positive brand image in the consumer's mindset but will make a competitive advantage against its competitors (Mullins and Dossor, 2013). Such understanding is crucial as nowadays in the job marketplace, employers look for those fresh graduates who have a proper understanding of business functions.

The Natural Marketing Institute surveyed over 53,000 Americans and found that 58 percent of shoppers think about businesses' environmental impacts when deciding where to buy products and services, and that they are more inclined to support green businesses (Nmisolutions, 2019). This means that there are around 68 million potential customers in the United States who are inclined to support businesses that have shown strong commitments to ethical and responsible practices in the areas of their personal, economic, and ecological values. Businesses that invest in their communities tend to get positive returns on their efforts, according to research from the Cause Marketing Forum.

Colgate's public awareness advertisements during the Super Bowl advocating water conservation are just one example of how companies like these are using "doing good" to boost their brand's reputation alongside traditional marketing tactics. Humanity cannot survive without water, particularly drinkable water, yet we can get by without electricity and paper for centuries. Promoting and enforcing resource efficiency has far-reaching effects, from raising workers' and customers' awareness of the brand to influencing their personal behavior. If the firm doesn't practice what it teaches, it will damage its brand reputation.

Conclusion

Travelers are well aware of the fact that pollution has severe negative consequences for the planet. For this reason, they anticipate hotels that are making efforts to reduce their impact on the natural world. That's why this learning module topic is important and needs to understand that it's smart to invest in eco-friendly technologies and refine operating practices to leave a good impression on visitors.

References

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