

Contemporary Themes in the Hotel and Hospitality Sector BMIH6001



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INTRODUCTION

- The term sustainability highly consists of the fulfilment of the requirements of the people in present without making any sort of comprising with the requirements of future generations. Sustainability mainly ensures balance among economic growth, social well-being and environmental care. The hospitality industry is consummating major energy and natural resources which makes it necessary to reduce energy consumption and switch on sustainability aspects. The hotel organisation which is evaluated in this organisation is Hilton Hotel, which is a hotel based in the US functioning on an international level (Clark, Kang and Calhoun, 2023). This presentation highlights the theories and concepts related to sustainability with the impacts on hotel organisation. Then there is an evaluation of factors of PESTLE analysis in context to influence on hospitality industry.



Literature Review

Analyse and establish through theory, how the chosen contemporary theme impacts the hospitality and hotel industry.

As per an article published by the University of Central Florida, this is being evaluated that the success of the hospitality industry mainly depends on their ability to deal with natural resources and preserve them for future usage. Hospitality or hotel organisations can adopt strategies related to sustainability in order to make improvements and increase efficiency. There are a growing number of customers who prefer environmentally and socially responsible services and products (Dani, Tiwari and Negi, 2021). Having more awareness among people encourages them to choose organisations that effectively adopt sustainability in comparison to organisations that consume more natural resources. Sustainability highly matters in hospitability as it not only makes the hotels stand out from the rest but also prevents the places that are threatened by human activities.



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The **ESG theory of sustainability** is a framework that is being used by organisations in their business practices and in their performances by adopting sustainability measures and regularising ethical issues. ESG is an acronym for environmental, social and governance. This theory highly helps in maintaining sustainable practices in the organisation in different aspects. Hilton can adopt this theory in maintaining their sustainable working such as in using energy-efficient technologies, creating eco-friendly designs in buildings and adopting waste reduction initiatives in the workplace (Graziano, 2021). Hilton is a socially responsible Hotel which takes care of their diverse range of stakeholders. Sustainability needs to be incorporated into the day-to-day operations of the hotels so that the right practices are being generated. Environmental, Social and governance are the three players of ESG sustainability theory. Thus, the hotel needs to manage sustainability within these three aspects to perform effectively in sustainability.



Application to the Hotel and Hospitality Sector:

From the PESTLE analysis, this is being evaluated that each factor makes a different impact on the working of the hotel. As in the case of political factors, this impacts the way hotel operates at places with respect to rules and regulations imposed by the government. Taxation policies by the government impact the profitability of the hotels. In context to economic factors, this makes an impact on hotels by aligning the affordability capability of the people. Having a stable economy impacts positively whereas an unstable economy may generate losses. The social factors from the pestle analyses summarised that the choices of travellers make a major impact on the selection processes of hotels.



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Hilton Hotels has highly evaluated its work in dealing with sustainability issues as they are effectively managing its waste and working on reducing plastic usage. Hilton is using biodigestors in managing their food waste and using data in order to inform perfect-sized proportions in the eating menus. They are also developing offside composting to reduce food wastage. In the case of managing carbon emissions, Hilton is using alternatives for energy consumption and working on managing pollution emissions.



Evaluate Future Policy and Management Options

In order to create effective working in the hospitality industry as per suitability practices, as per the research and evaluations there are certain suggestions for the hotel to work as per sustainability. These future policy evaluation and management options for hotels are evaluated below:

- ▶ Water management- There is constant fluctuation in the patterns of rainfall, thus, it becomes crucial to conserve water in an effective way. Thus, this is being recommended to the hotel industry that they need to limit their water usage. This helps in saving natural resources.
- ▶ Implementing energy-efficient power- This is recommended to hotels that they install energy-efficient technologies in lighting, heating, cooling systems, and appliances and help manage the negative impact on the environment. Energy consumption is one of the largest aspects of sustainability and transitioning energy-efficient aspects is vital for establishing sustainability in hotels.



CONCLUSION

From the above presentation, this is concluded that sustainability is an important aspect that works in managing natural resources in a way so that resources can be used by future generations as well. This presentation summarised the sustainability impact on the working of Hilton hotels and how Hilton can mould their work to develop strategies that preserve resources. Also, there is an evaluation of the impact of the different external factors.

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