



**WORLD REBIRTH CONSULTANCY**

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**TRANSFORMING THE FAIRMONT FRANCISCO  
INTO AN ECO-FRIENDLY HOTEL:  
CONSULTANCY REPORT**

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## Table of Contents

|                                                                                 |    |
|---------------------------------------------------------------------------------|----|
| Executive Summary .....                                                         | 2  |
| <i>Problem Statement</i> .....                                                  | 2  |
| <i>Findings</i> .....                                                           | 2  |
| <i>Analysis of the Findings</i> .....                                           | 3  |
| <i>Recommendations to the Client</i> .....                                      | 3  |
| <i>Conclusion</i> .....                                                         | 4  |
| Transforming The Fairmont Francisco Into An Eco-Friendly Hotel: .....           | 5  |
| Consultancy Report .....                                                        | 5  |
| Introduction.....                                                               | 5  |
| <i>Background of the Hotel</i> .....                                            | 5  |
| <i>World Rebirth (W.R.) Consultancy Firm Background</i> .....                   | 6  |
| <i>Theoretical Frameworks for Analysis</i> .....                                | 6  |
| Analysis: Environmental Unsustainable Practices at Fairmont San Francisco ..... | 7  |
| <i>Inefficient Energy Usage</i> .....                                           | 7  |
| <i>Poor Waste Management System</i> .....                                       | 8  |
| <i>P.E.S.T.E.L. Analysis</i> .....                                              | 10 |
| <i>SWOT Analysis</i> .....                                                      | 11 |
| <i>TOWS Analysis</i> .....                                                      | 12 |
| Recommendations and Change Management.....                                      | 13 |
| <i>Energy System Upgrade</i> .....                                              | 13 |
| <i>Sustainable Waste Management Practices</i> .....                             | 14 |
| <i>Investment in Renewable Energy</i> .....                                     | 16 |
| <i>Environmental Training</i> .....                                             | 17 |
| <i>Sustainable Dining Initiatives</i> .....                                     | 18 |
| Action Plan .....                                                               | 19 |
| Recommendations .....                                                           | 22 |
| Conclusion.....                                                                 | 23 |
| Reference List .....                                                            | 24 |

## Executive Summary

### *Problem Statement*

Fairmont Francisco is a thriving hotel in California with a rich historical background. The organization's key problem is the unsustainable practices being conducted in the hotel. The company uses outdated appliances, which increases the energy demands. As a result, the operational costs are inflated due to the higher electricity bills. Further, the increased power demands lead to additional carbon footprints, hence leading to climate change and global warming, whose repercussions are severe. The second problem affecting the hotel is the unsustainable waste management system, where huge resources are used to facilitate waste disposal. The activity not only increases the operation costs but also increases environmental pollution.

The unsustainable dining options, such as increased kitchen waste, increase the company's challenge of attaining eco-friendly standards. Climate change concerns have impacted many people in the contemporary world, and people always like visiting hotels that embrace eco-friendly and sustainable practices. Failure to attain eco-friendly standards may jeopardize its competitive advantage and cause it to lose its loyal customers in the long run. Climate concerns are important parameters that determine the effectiveness of organizations.

### *Findings*

A thorough analysis was conducted to determine the internal and external factors that led to the escalation of the challenges. The P.E.S.T.E.L. analysis was used to explain the external business environment that is likely to affect the organisation's day-to-day operation. The findings could be used to formulate solutions for the positive outcomes of the organization. The SWOT analysis was used to determine the internal and external factors key to helping the organisation fight and overcome the issues affecting its operation. The TOWS, on the other hand, was used to analyse how the organisation's strengths could overcome the challenges and how opportunism could be converted into

solutions for the threats. The analysis provided incredible solutions that could be used to overcome the difficulties stated that could assist in the transition of Fairmont San Francisco to an eco-friendly organisation.

### *Analysis of the Findings*

The investigation into the organisation led to significant findings that revealed the dangers posed by unsustainable practices. The Fairmont San Francisco uses about 13% of its total revenue on electricity bills. The cost not only impacts the requirements for operating the business but also increases the carbon footprint because the power generation companies have to run for longer hours to satisfy the demand. The higher electricity consumption in the company constitutes about 3% of the total carbon footprint generated in California. The unsustainable waste management system increases environmental pollution and improves the disposal of waste, where the cost of transporting wastes to landfills is about 3% of the company's revenue.

The inappropriate waste management system impacts the pollution levels and makes the reorganisation environmentally unfriendly. The unsustainable dining option where the foods are sourced from far places leads to an increased carbon footprint when transporting the food from the farms to the hotel. Kitchen waste has a significant impact on organisational Sustainability. It is further imperative to note that kitchen waste constitutes the emission of greenhouse gases, leading to unsuitable solutions in the long run. The hotel is located at a higher altitude, which increases high light intensity. Investing in solar could have resulted in massive power generation to lower the carbon footprints because the generated clean power will replace the non-renewable energy systems, making the organisation more effective.

### *Recommendations to the Client*

The findings of the analysis underscored the unsustainable practices that may jeopardise the overall Sustainability of the hotel. The recommendation includes updating the energy system where all the outdated and higher-rated equipment consumes a lot of energy. An

energy upgrade will ensure that people in the organisation can lower the running costs and reduce carbon emissions in non-renewable energy sources. Introducing the three R mantras (recycle, ease, and reuse) is an important framework that will eliminate all unsustainable waste management practices to reduce costs and enhance a sustainable environment. When more of the waste is recycled or reused, the amount of waste in the organisation will be diminished, and the hotel will be able to be sustainable by reducing waste. Further, the emission of ethanol and other biological greenhouse effect is likely to be reduced.

Investment in renewable energy will lower operational costs, help the organisation reduce its carbon footprints, and show its commitment to adopting eco-friendly practices. As a result, it will be one of the companies committed to protecting the environment through renewable energy systems, which will likely increase its competitive advantage in the long run. Further, continuous training and development is important to ensure that everyone is aware of sustainable practices and leverage them to enhance productivity and compliance. When education and awareness initiatives are utilised, they are likely to offer a better outcome in the long run. The available dining options at the hotel contribute to more pollution, which must be eliminated.

### *Conclusion*

In conclusion, The Fairmont San Francisco is a hospitality venture operating under unsustainable practices, which are likely to jeopardise its operation and pose a great existential threat. The higher energy consumption and unsustainable waste management pose a danger to the environment and make the organisation unsafe for human survival. The transformation to make the hotel a sustainable venture is a holistic one. It involves investing in renewable energy, changing the waste management system, and replacing the equipment that increases consumption. Implementing the recommendation will make the hotel eco-friendly and, therefore, more sustainable. Consequently, Fairmont San Francisco will save more energy and dumping cost which may be used to increase its competitive advantage.

# Transforming The Fairmont Francisco Into An Eco-Friendly Hotel:

## Consultancy Report

### Introduction

Environmental pollution and carbon emissions substantially threaten Sustainability in the contemporary corporate domain. As nations and people embrace eco-friendly practices, organisations leveraging them will likely gain a competitive advantage for their choices. This report offers a holistic transformation of the Fairmont Francisco into an eco-friendly hotel. Unsustainable practices at the hotel constitute an existential threat because they increase operational costs, have an environmental impact, have the potential to harm its reputation, and may generally affect its long-term viability. Since the hotel competes with numerous destination points worldwide, transforming into green and sustainable practices will make it profitable and comply with federal and universal laws on environmentally acceptable practices. The issue is further problematic for the hotel because it jeopardises its regulation and compliance since nations advocating for eco-friendly practices formulate rules and regulations to ensure business ventures comply.

### *Background of the Hotel*

The Fairmont Francisco is one of the U.S.A.'s timeless symbols of elegance and luxury. It forms a historic establishment and stands out as one of the greatest architectural marvels in California. The hotel was founded by the daughters of Senator Graham James Fair in 1907 and named after their father (Alman, 2021). The hotel has a total of five hundred and ninety-one rooms and eleven suites that are reserved for V.I.P. guests. It is paramount to note that the hotel was included in the list of historic hotels of America in April 2002 (Alman, 2021). The room sizes vary according to the customer's needs but offer a range of single suites, family rooms, and couples executive rooms. Due to its historical significance and strategic location, it is one of the most visited sites in the U.S.A. However, the unsustainable practices currently ongoing at the facility may discourage visitors from going to it.

### *World Rebirth (W.R.) Consultancy Firm Background*

The World Rebirth (W.R.) is a U.K.-based consultancy specialising in organisational transformation to embrace green practices. It was founded in 2015 to transform organisations into green and environmentally friendly ventures through training, development, and the ability to train people to embrace green preciousness. The firm was motivated by the alarming rate of carbon footprint in the world and wanted to ensure that people embrace sustainable practices while doing business. Due to its noble aim of making the world a better place, W.R. has been used to train industrialists, individual entrepreneurs, and automobile industries on the importance of leveraging green energy and managing waste to ensure that the world becomes a better place. Therefore, The consultancy firm brings vast knowledge and experience in sustainable practices, and Fairmont Francisco is likely to be transformed into one of the most sustainable ventures in the U.S.A.

### *Theoretical Frameworks for Analysis*

The recommendations to transform the hotel into an eco-friendly venture are prefaced by analysing the factors affecting it and what leads to using unsustainable practices in the long run. Internal and external practices contribute to the problem, which is why the SWOT analysis analyses the internal issues of the hotel and how they can be leveraged to improve efficiency (Asadpourian et al., 2020). The external practices that influence the hotel are also included in the analysis, and the environmental framework, such as the P.E.S.T.E.L., will be leveraged to understand how the environmental issues affect the hotel. Finally, the TOWS analysis may also be utilised to understand how the problem may be resolved using internal strengths (Pan et al., 2019). In initiating green solutions, the initial step is to change the internal operational standards to make them sustainable in the long run. The frameworks are leveraged because they offer holistic solutions to the organisation's challenges.

## Analysis: Environmental Unsustainable Practices at Fairmont San Francisco

Sustainability and eco-friendly practices involve all the deliberate efforts by organisations to minimise waste, use energy-efficient utilities, and ensure that the wastes are well maintained to avoid pollution. The issues identified by the hotel that jeopardise Sustainability include inefficient use of energy, poor waste management systems, non-sustainable dining options, lack of adequate awareness, and inability to use renewable energy sources such as solar panels (Žunić, Bidžan-Gekić, and Gekić, 2019). The issues affect the organisation's reputation, income, and scope.

### *Inefficient Energy Usage*

Energy is the primary utility that is used to power a hotel. Instead, Fairmont Hotel relies on the traditional energy source for its daily operations. The electricity usage in the company is one of the highest in the city (Berger et al., 2019). It was named one of the largest customers of the power company in California. The hotel spends over 13% of its revenue on electricity, which affects the operation cost and increases its carbon footprint (Alman, 2021). The key impact on the hotel is that the inflated power bills increase the operational costs of the hotel, which has a ripple effect on the costs of rooms and other facilities at the hotel (Kimes and Ho, 2019). Other hotels that have the same facility but use energy-efficient systems are likely to be slightly affordable compared to it.

The higher electricity bills not only affect the operational costs of the hotel but also increase the carbon footprint, which will hurt the environment. The non-renewable energy sources burn coal to generate electricity. As consumption increases through unsustainable practices such as the hotel, the power-generating companies have to generate more, leading to more emissions and destroying the ozone layer (Roy, 2022). The cause of the energy inefficiency is the use of outdated lighting systems, and the resistance to change may also be impacting the organisation's ability to embrace change and green energy (Semwal and Dani, 2022; Swinton, Machella, and Ross, (2023) inferred that feedback mechanisms are key to enhance Sustainability. The hotel's reputation is at stake because environmentally cautious visitors are always keen to book hotels sensitive

to the environment. Negative reviews may be offered once they notice that Fairmont San Francisco is insensitive to sustainable practices.

The income of the hotel is in the form of profits. Profits are calculated as the difference between the income and expenses. The hotel has been recording declining profit margins because of inefficient energy usage (Westphal, 2022). Sustainable practices are, therefore, likely to improve its profitability and make the organisation less profitable (Kim et al., 2022). The hotel has, for example, recorded declining profit margins from 2018 to 2022. Transforming the hotel into an eco-friendly venture will likely significantly impact its scope. For example, it will lead to reduced energy costs, directly impacting income (Bueno, 2019). Further, reduced costs also reduce the carbon footprint as the power generation plants will have less demand (Vinod, 2022). Consequently, it will also increase competitiveness and make the organisation a destination for all travelers.

#### *Poor Waste Management System*

Waste management is a critical part of an organisation that determines its eco-friendliness. For example, when waste is properly recycled and reused, it is likely to reduce it in the long run. The Fairmont San Francisco has an inefficient waste management system, increasing costs (Nugraha, Indrawan, and Mariana, 2021). Instead of using reusable or recyclable products, the hotel uses non-reusable products that require hefty costs for dumping the waste (Weber, Marshall, and Pons, 2020). The water separation system is also ineffective in the food department, which leads to breeding sites for germs, jeopardising the systems' health and well-being.

Inefficient waste management has a significant impact on the hotel management. It increases the cost of dumping waste in places such as landfills compared to when the hotel would have embraced sustainable practices. Research by Anilkumar, Koppar, and Baruah (2023) inferred that one of the sustainable practices in hotels is the 3R mantra, which emphasises the ability to reduce, recycle, and reuse waste. As a result of outsourcing waste management agencies, the organisation spends over 5% of its revenue to manage the waste and pay for services such as managing their landfills (Burlakovs et al., 2020). Other than the waste disposal costs, it may lead to other

environmental impacts because the landfill may pose a significant health threat to the residents near the landfills (Kaefer, 2022). Some of the disposed wastes contain the greenhouse effect gases that are likely to jeopardise the efficiency of the systems.

#### *Lack of Investment in Renewable Energy*

Renewable energy, such as solar and wind, are strategic alternatives. Fairmont San Francisco is located in a region with high sun intensity, which may be used to generate energy. Leveraging the option is more effective because it lowers the operational cost by over 65% (Salama and Abdelsalam, 2020). Research by Westphal (2022) further inferred that operating on renewable energy makes the hotel cost-effective and will also make it eco-friendly and increase its competitiveness, especially for guests concerned about sustainable practices. Other than making the organisation energy secure and reducing the operational cost, effective investment in renewable energy may serve as an alternative source of income by distributing the excess energy. Another research by Abdelmonem (2023) on Sustainability inferred that using solar panels constitutes the most effective strategy to reduce carbon footprints. As the world unites to tackle climate change, the hotel's inability to invest in renewable energy jeopardises the call to Sustainability (Vejzagić and Schmidt, 2021). The scope of the change will significantly impact the hotel and the country at large towards attaining a green nation.

#### *Inadequate Awareness of Sustainability Practices*

Increasing awareness is one of the most effective ways of overcoming a challenge. The major determinant of pollution is humans, and when they learn better ways of maintaining the environment, it is likely to be adequately maintained. The hotel prioritises training on customer service and efficiency but needs scheduled training on effective energy use and Sustainability (Alman, 2021). The hotel does not have periodic training on Sustainability to raise awareness. As a result of the inadequate awareness, the workers may engage in unsustainable activities, hence increasing pollution.

### *Unsustainable Dining Options*

Dining option is an inclusive term for how a hotel sources food and manages the remains. Fairmont San Francisco depends on suppliers in California and additional states, which require at least five lorries weekly (Alman, 2021). Transportation increases unsuitability because the lorries contain emissions, which increases the carbon footprint. Kitchen waste also contributes to emissions and pollution in the environment.

### *P.E.S.T.E.L. Analysis*

External issues may be the problems being experienced by the hotel. The P.E.S.T.E.L. analysis offers an overview of the factors that affect the organisation to help formulate policies for compliance and better performance in the long run (Ruiz Molina et al., 2022). Table 1 below shows the analysis of the external factors that affect the hotel's operation because of the unsustainable environmental practices.

**Table 1**

*The Fairmont San Francisco P.E.S.T.E.L. Analysis*

| Factor        | Impact                                                                                                                                                                                                                                                                                                                       |
|---------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Political (P) | Federal laws in the U.S.A. require hotels and other hospitality ventures to use suitable energy practices. The Resource Conservation and Recovery Act requires all hotels to manage waste (Rehman <i>et al.</i> , 2023) adequately. Since the hotel is non-compliant, it may suffer the consequences in the legal framework. |
| Economics (E) | The economic situation is a factor that revolves around expenditure and consumer costs. The unsustainable practices in the hotel lead to higher costs that will likely make it expensive (Chan, 2021). Consequently, revenue will be affected.                                                                               |
| Social (S)    | Social factors include the interpersonal relationships and perceptions created by the people. The eco-friendly-conscious visitors are likely to avoid the facility because of its                                                                                                                                            |

|                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
|-------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                   | unsustainable practices, which will eventually lead to reduced guests.                                                                                                                                                                                                                                                                                                                                                                                    |
| Technological (T) | Technology has advanced in numerous areas, such as energy efficiency, by introducing energy-saving lighting and air conditioning equipment. Leveraging technology will make the hotel more sustainable, save on costs, and improve environmental considerations (Nilashi <i>et al.</i> , 2021). Technology may also be leveraged in recycling programs, reducing waste management costs and finally leading to a better outcome in the long run.          |
| Environmental (E) | Environmental concerns have raised significant concerns over the past decade because of the dangers caused by pollution and environmental degradation. The carbon footprints have led to climate change and other natural calamities that may make the world inhabitable if the environment is not protected (Yadegaridehkordi <i>et al.</i> , 2021). Extreme energy usage increases the carbon footprint, and poor waste management damages the systems. |
| Legal (L)         | The enforcement of environmental laws may lead to penalties whenever non-compliance is on the organisation's side.                                                                                                                                                                                                                                                                                                                                        |

### SWOT Analysis

A SWOT analysis is an important framework that shows the internal strength of an organisation and how it can leverage its strengths to overcome its weaknesses. Further, it will enable the management to understand the opportunities and threats that must be evaluated to enhance better service delivery and Sustainability (Avasiloaei, 2022). Table 2 below shares the organisation's SWOT analysis

Table 2

*The Fairmont San Francisco SWOT Analysis*

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                         |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>Strengths</b></p> <ol style="list-style-type: none"> <li>1. It is an iconic establishment and boasts of historical heritage.</li> <li>2. It has a hilltop location and offers the guest a prime viewing experience.</li> <li>3. Offers luxurious and comfortable rooms, making guests more comfortable and satisfied.</li> <li>4. Offers diverse top-notch facilities such as meeting venues, restaurants, accommodation, and playgrounds for children.</li> </ol> | <p><b>Weaknesses</b></p> <ol style="list-style-type: none"> <li>1. High energy costs due to inefficient energy systems.</li> <li>2. Poor management of the wastes and unsustainable practices in solid and liquid wastes.</li> <li>3. Inadequate reduction of food waste and unsustainable dining options</li> <li>4. High operational costs</li> </ol> |
| <p><b>Opportunities</b></p> <ol style="list-style-type: none"> <li>1. Has an opportunity for an eco-friendly transformation</li> <li>2. Has started introducing sustainable dining options</li> <li>3. Sustainability recognition after undergoing training on eco-friendly practices after training by the World Rebirth consultancy firm.</li> <li>4. Supportive staff who may embrace the transformations</li> </ol>                                                  | <p><b>Threats</b></p> <ol style="list-style-type: none"> <li>1. High competition from other established hotels in the region</li> <li>2. High guest expectations, especially after massive awareness of environmental Sustainability.</li> <li>3. Dynamic environmental policies may cause a threat to the operation of the</li> </ol>                  |

*TOWS Analysis*

The TOWS analysis is an important business evaluation where the problems identified in the SWOT analysis are converted into solutions, as shown in Table 3 below.

**Table 3***The Fairmont San Francisco TOWS Analysis*

|                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Threats converted to opportunities (TO)</b> <ol style="list-style-type: none"> <li>1. Competitive market combated through sustainability branding to be more appealing than competitors.</li> <li>2. Environmental regulations followed to ensure it is a certified company will make it attract more visitors.</li> </ol> | <b>Weakness converted to Opportunity</b> <ol style="list-style-type: none"> <li>1. Energy efficiency can be replaced with a complete energy overhaul to enhance Sustainability.</li> <li>2. Introducing proper waste management practices will improve costs and make hotels more profitable.</li> </ol> |
| <b>Strengths to Overcome Threats</b> <ol style="list-style-type: none"> <li>1. Historical significance must always be leveraged to counter changing guests' preferences.</li> <li>2. Luxurious accommodation services may be used to overcome unsustainable dining options.</li> </ol>                                        | <b>Strengths to Overcome Weakness</b> <ol style="list-style-type: none"> <li>1. Diverse facilities may be used to overcome the ineffectiveness of the waste management.</li> <li>2. Prime location may be used to overcome the environmental impacts.</li> </ol>                                         |

## Recommendations and Change Management

### *Energy System Upgrade*

The hotel energy systems include all the appliances that use power for operations. In Fairmont San Francisco's case, the energy uses include HVAC, lighting systems, cookers, hot water systems, and other usages. In the analysis, it has been clear that the organisation uses appliances that are not energy-saving and inflate the electric power bills. As the company demands more electricity from the national grid system, the electric generating company increases pollution and consequently increases the carbon footprint (Tokarz-Kocik, 2023). The new system upgrade will include replacing all the equipment

with energy savers such as light-emitting diodes. The implementation may be made successful by engaging energy auditors and consultants to ensure that all the outdated appliances that have a higher energy rating are replaced with new models that are not only energy-saving but also more eco-friendly (Tansel, Yeshenkulova and Nurmanova, 2021). The energy consultants will estimate the appliance use to ensure they do not negatively impact the system.

The change management will include an inclusive process for promoting energy-efficient practices. Automatic switching on and off appliances will lead to efficient energy use (Rustam, Wang and Zameer, 2020). For example, installing sensors to manage the lighting systems will ensure that the people are well taken care of in terms of ineffective practices such as forgetting to switch off (Kim *et al.*, 2020). The security lighting, which may need to be remembered, may lead to additional electricity consumption. However, the problem may be resolved when switches control the switching (Wu *et al.*, 2023). The staff training will effectively manage the change process and enhance a safer integration of the new energy systems. Awareness posters, such as sensitising the occupants to turn off appliances they are not using, will help the organisation manage the waste.

Change management and measurement are paramount to ensure the introduced system is as efficient as expected. The energy consumption will be required to determine whether the change is feasible (Tiwari and Thakur, 2021). The success will be reviewed by comparing the energy consumption and electric charges, showing a new change in the system if the upgrade to new and smart systems leads to lower consumption (Legrand, Chen, and Laeis, 2022). When the new systems are less energy-consuming, it will be a sign that the hotel is becoming eco-friendly because of the lowered energy consumption (Salama and Abdelsalam, 2021). A periodic report will be prepared to track all the changes in energy consumption that are key for the effective evolution and changes in consumption.

### *Sustainable Waste Management Practices*

Sustainable waste management may be achieved through implementing the three R mantra into the hotel. The mantra emphasises reducing, recycling, and reusing some of

the equipment. A comprehensive recycling program is meant to ensure that the dumping sites are reduced and that there is no additional cost for landfills (Navratil *et al.*, 2019). The hotel should engage with consultation firms to introduce a recycling plant so that some of the things may be used to perform other functionalities (Tiwari and Thakur, 2021). The rationale behind recycling is that the hotel can overcome the cost of waste disposal. It further reduces the amount of waste that needs to be disposed which may also be used to generate energy (Abdou *et al.*, 2022). Disposable beverage containers should be replaced with glasses and other materials made of steel that may be washed and reused (Alipour, Safaeimanesh, and Soosan, 2019). Consequently, the company is likely to have better outcomes in the long run. When the hotel has been able to reduce waste through recycling, the costs of purchasing new products for use will be reduced, and it will significantly impact the outcomes.

The implementation of the recycling programs is likely to affect both the management and employees of the hotel, which may require training and a change management program to ensure that the people embrace the change. Fairmont San Francisco should sign contracts with recycling consultants to ensure they are advised on recycling materials for waste management and cost saving (Fatoki, 2019). Further, the hotel must educate its staff and guests on the importance of recycling by having signposts to explain what needs to be recycled, designating bins all over the place, and labeling them to help people dispose of recyclable wastes responsibly (Elziny, 2019). The change management may also be implemented by developing a feedback mechanism where the guests and staff can offer their opinions on the best way to manage waste sustainably (Behera and Jatav, 2022). The suggestions may be incorporated into policy and ensure that they become operational.

The implementation costs may vary from one consultancy firm to another, but a thorough feasibility study must be developed to ensure that the most sustainable solution is picked. The success rate will be measured using the waste diversion management inventory, where all the waste recycled is recorded, and the declining waste disposing costs are recorded (Anser, Yousaf, and Zaman, 2020). The reduced dumping costs and landfills will show that the hotel is becoming eco-friendly.

## *Investment in Renewable Energy*

Renewable energy systems like solar and wind may be used as alternatives to the electricity provided by the national grid system. The demand in the hotels is directly proportional to the carbon footprint produced by the energy company. One way of reducing the electric demand in the hotel is to embrace solar-powered systems for lighting, cooling, and water heating (Dani, Tiwari, and Negi, 2021). Solar panels powering the hotel will reduce carbon emissions and help the nation embrace climate-friendly practices (Nam *et al.*, 2020). When the hotel invests in renewable energy sources, it will reduce the energy costs spent on power and show its commitment to achieving a greener environment.

The implementation may be affected by engaging solar power professionals who will design and install the new power system in line with the architectural aesthetics of the hotel. Research by Usman, Akadiri, and Adeshola (2020) posits that renewable energy is the future of Sustainability. The staff and other stakeholders are involved in transforming renewable energy systems (Lee, Seo, and Quan, 2023). The staff will be involved in embracing the transition and ensure that they support the transition for effective outcomes in the organisation (Tiwari, Dambhare, and Tripathi, 2020). The implementation process should follow a feasibility study to ensure it is aligned with the company's financial goals for success. When the financial capacity cannot accommodate the change, it may be broken down into small bits.

The success measurement for the metric is done by calculating the monthly energy the hotel uses concerning the amount of carbon footprint developed. The implemented system will benefit the hotel in two prongs: by reducing the operating costs and the low carbon footprint (Kim, Kim, and Nguyen, 2021). Generally, it will include formulating a power department that will monitor the usage, and the footprint will be reduced since it may require very minimum expenditure on energy usage and generation (Rodríguez-Antón and Alonso-Almeida, 2019). The additional department will require new recruitment and management for the hotel.

## *Environmental Training*

Environmental pollution and climate change are primarily caused by human activities, consciously or unconsciously. One of the most important aspects of reducing pollution and sustainable practices is ensuring that the staff and guests are effectively trained on the best ways to avoid waste (Darvishmotevali and Altinay, 2022). Educational training is an effective strategy to ensure that the staff undergo periodic training on environmental preservation from the lowest level (Okot, Quiros, and Mejía, 2022). The recommended environmental education would include informative visits, workshops, and informative materials to ensure that they know the required issues that make it possible to achieve an eco-friendly hotel.

The proposal's implementation will be made possible by developing new policies for the organisation that promote eco-friendliness. For example, sorting the waste dust bins may be labeled to ensure that there is no mix-up in the waste to make it easier to recycle and reuse whatever is required (Pusparini *et al.*, 2020). The management and staff in the organisation will be able to undergo different awareness trips to appreciate and learn the best ways of maintaining the environment (Abualigah *et al.*, 2023). Further, the hotel may also develop new techniques to engage guests and the staff to ensure that they are part of the sustainable initiatives for a better outcome. For example, having an interactive chatbot to collect feedback from the visitors may improve the company's operation to meet the guests' expectations.

The change management will include a holistic process involving all the people in the hospitality facility. The effectiveness and success of the events will be measured through the use of feedback and surveys in the organisation (González-Rodríguez, Díaz-Fernández and Font, 2020). After every activity, a data collection survey will ask the people whether they have been pleased with the sustainable event (Park and Kang, 2022). Further, the organisation's sustainability practices, such as separating the waters and reusing towels to save costs, will be recorded. The participant's change of behavior and embracing the required change will be used to determine whether the recommendation is effective.

## *Sustainable Dining Initiatives*

Sustainable dining initiatives are all strategies to ensure that acquiring and preparing food does not contribute to environmental pollution. Research by Kokkhangplu *et al.* (2023) posited that the hotel will only be suitable in energy if there is high waste generated from the foods. Sourcing foodstuff from a far distance increases carbon footprint through transportation mechanisms (Aleksandrovna *et al.*, 2021). Reducing waste in the food preparation and rationing food to serve customers a food amount they will finish without retaining excess waste management (Nadia, Beatrice, and Atour, 2020). The hotel may also initiate programs such as food donations to ensure that the excess food prepared does not lead to pollution and emission of gases.

Fairmont San Francisco can implement the sustainable dining option by collaborating with local farmers to ensure they are supplied within proximity to avoid increasing carbon footprint during transportation. Further, it may initiate local policies that will help the kitchens to save on waste and introduce monitoring systems (Nguyen *et al.*, 2021). The kitchen department may need special training on portioning and transforming the waste food into compost (Akhtar and Najar, 2020). The continuous training and formulation of a control department to reduce kitchen waste will enhance Sustainability in the long run. The hotel may revise its policies to have a strong dining policy to minimise all the waste. When the wastes are recycled or reused, it will save the hotel the costs of obtaining resources. Further, converting the wastes into energy may be beneficial to the company. The change will be managed by ensuring that all the culinary department staff are trained on effective portioning and sustainable kitchen practices. The change management strategy will involve collecting feedback from them and ensuring the training is customised to the organisation's needs (Mensah and Ampofo, 2021). It may be achieved by partnering with a sustainability consultancy such as the World Rebirth Consultancy to ensure that the training is aligned to the company's unique needs. The change will be measured by analysing the reduced waste amount and the production cost achieved in the kitchen (Shahzady, 2023). Further, feedback from staff and guests will be used to provide insights on whether the programs are functioning. The benefit is that the hotel will

save costs and improve its sustainability credentials and compliance. Although there will be training costs incurred to implement the program, it will have multi-faceted benefits in the long run.

#### Action Plan

The Fairmont San Francisco is currently embracing unsustainable practices, which may jeopardise its ability to be eco-friendly. The action plan in Table 4 below shows how the five recommendations may be implemented to make the hotel more sustainable. All five recommendations may be attained through the below plan.

**Table 4**

#### *The Fairmont San Francisco Action Plan*

| Number | Problem                       | Solution                                                                                                                                | Desire outcome                                                                                                                                                                           | Time scale   | Completion date | Planned budget |
|--------|-------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-----------------|----------------|
| 1.     | Inefficient energy use        | Efficient energy use by replacing old and higher-rated appliances to ensure that the energy consumption in the organisation is reduced. | Reduce the amount of electricity utilised by the organisation. The ultimate goal is not only to lower the electricity bills but also to lower the demand to reduce the carbon footprint. | Three months | 05. 01. 2024    | £15,000        |
| 2.     | Poor waste management system. | Introducing a sustainable waste management system using the 3R mantra (Reduce, Reuse, Recycle)                                          | Lower all the pollution costs that lead to greenhouse gas emissions. Further, it will lead                                                                                               | Six months   | 02. 03. 2024    | £25,000        |

|    |                                                     |                                                                                                                                                                      |                                                                                                                                                                          |                               |              |         |
|----|-----------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------|--------------|---------|
|    |                                                     |                                                                                                                                                                      | to the reduction of the cost of disposing of materials using landfills.                                                                                                  |                               |              |         |
| 3. | Lack of investment in renewable energy sources      | Investing in an alternative energy source where solar panels will be used to overcome the challenges of relying on electricity from the national grid.               | To lower electricity costs and ensure that the demand for power from the national grid is reduced to the lowest possible. It will also improve compliance for the hotel. | 12 months                     | 15. 11. 2024 | £34,000 |
| 4. | Lack of adequate awareness of sustainable practices | Introduce education and awareness programs that will ensure that the people are always aware of the programs that must be leveraged to ensure they are well managed. | The education and awareness programs will likely make employees and guests aware of the standards required for the hotel to remain compliant.                            | To be rolled out periodically | Continuous   | £5,000  |
| 5. | Unsustainable dining options                        | Introducing sustainable dining initiatives where all the waste in the kitchen and the                                                                                | Reduce the waste in the kitchen and ensure that the hotel saves on energy and waste.                                                                                     | Continuous                    | Continuous   | £10,000 |

|  |  |                                       |  |  |  |  |
|--|--|---------------------------------------|--|--|--|--|
|  |  | carbon footprints will<br>be reduced. |  |  |  |  |
|--|--|---------------------------------------|--|--|--|--|

## Recommendations

According to the analysis conducted by World Rebirth, the Fairmont San Francisco is advised to consider the following recommendations:

1. The use of energy-efficient technologies is recommended in order to mitigate operational expenses, curtail energy consumption, and transition towards renewable energy sources, hence obviating reliance on non-renewable resources such as coal.
2. Waste Management: Establishing an effective and environmentally sustainable waste management system aimed at mitigating adverse ecological consequences.
3. Renewable Energy: In addition to prioritising energy conservation, it is imperative to allocate resources towards the adoption of renewable energy sources in order to consistently mitigate the hotel's carbon emissions.

The concept of sustainability is a widely discussed topic in various academic disciplines. It refers to the ability to meet the needs of the present Promoting Awareness: Implement a recurring schedule of training programmes aimed at educating hotel workers and customers on sustainable practises and emphasising their significance.

The implementation of sustainable dining practises inside hotel facilities can be achieved through several strategies, including the sourcing of local ingredients, minimising food waste, and ensuring a varied range of menu alternatives.

In order to ensure the successful adoption of sustainable practises, it is advisable to develop a checklist that may be followed after conducting a feasibility assessment. Upon implementation of these measures, Fairmont San Francisco has the potential to undergo a transformation into an environmentally conscious establishment, so serving as a paradigmatic exemplar for other organisations. This transformation would result in reduced operational expenses, heightened profitability, and a distinct competitive advantage within the hospitality industry. World Rebirth is prepared to offer ongoing consultation and support throughout this revolutionary process.

## Conclusion

The Fairmont San Francisco, a renowned hotel in the United States, is facing potential efficiency losses as a result of engaging in unsustainable practises. The sustainability advisory firm, World Rebirth, has identified many significant issues that warrant attention. These include inefficiencies in energy use, inadequate waste management practises, insufficient investment in renewable energy sources, and unsustainable practises within the eating sector. The consultants utilised P.E.S.T.E.L., SWOT, and TOWS analytical frameworks to convert the identified threats into practical and environmentally sustainable solutions with the objective of mitigating carbon emissions. The implementation of these initiatives, which encompass investments in renewable energy and energy-efficient equipment, will result in a reduction of operational expenses and guarantee adherence to environmental conservation regulations. Through the implementation of the aforementioned initiatives, Fairmont San Francisco will undergo a transformative process, ultimately emerging as a model sustainable organisation. World Rebirth expresses its appreciation to the hotel for their collaborative efforts and remains open to further consultations aimed at enhancing sustainability.

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