

Sustainable Hospitality & Tourism Management BMIH5006

Premier Inn – How they implement circular economy within their Corporate Social Responsibility Policy

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In American movies, from beauty queens were made fun of when they were asked what they consider important for them if judges pick them. Their answer was they would like to protect the earth our planet. However, actresses made a joke in the 90's movies about sustainability, today it changed to serious to be sustainable getting very popular and trendy. This word comes face to face every day direct or hidden way. Every business, every household tries to sustain themselves, looking after their needs during everyday life but meanwhile save the planet for future generations, putting the lowest impact during their travel, shopping, cooking, energy, or water usage. Is this a trend or a lifestyle or something we must do if we want to live without consequences. Based on the example of Premier Inn Hotel chain, this study will examine how sustainability within an organization is realized in practice.

Hospitality represents itself in all areas of the world, from the small green islands to the big cities. During their service, a lot of energy, water, and electricity are consumed, and a lot of waste is produced. Many times more than it would occur in a household. (Rodríguez-Antón & Alonso-Almeida, 2019)

The industry had to think about solutions that support the future of the industry now and in the future. To maintain, to keep in circulation.

Sustainability means an ability to not cause further problems, maintain and develop ecofriendly long-term solutions in hope to solve global or local situation in term of environmental impacts in hands of social groups, people, governments, and organizations. (Scoones, 2007)

To start sustainable business or household the most effective is education for people or organisations. In lack of enough information the sustainability can not be perform the most efficient way. (Deloitte, 2023)

Corporate social responsibility (CSR) is an independent business model self-made by the organization. Its role is to define the company's policy, by manage the employees and show the depth of their sustainable point of views to the stakeholders and society. Assures them that, in the course of organized work, it takes the least possible care and responsibility without causing harm in environment. Also shows responsibility for

guest who choose them and people who work for them. In the meantime, increasing stakeholders engagement and brand reputation and mitigate of potential risks. (Investopedia, 2023) The CRS shows which are the points of interest that the company primarily concentrates on and acts responsibly.

Premier Inns CSR is called "Force for good" and has three main pillars, which are opportunity, community, and responsibility. The effectiveness of this system is provided by the annual sustainability report and re-examined strategy. Follows the legal rules by law. "Force for good" see sustainability as an opportunity to educate and protect their neighbours, to give back to the environment, to donate, to offer help, and to show responsibility in the selection of used energy, water and appropriate raw materials and nutrients. (Whitbread, Sustainability, 2024)

In the process of productivity and economy, waste begins. Minimizing this and possibly reusing it may be the most optimal way to use it. The term circular economy for this, when the waste can be returned to the economy by using it again, using reusable energy for low impact, recycle and reuse materials, avoid pollution. The easiest household example of this is recycling and the elements that are reused from them. The aim of these is to make the long journey efficient and to have the least impact on our environment. (WRAP, N.D) Circular economy address the best environmental sustainability. (Barreiro-Gen & Lozano, 2020)

In the case of the circular economy, the life-long reusability of disposable/waste is realized in addition to the excellence of its quality. In all cases, it is based on energy sources that can be reused and stored in the earth, and it is not only lost but also given back to the earth.

Since the hospitality and hotel industry is one of the largest worldwide industries, its responsibility is huge and, in addition to setting a good example, spreading the environment in a conscious way is a big task. Unfortunately, the mother nature can easily tired out, which can cause huge problems for future generations. Awareness on the part of people and businesses, waste and energy management can improve this quality of life in the long term. (PlanA, 2022)

Environmental awareness is achieved when optimally minimal waste and energy consumption occur during production. This requires training, an elaborate system and investment. Premier Inn hotels are proud to use the system developed by them - Force for Good - with 900 Hotels across the United Kingdom and Germany. Its implementation is for the employees' s, the well-being and nutrition of the guests, the sale of used hotel textiles, the sale of used mattresses, the control of the water pressure of taps and showers, and the use of automatic lighting where possible.

The cleaning of hotel textiles is ensured by CLEAN company, who not only cleans but also ensures its rental. Although the cleaning agents are suitable for the ISO certified Environmental Management level systems, some of them still use non-toxic and organic cleaning agents. The fact that Premier Inn Hotels don not change towels or linens every day helps do not to overuse the water. (CLEAN, 2024)

From the point of view of textile washing, it is important to choose a partner that uses cost-effective but environmentally friendly cleaning agents.

Cleaning products are available in a variety of levels with ecofriendly organic ingredients. Their use does not pollute the environment, reduces plastics, and is not harmful to the human body, for example vinegar, baking soda, lemon. Instead of perfume, dry flowers in a cotton bag or organic aromatherapy oils are excellent. The use of these improves the indoor air and prevents long-term effects such as lung and leg diseases or skin irritation. (Santiago, Hernández Rodríguez, & Pulido-Melia, 2021)

The company strives to achieve zero Net emissions and operates carbon-free buildings with energy consumption control. The mission of Zero Net emission is to remove carbon from the atmosphere. The solution to this would be to increase the green areas by planting plants, reducing the use of energy, and reducing the use of plastics taken out of circulation and returning them to the system with modern recycling systems. (DeCanio & Fremstad, 2011)

Based on findings following segments are identified as consumers: freshness love consumer, vegetarian and organic consumers, the recycle/reuse advocates, the waste-conscious consumers, the label-conscious/sensory consumer and the food waste defenders. (Liu & McCarthy, 2023) According to Premier Inns guest's menu for

adults and children, the menu offers foods containing salt and sugar, meals which are free of artificial colours, and drinks that do not contain added sugar. Their foods are prepared on a carefully selected calorie control basis. Vegetarian options are available, but typical organic foods are still not on the menu. (Premier Inn, Food, 2024)

For the donation of usable food items, they joined the FareShare program, this returning usable food items to the community. FareShare is a charity who redistributes food for who need as unfortunately still 13 million of people are struggling to get enough to eat in the United Kingdom. (FareShare, 2024)

Premier Inn is supporting a fundraising program for Great Ormond children's charity. The Great Ormond Hospital charity organization supports children with cancer, the treatment of their patients, the comfort of their stay there, and the placement of parents next to their sick children. (GOSH, n.d.)

They provide well-being and mental services for their employees. At the same time pay attention to human rights, security, equality, data protection and privacy, clear communication, and accessible information. It is labelled in accordance with government regulations.

At the Premier Inn level, he discovered that the amount of plastic waste generated in hotels is still high. For this purpose, they like to reduce these, for example by avoiding the use of foil used in the kitchen, by reducing the packaging of freshly arrived fruits and vegetables, or by using compostable packaging. Their recycling program includes glass, paper, cardboard, electrical items, food waste and used cooking oil.

The future plan to include the development of a biodiversity strategy within Whitbread. The aim of this is to support the environment, wood is plant by the Hotel workers, represent returning quality of the planet. Their short-term goal is not only water but also gas consumption and related carbon emissions as well are the most important key points nowadays. (Bux & Amicarelli, 2023)

Environmental awareness is perfectly realized during the operation of Premier Inn. Those areas where awareness is needed have been chosen responsibly. However, it can still be improved, it would be a great idea if they could further reduce food waste. It is not more expensive to implement, and it can be controlled with a well-thought-out selective, reversible and control system. (Barnes, 2008)

Premier Inn encourages the guests of the hotel to dispose of their recyclable waste as much as possible. (Whitbread Report, 2023) However, waste divider for every room bin would be more attractive for guest attention to select waste also make more helpful to recycle for staff.

It would be a great idea to recirculate the water after use. With the help of a water purification system, the contaminated water can be used after biological purification to obliterate the toilet system, and the maintenance of the faucets and pipes is also important. The water pressure is regulated and there is a timer on the taps. (Del Borghi, 2020)

LED lights and timers and automatic lamps can help with energy consumption. In sunnier areas, it is worthwhile to install a solar collector, which can especially help in the supply of energy or electricity. (Kabir, 2018)

From 2021 Premier Inn provide electric car charger points for hotel guests with electric cars. By download an application called GeniePoint, guest able to use high-powered charges or shows the close Hotels who provide this service. (Premier Inn, Electric Charging, 2024)

The best exemplary hotels of the United Kingdom are in the lead according to the CSR indicators. The Pig from Devon produces seasonal ingredients in its own gardens like new strategy -Farm to Fork- and uses upcycled furniture. The Treehouse Hotel from London uses a rain shower and provides digital newspaper as well as organic bedding. The Scottish Highlands based The Torridon offers free available electric car chargers, and has timer set lighting also utilized bio-mass energy and chemical free cleaning products. From Cornwall The Scarlet Hotel does not keep coffee sachets in the room anymore but they are always happy to provide a fresh cup of. They support local organic soap business to order body wash. Also, some hotels use upcycled decorations and recycled, organic paint made wallpapers. Corporate social responsibility is very useful with these companies. Sustainability is part of their daily work and is closely linked to their work commitments. (*The Hotel Journal*, 2023)

Implement sustainable business not only good for environment but also increases customers trust in companies' reputation as they consider doing good and feel good during their stay. The main requirements are food waste management, water and energy consumption, reusability or return to the environment from where it can be reused for the community.

In the short term, costs may be large, since the development of the system, the search for supplies and methods require investment, but those who dare not win based on variety and innovation, these Hotels may remain below the market's interest.

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