

Exploring sustainable practices in the UK hotel and hospitality sector:

A case study of The Premier Inn, Bradford Central

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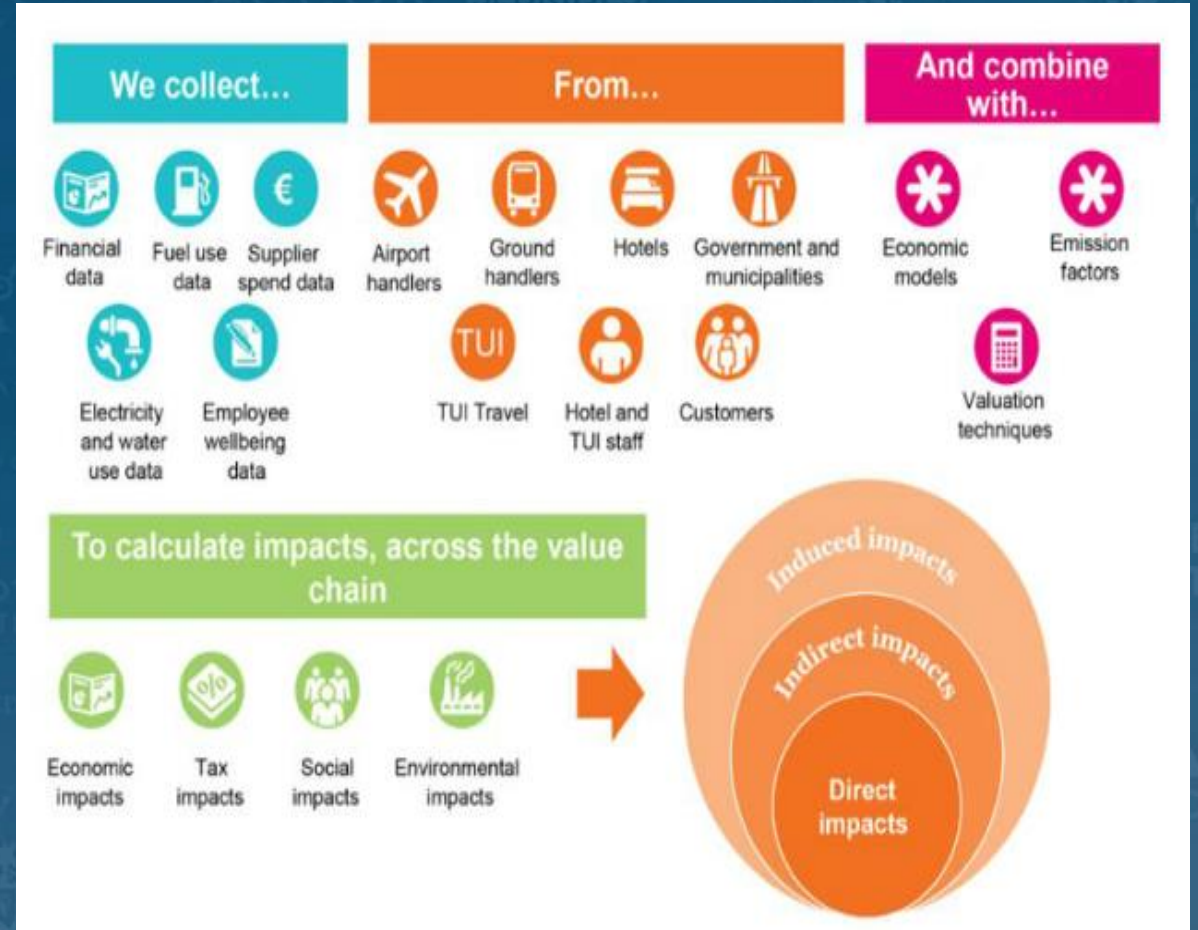
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Introduction

- Globalization and industrialization have expanded localised environmental issues into global challenges.
- Hotels are responsible for environmental issues (Singjai et al.. 2018)
- Direct and indirect impacts on the environment.

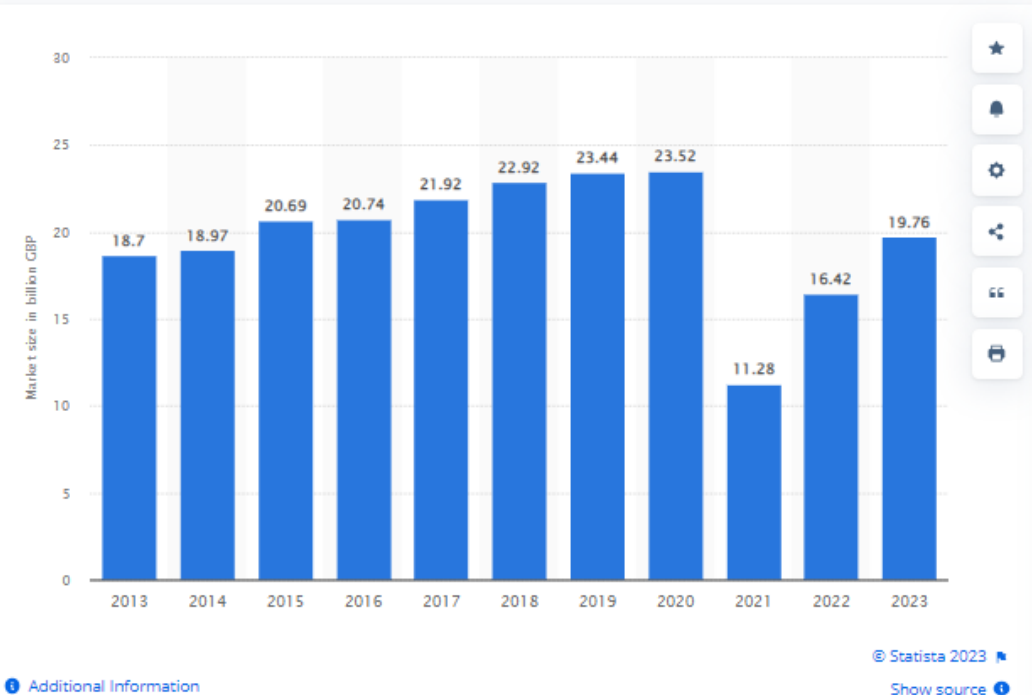


Introduction

- The UK hotel and hospitality industry contributes significantly to the economy.
- Over 2 million people work in the sector, contributing 2.5% to the UK's GDP.
- The industry's projected market size in the UK is £19.76 billion by 2023 (Statista, 2023).

Market size of the hotel industry in the United Kingdom from 2013 to 2023

(in billion GBP)



Premier Inn

- UK's largest hotel chain
- Over 800 hotels across the country
- Partnered with the charity FareShare
- Reduce plastic footprint
- Reduce carbon footprint



Premier Inn

Force For Good Action

- Partnered with the charity FareShare
- Reduce plastic footprint
- Reduce carbon footprint
- Supporting employees
- Partnership with local vendors and businesses

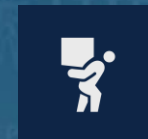
Force for Good Project



Opportunity



Community



Responsibility

PESTEL

Political

- Target of net-zero greenhouse gas emissions by the year 2050 (GOV.UK, 2023)
- force for good
- single-use plastic
- water reduction per sleeper

Economic

- VAT rate of 5% for tourist and hospitality goods and services (GOV.UK)
- Inflation rate and cost of energy and other operating expenses

Social

- Environmentally friendly activities
- Sustainable housing choices
- offers plant-based meals

Technological

- Self-check-in kiosks
- Energy efficiency shifts

Environmental

- Proactive strategy by pledging to cut carbon emissions intensity by 50% by 2025
- Benchmark for Industry
- Garbage and the cleanliness of the area around its premises

Legal

- ServSafe exam
- health department approval
- ANAB accredited program
- Sustainable Practices

Application of Force for Good

- Global food waste of more than 1.3 billion tons annually (Galanakis, 2020).
- Substantial quantity of food
- Stop Food Waste Day
- Commitment to customer well-being
- Investment in human resources
- Support for the GOSH Charity
- FareShare and The Real Junk Food Project



We've donated 335,000 meals in support of Stop Food Waste Day



Recommendations

- Enhance Product Labelling
- Strengthen Sustainable Sourcing
- Disclosing Sustainable Actions



References

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