
GREEN HOSPITALITY: ADVANCING SUSTAINABILITY IN THE HOTEL SECTOR

BMIH6001: Contemporary Themes in the Hotel and
Hospitality Sector

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Introduction

Eide and Høegh-Guldberg (2022) define sustainability in the hotel and hospitality sector as practices and initiatives that balance environmental effect, consumer expectations, and profitability.

We'll explore how this shift impacts operations and profitability through the lens of a case study focused on the UK hotel sector



Overview of Literature

Renewable Energy Impact and Benefits

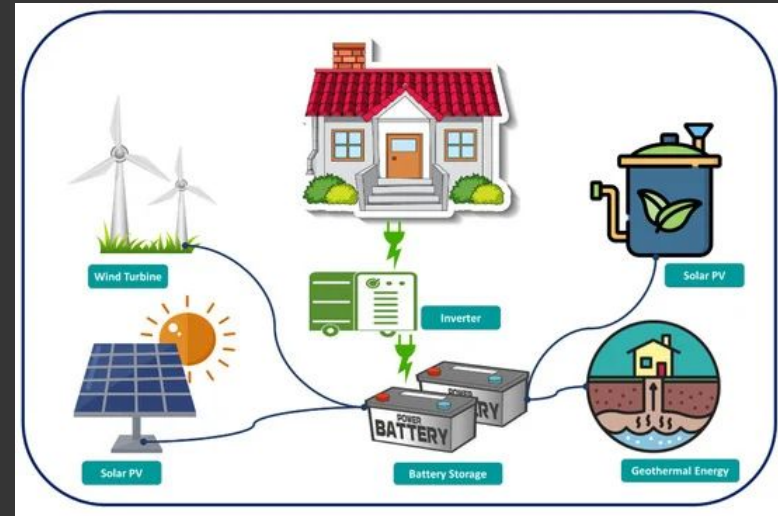
Solar and wind energy are increasingly adopted in hotels for their significant cost savings and environmental benefits.

Regulatory and Consumer Driven Changes

The UK's environmental laws encourage sustainable practices in hotels, such as energy efficiency and reduction of single-use plastics.

Challenges and Opportunities

While renewable energy offers clear benefits, it faces challenges like high initial costs and technological limits of intermittent energy sources.



PESTEL Analysis of Sustainability in the UK Hotel Industry

Political Factors

UK government sustainability policies like renewable energy subsidies and energy efficiency standards affect the hotel business and need compliance and resource allocation (Zainon, 2018).

Economic Factors

Economics affect hospitality sustainability investments: prosperity enhances them, whereas downturns and shifting currency rates impede them (Agag & Eid, 2020; Gordon, 2016).

PESTEL Analysis of Sustainability in the UK Hotel Industry

Social Factors

Hotels implement eco-friendly practises to attract health-conscious, younger generations due to changing demographics and consumer preferences for sustainability (Am et al., 2023).

Technological factors

Energy-efficient equipment and smart building technology help hotels reduce carbon emissions and improve client engagement (Abdelhady, 2023).

PESTEL Analysis of Sustainability in the UK Hotel Industry

Environmental Factors

Hotels are pursuing sustainable construction certifications and green initiatives to meet environmental norms and attract eco-conscious customers (Khatter, 2023).

Legal Factors

UK hotels must comply with complicated employment, safety, and environmental laws, which are costly but necessary for operational legality and data privacy (Coster, 2024).

How The Industry Has Responded To Sustainability Challenges

Green Certifications: UK hotels are pursuing Green Globe, Green Key Global, and Green Tourism Active certifications, which require strict social responsibility, waste management, and conservation standards (Green Globe Standards for Sustainable Tourism, 2023).

Energy-Efficient Technologies: In line with global sustainability goals, hotels are retrofitting buildings with energy-efficient technologies and renewable energy sources like solar panels and wind energy to minimize carbon emissions and energy costs (Abdelhady, 2023; Abdelhady, 2021).

Recycling and Waste Management: To reduce single-use plastics and waste, the hotel industry is recycling more, using refillable toiletry dispensers, and composting more organic waste (Khatter, 2023).



Strengths

UK hotels' sustainability practises align with the Triple Bottom Line paradigm, providing economic, environmental, and social benefits and boosting brand reputation and customer loyalty through visible environmental responsibility (Stedman & Gillis, 2023).

Solar panels with LED lights minimize operational costs and environmental effect, promoting sustainability's economic and environmental pillars (Begum & Ehsan, 2020).

Hotels' recycling and single-use plastic reduction programmes support international environmental initiatives (Begum & Ehsan, 2020).

Limitations

Retrofitting antiquated technologies is expensive, especially for smaller hotels, limiting their sustainability efforts (Elazzazi & Eiada, 2022).

Green certifications and sustainability measures vary greatly among properties, and without tight enforcement, environmental benefits may not fulfill expectations (Safdie, 2024).

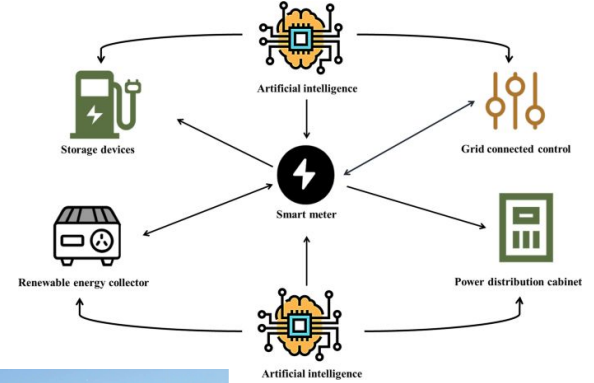
Hotels may claim environmental responsibility without implementing significant sustainable changes, confusing consumers and undermining green certifications (Hayes, 2023).

Future Policy and Management Options

Technology and AI: To reduce carbon footprints and improve operational efficiency, future strategies should use modern technologies like AI to optimise energy management and automate processes (Grunwald, 2022; Fang et al., 2023).

Policy Support and Regulatory Enhancements: To stimulate hotel use of green technologies and building practices, governments could incentivize renewable energy projects and tighten sustainability rules (Wu et al., 2023; Vierra, 2023).

Local & Community Engagement: Hotels should integrate local supply chains and engage more with local stakeholders. This method boosts local economies, lowers transportation emissions, and encourages community involvement in sustainability (Lopez Barrera & Hertel, 2023; Simões et al., 2023).





Conclusion

In this presentation, we look at sustainable practices in the UK hotel and hospitality business, highlighting the importance of renewable energy sources like solar and wind power in lowering emissions and operational costs.

We use a PESTEL study to demonstrate the multidimensional impact of political, economic, social, technical, environmental, and legal aspects on sustainability indicators.

Our findings demonstrate the industry's commitment to obtaining green certifications, renovating buildings with energy-efficient technologies, and optimizing waste management to improve operating efficiency. We also address the potential of artificial intelligence and digital changes to improve resource management.

Furthermore, we advocate for policies that encourage renewable energy projects and implement tough sustainability rules, emphasizing the necessity of proactive steps for sustainable development in the hospitality industry.

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Thank you!

Any Questions?
