

BMIH5006

Sustainable Hospitality & Tourism Management

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Assessment 1

Essay: A Vision of Change: Sustainability in the hotel industry

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Introduction

This is an essay and this essay is on a business organisation named Hilton that operates its business activities in the hospitality industry of the UK. This essay will explain sustainability in the hotel business industry. The first motive that suggests the connection between the motel business industry and sustainability is the effect on the surroundings. Hotel business organisation like “Hilton” always ensures the balanced use of energy and supports the ecosystem by bringing restrictions on carbon emission so that the organisation can practice sustainability. (Al-Ansi et al, 2023).

1. The relationship between sustainability and the hotel industry

There is a strong relationship is present between sustainability and the hotel business industry and sustainability is becoming a trend in hotel businesses all over the world (Inkson et al, 2018) Successful hotel business organisations like “Hilton” have increased the practice of sustainability in recent years to get an edge over the marketplace by creating affection among customers. Practising sustainability is not an option for business organisations it become a mandatory part of a business organisation especially businesses in the tourism and hospitality industry (Demeter et al, 2023). Hotel and tourism business organisations largely depend on natural resources and the environment so hotel business organisations must practice sustainability to create opportunities in business and ensure the proper use of resources by protecting the environment. Besides this, practising sustainability in business activities supports business organisations to reduce their business operating costs, and waste of resources and brings development in the production of the organisations to perform better (Chi et al, 2023). “Hilton” and its management team always try to support the environment by embracing eco-friendly technologies in the organisation so that the organisation can reduce carbon emissions and practice sustainability in the organisation. The researchers of the organisation always try to reduce the impacts of using different technologies so that the organisation can create balance to ensure sustainability (Hall et al, 2023). Besides this, the organisation takes part in different sustainable programs in the local area of the UK to increase the awareness of the common people about the protection of the natural environment and the balanced use of resources so that people can become more aware of their activities in their daily life as well as in the organisational activities. The use of plastics and other harmful materials is a big issue in practising sustainability in business organisations (Gerged et al, 2023). The HRM team and the management team of “Hilton” always avoid the use of plastic bags, and apply eco-friendly products and also provoke its customers to avoid the use of products and elements that can be harmful to the environment to practice sustainability in business. So it is clear that the success of hotel business organisations largely relies on the natural environment that proves the relationship between the hotel industry and sustainability (Corcoles Munoz et al, 2023).

2. Why sustainability matters and relates to the hotel industry.

There are many reasons are present that show the impact and relation of sustainability to the hotel business industry (Essential Cooper, 2021) The first reason that shows the relationship between the hotel business industry and sustainability is the impact on the environment. Hotel business organisations are related to tourism, food, and the use of natural resources that make a huge impact on practising sustainability (Parra-Requena et al, 2023). Hotel and tourism business businesses largely depend upon natural assets and the environment so inn enterprise organizations ought to practice sustainability to create possibilities in enterprise and make sure the right use of resources through protecting the surroundings. Sustainability is related to the demand of the customers in the hotel business industry so businesses in the industry need to reduce the wastage of products and resources to fulfil the demands of customers at present and in future. The sustainable practice in “Hilton” will support the organisation to successfully meet the wants and requirements of the people so that the organisation can bring improvement in its reputation and create a strong customer base (Rahman et al, 2023). Sustainability is also related to the costs of a business organisation because businesses that practice sustainability can ensure the maximum use of resources that play a crucial role in reducing the wastage of resources. Barring this, practicing sustainability in enterprise activities supports business establishments to lessen their business working fees, and waste of sources and brings improvement in the manufacturing of the firms to perform higher. Business organisations like “Hilton” always ensure cost savings by practising sustainability properly also it supports the organisation to get competitive advantages from the marketplace by attracting maximum customers because of its increasing reputation for practicing sustainability (Sharma et al, 2023). Also, the organisation can bring changes in the pricing strategy of the organisation by setting low prices for the products and services which will support the organisation to get competitive advantages. A hotel business organisation is a long-term business concept and organisations in the hotel industry have operated business activities for 100 years (Essential Haski-Leventhal, 2018) Business organisations need to practice sustainability strictly to operate business activities in future by fulfilling the wants and requirements of upcoming generations (Hussain et al, 2023).

3. How the hotel industry is responding and adapting to the challenges, and why sustainability is a key focus.

Business organisations are in a competitive era and the competition is increasing day by day creating challenges for businesses in the tourism industry to adopt sustainability successfully (Essential Sloan et al, 2017). The employer takes component in distinctive sustainable applications in the neighbourhood place of the UK to bring the notice of the not unusual human beings about the safety of the herbal surroundings. Local people are not very aware of the balanced use of resources as well as using harmful products and elements that create challenges for organisations like Hilton to practice sustainability in the local community (Senbeto et al, 2023). The organisation ensure continuous initiatives to increase the awareness of people in the local area of the UK and always tries to ensure the engagement of people in the sustainable campaigns of the organisation to face challenges related to practising sustainability. Resources are important in hotel business organisations and businesses in the hotel industry face some challenges to practice sustainability. The management of “Hilton” ensures the recycling of products and other resources of the organisation and mostly relies on local resources to practice sustainability by ensuring the proper balance of using resources (Al-Ansi et al, 2023). Sustainability is a key focus for business organisations in the tourism and hotel business industry because it supports to protection of the environment by addressing different concerns related to the environment. The balanced use of assets so that humans can turn out to be greater aware of their activities in their everyday lifestyles as well as in their organisational activities. Besides this, it is crucial to ensure the economic growth of the organisation. The organisation always provides guidelines to the local people, employees and communities to practice sustainability to reduce negative impacts on the environment (Demeter et al, 2023). Business organisations like Hilton largely focus on modern technologies and innovation so that the organisation can practice sustainability in the organisation and ensure long-term viability for the organisation by meeting the current and future customers of the organisation. To overcome challenges related to practising sustainability “Hilton” also practices corporate social responsibility in their business activities so that the organisation can bring positivity to society by increasing its reputation and increasing customer engagement by ensuring affection (Chi et al, 2023).

4. How the hotel industry is responding and adapting to the challenges

In the era of technology, business organisations in the hotel industry can focus on digital transformation to respond to the challenges related to sustainability and adapt to challenges successfully. The management of “Hilton” applies modern technologies in their business activities such as providing online booking opportunities to increase the chances of engaging with more customers in the organisation. The organisation also provides different services like keyless room entries, mobile services and online services to adapt challenges successfully (Hall et al, 2023). Organisations in the hotel business industry also follow the rules and regulations related to health and safety so that organisations can respond to the challenges related to sustainability. The usage of plastics and other dangerous materials is a large problem in practising sustainability in business corporations. There are numerous motives present that show the effect and relation of sustainability to the resort commercial enterprise industry. The management of “Hilton” always ensures the proper practice of cleaning and maintaining social distancing according to the safety protocols of the organisation to practice sustainability by adapting to challenges (Gerged et al, 2023). The management of “Hilton” also focuses on reducing costs and wastage of resources so that the organisation tries to provide flexibility to its customers and employees so that they can flexibly get services from the organisation. Communication is crucial for a business organisation to maintain sustainability because it supports business organisations to share different information with the people, employees and community to overcome challenges related to practice sustainability. Collaborative working is another way that can support business organisations in the hospitality industry to overcome the challenges related to practice sustainability (Corcoles Munoz et al, 2023). “Hilton” along with the local government and other volunteer organisations work together in the community to increase the awareness of common people of practising sustainability to overcome the issues related to this form the society. The management of “Hilton” always focuses on the development of the employee's skills and knowledge so that the employees can easily adapt to different circumstances of business sustainability and support the organisation to become better in future by enhancing the profits of the organisation (Parra-Requena et al, 2023).

5. Why sustainability is a key focus.

In the case of hotels, business organisation sustainability is a key focus because it is related to the environment, economy and future resources that will support the customers to get proper services at present as well as in the upcoming days. In hotel businesses, the pressure on the environment is huge as most of the customers visit different places to enjoy the natural beauty that can make an impact on the natural resources because most people are not aware of their activities and their impacts on the environment (Rahman et al, 2023). The demands and requirements of customer is another key focus of sustainability in hotel and tourism industry businesses. “Hilton” is a business organisation that always ensures the proper services of the customer to meet the demands of the customers by using eco-friendly processes. The practice of eco-friendly processes supports the organisation to attract customers who love the environment which greatly supports the organisation to bring development by ensuring economic growth (Hussain et al, 2023). Nowadays, creating a brand image is key for a business organisation like “Hilton” because the brand value and recognition of the organisation support it in getting a competitive edge in the marketplace. The organisation takes different environment-friendly initiatives such as reducing carbon emissions, throwing waste in nature, using environment-friendly packaging etc. so that the organisation can ensure a positive brand image in the industry and get better responses from the customers (Senbeto et al, 2023). Gathering community in the sustainable practice of the organisation is another crucial way that also can support the organisation to become successful in establishing sustainability because the combined efforts of the organisations in the hospitality industry and the community of different areas will support to protection of the environment and ensure the best use of the limited resources to ensure sustainability to support the current and future generation to fulfil their wants and demands (Sharma et al, 2023).

Conclusion

In conclusion, business organisations need to operate business activities carefully by practicing sustainability so that the organisations can create opportunities in future by ensuring present growth. Lodge business enterprise like “Hilton” usually guarantees the balanced use of strength and supports the environment by bringing regulations on carbon emission so that the corporation can practice sustainability. Hotel commercial enterprise organisations are associated with tourism, food, and the usage of natural assets that have a big effect on working towards sustainability. (Gerged et al, 2023).

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