

Exploring a Contemporary Theme in the Hotel and Hospitality Sector in UK: An Analysis on Travelodge

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1. Introduction

1.1 Contemporary Theme and its Importance in the Hotel and Hospitality Sector

The present study delves into the contemporary subject matter of examining the effects of sustainability practises on the hotel and hospitality industry. The significance of sustainability has escalated in contemporary times owing to mounting apprehensions regarding climate change and the conservation of the environment. The hotel and hospitality industry has acknowledged the necessity of implementing sustainable practises to reduce its environmental impact, as it is a major contributor to global carbon emissions and resource consumption. The significance and pertinence of this theme are paramount, as it not only pertains to ecological issues but also carries economic and societal ramifications for the sector.

1.2 Background on the Hotel and Hospitality Sector and Travelodge

Travelodge is a well-established hotel chain that operates within the United Kingdom. Since its inception in 1985, Travelodge has emerged as one of the foremost hotel brands in the nation. The company manages a network of 570 hotels located in the United Kingdom, Ireland, and Spain (Travelodge, 2022). These establishments offer reasonably priced lodging alternatives for individuals travelling for either professional or recreational purposes. The analysis of Travelodge, a prominent player in the hotel industry, is pertinent in the current discourse on sustainability.



Figure 1: Logo of Travelodge

Source: (Travelodge, 2022)

2. Overview of literature

2.1 Key Theory and Concepts

The examination of sustainability's influence on the hotel and hospitality industry can be conducted by utilising various fundamental theories and concepts. Theoretical frameworks and conceptual models offer a means of comprehending the multifaceted aspects of sustainability in the industry, encompassing environmental, social, and economic dimensions. The subsequent are the principal theories and concepts:

The Triple Bottom Line

The integration of environmental, social, and economic elements into decision-making processes is emphasised by the Triple Bottom Line (TBL) theory (Adams et al., 2013). The hotel and hospitality sector has embraced the Triple Bottom Line (TBL) paradigm to evaluate their environmental impact, moral obligations, and financial viability. Hotels may drastically reduce their environmental effect, aid nearby communities, and preserve their financial viability by using sustainable practises.

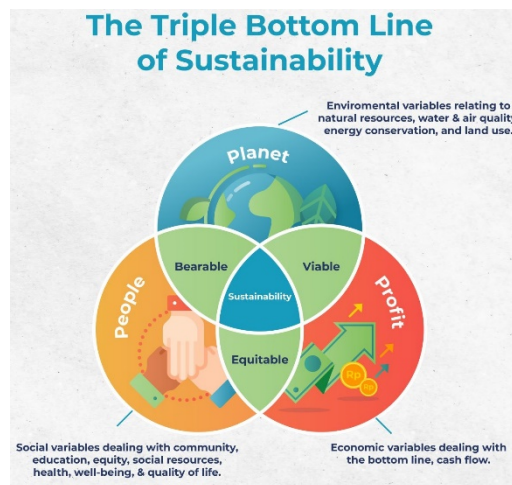


Figure 2: The Triple Bottom Line
Source: (Amanda Bahraini, 2021)

Sustainable Development

The idea of sustainable development is highly valued in the hotel and hospitality sector because it provides a solid foundation for accomplishing long-term goals. The idea in issue argues for a well-rounded approach to hotel operations that takes economic development, environmental protection, and preserving social responsibility in the sector into consideration (Sneddon et al.,

2006). Hotels' adoption of sustainable practises, such as responsible sourcing and energy-efficient operations, may significantly affect the preservation of natural resources and the advancement of the well-being of the surrounding community.



Figure 3: Sustainable Development
Source: (Shutterstock, 2023)

Environmental Management Systems (EMS)

Environmental Management Systems (EMS) provide businesses a formal framework to efficiently identify, monitor, and manage their environmental consequences, according to Disterheft et al. (2012). An Environmental Management System (EMS), which is seen as a significant tool for hotels and other enterprises operating in this sector, may be used to ease the adoption of sustainable practises in the hospitality industry. An Emergency Medical Service (EMS) may reduce resource consumption, mitigate waste creation, and evaluate environmental performance by putting policies and processes into practise. Adopting an Environmental Management System (EMS) enables hotels to set quantifiable objectives, carry out routine environmental assessments, and methodically advance their sustainability initiatives. Hotels may improve their environmental performance and save costs by becoming more efficient by taking a rigorous approach.

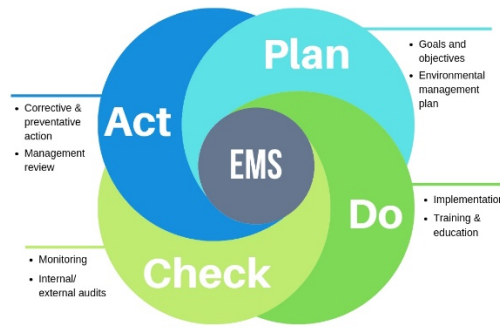


Figure 3: EMS
Source: (Supply Chain Sustainability School, 2023)

Green Marketing

In order to satiate the growing consumer desire for environmental awareness, green marketing is a commercial strategy that aims to promote products, processes, and services that are environmentally sustainable (Grant, 2008). The use of environmentally friendly marketing techniques may serve as a mechanism to draw in environmentally concerned clients and create a standout market position in comparison to rivals within the hotel and hospitality sector. The effective use of green marketing strategies serves as a tool for influencing customer behaviour towards more environmentally friendly choices, as well as improving the reputation of hotels.



Figure 4: Green Marketing
Source: (Kunalbhardwaj, 2023)

Corporate Social Responsibility (CSR)

Corporate Social Responsibility (CSR) is the idea that businesses have moral obligations to carry out their activities in a way that is socially and ecologically responsible, as well as having a positive influence on society (Du et al., 2010). In the hotel and hospitality sector, corporate social responsibility (CSR) efforts include a broad variety of activities, such as community involvement, employee welfare promotion, and environmental stewardship. Hotels have the ability to participate in Corporate Social Responsibility (CSR) activities through a variety of strategies, including but not limited to supporting community-focused initiatives, enacting fair labour laws, and minimising their environmental impact. By putting Corporate Social Responsibility (CSR) into practise, hotels may increase stakeholder trust, strengthen their brand's image, and have a good influence on society and the environment.



Figure 5: CSR
Source: (Freepik, 2023)

2.2 Findings from Journal Articles

Significant insights into the importance of sustainability within the hotel and hospitality business have been offered by recent academic publications. A research by Saputra et al. (2023) highlighted the viability of sustainable hotels by shedding light on customers' propensity to spend more for environmentally friendly lodging. The aforementioned discovery not only underscores the increasing inclination of consumers towards eco-friendly alternatives but also indicates that adopting sustainable measures can yield economic advantages for enterprises.

Bianco et al. (2023) conducted a thorough examination that demonstrated the potential for cost savings through the adoption of sustainable practises in the hotel industry. The findings of their research indicate that implementing strategies such as enhancing energy efficiency and reducing waste not only promote environmental preservation but also result in noteworthy economic benefits. The implementation of sustainable strategies by hotels can lead to efficient management of operational costs, improved resource efficiency, and enhanced financial performance.

The aforementioned results highlight the significance of incorporating sustainable practises into the fundamental operations of hotels and other establishments in the hospitality industry. According to Albarbary et al. (2023), through the adoption of sustainable practises, corporations can not only appeal to eco-friendly consumers but also attain concrete financial advantages. The benefits of sustainable practises, both in terms of financial gains and reputation enhancement, serve as a compelling motivation for industry actors to accord priority and allocate resources towards sustainability initiatives.

3. Application to the Hotel and Hospitality Sector

3.1 Specific Area: Energy Consumption and Carbon Emissions

Within the realm of the hospitality sector, a particular facet that necessitates consideration with regards to ecological sustainability pertains to the utilisation of energy and the resultant release of carbon emissions. Hotels are known for their high energy use because of their continuous operations, and using non-renewable resources for power generation and temperature control has a big impact on greenhouse gas emissions. It is possible to use sustainable techniques that aim to cut down on energy use and lessen the environmental effect of hotels to solve this problem.

An essential step in reducing energy use and carbon emissions is the adoption of energy-efficient devices. Hotels have the financial ability to invest in the acquisition of cutting-edge HVAC systems that have been painstakingly engineered to maximize energy efficiency. Intelligent controls and sensors may be included into these systems to make it easier to modify temperature settings depending on occupancy levels, which will save unnecessary energy use.

A key strategy for lowering carbon emissions in the hotel industry is the deployment of renewable energy sources. The installation of solar panels on the rooftops of hotels can provide a source of renewable energy that can be utilised to power diverse operations within the premises, thereby promoting sustainability. In addition, hotels have the option to establish collaborative relationships with regional providers of sustainable energy in order to acquire eco-friendly sources of electricity to fulfil their energy requirements. The incorporation of renewable energy sources in hotel operations can lead to a substantial reduction in dependence on non-renewable energy and a consequent decrease in carbon emissions.

Energy management systems that are effective are of utmost importance in overseeing and regulating energy consumption in the hospitality industry. The installation of automated energy monitoring systems in hotels enables the tracking and analysis of energy consumption patterns, identification of areas with high energy usage, and implementation of specific efficiency measures. These systems have the capability to offer instantaneous data and analysis, empowering hotel administrators to make well-informed judgements concerning energy efficiency and preservation.

3.2 Management Response to Sustainability: Travelodge Example and Its Limitations

Travelodge, a prominent hotel chain in the United Kingdom, has acknowledged the significance of mitigating energy consumption and carbon emissions. The organisation has implemented preemptive actions to mitigate its ecological footprint and advance sustainability across its activities. Travelodge has made significant investments in energy-efficient lighting, heating, and cooling systems within its hotels, resulting in notable decreases in both energy consumption and carbon emissions. The aforementioned initiatives have demonstrated Travelodge's dedication towards sustainable practises and its proactive approach towards addressing the current issue.

It is crucial to recognise the potential constraints that may arise during the execution of sustainability initiatives, particularly in the context of an organisation such as Travelodge. The implementation of energy-efficient technologies in older properties may pose difficulties owing to architectural limitations and the requirement for substantial financial resources. The implementation of modern energy-saving systems in older buildings may present significant financial and logistical challenges for hotel chains, as extensive renovations and modifications may be necessary.

The issue of reconciling sustainability objectives with economic feasibility is a significant consideration, particularly for budget hotels such as Travelodge. The expenses linked to the adoption of sustainable measures may have an impact on room rates and overall profitability.

In order to surmount these constraints, Travelodge may opt for a gradual strategy to upgrade its antiquated establishments, giving precedence to those with the greatest capacity for energy conservation and taking into account the enduring financial advantages (www.travelodgesustainability.co.uk, 2023). The organisation may consider investigating potential collaborations with energy service enterprises or government-sponsored funding initiatives as a means of mitigating financial constraints and expediting the integration of environmentally-friendly technologies.

Furthermore, Travelodge may concentrate on augmenting employee training and engagement initiatives to cultivate a sustainable culture within the company. Through the implementation of sustainability initiatives that educate and engage staff members, Travelodge can effectively

promote behavioural changes and foster employee participation in energy conservation practises. It is advisable to encourage and embrace input and feedback from employees, as they may offer significant insights towards enhancing energy efficiency and mitigating environmental impact.

4. Evaluate future policy and management options for dealing with this issue

The matter of energy consumption and carbon emissions within the hotel and hospitality industry necessitates a thorough approach that encompasses forthcoming policies and management alternatives. In order to effectively tackle this challenge, it is possible to assess the following strategies:

Establishing industry-wide standards and certifications: It is recommended that governmental bodies and industry associations work together to establish and execute sustainability standards and certifications for hotels, with the aim of promoting industry-wide conformity. The standards may encompass diverse facets such as energy efficiency, waste management, water preservation, and social accountability. The establishment of unambiguous standards can serve as a driving force for hotels to embrace eco-friendly measures in order to satisfy the requirements and attain accreditation. This methodology not solely promotes conscientious conduct but also empowers customers to exercise discretion while opting for lodging alternatives.

Providing financial incentives: Governments can effectively encourage sustainability by offering monetary rewards to hotels that make investments in energy-efficient technologies and renewable energy sources. Possible academic rewrite: Various financial incentives, such as tax credits, grants, subsidies, or low-interest loans, can be available to support sustainability initiatives (Resnik, 2015). The provision of financial aid can mitigate the initial capital expenditures linked to the integration of environmentally friendly technologies, rendering it more financially feasible for hotels to embrace sustainable practises. Furthermore, the provision of monetary rewards can serve as a catalyst for fostering creativity and expediting the integration of environmentally-friendly technologies across various sectors.

Encouraging research and development: It is recommended that governmental bodies, industry associations, and academic institutions work together to foster research and development endeavours aimed at promoting sustainable practises within the hotel and hospitality industry (Venghaus, 2002). The present study may concentrate on identifying novel approaches to mitigate energy usage, streamline waste disposal, and augment the overall

ecological efficacy. Through the allocation of resources towards research and development, it is possible to generate novel technologies and practises that are custom-tailored to the distinctive requirements and obstacles of the industry. This phenomenon has the potential to facilitate the implementation of more efficacious and streamlined approaches towards mitigating carbon emissions and advancing sustainability within the hospitality industry.

Enhancing industry collaboration: The effectiveness of addressing sustainability challenges can be significantly enhanced through collaboration among hotels, industry associations, and other relevant stakeholders. The implementation of platforms aimed at the dissemination of best practises, joint research, and collaborative efforts can expedite the integration of sustainable practises throughout the industry (Mgonja, 2017). Industry associations can assume a leadership role in coordinating conferences, workshops, and forums that facilitate knowledge exchange, idea generation, and success story sharing among hoteliers. Through collaborative efforts, the industrial sector can surmount obstacles, jointly tackle sustainability issues, and promote ongoing enhancements.

Embracing technology and innovation: Hotels ought to utilise technology and innovation as a means to augment their sustainability endeavours. The implementation of smart building management systems, automation for waste management, and data analytics utilisation are potential strategies for optimising energy consumption and identifying areas of improvement (Svahn et al., 2017). Furthermore, the investigation of nascent technologies such as sustainable energy systems, energy storage, and sophisticated energy management strategies can facilitate hotels in attaining substantial decreases in their ecological impact.

Based on the evaluations, the following general recommendations can be made:

- It is recommended that governments offer incentives for sustainable practises and extend financial support in the form of tax incentives, grants, or subsidies.
- The adoption of energy-efficient technologies and renewable energy sources by hotels will be incentivized, thereby rendering sustainability more economically feasible for the industry at large.

- It is recommended that industry associations assume an active role in promoting collaboration among hotels.
- Through collaborative efforts, the industry can effectively surmount shared obstacles and expedite advancements towards a more sustainable future.
- It is recommended that hotels, such as Travelodge, give precedence to the dissemination of knowledge and consciousness among consumers.
- Hotels can enhance consumer awareness regarding environmentally conscious choices by means of transparent communication of their sustainability initiatives.

5. Conclusion

In summary, the importance of sustainability within the hotel and hospitality industry is of great significance and should not be underestimated. The need to adopt sustainable practises has been necessitated by the contribution of the industry to environmental degradation and the growing consumer demand for eco-friendly alternatives. The utilisation of theoretical frameworks and conceptual models, such as the Triple Bottom Line, sustainable development, environmental management systems, green marketing, and corporate social responsibility, enables hotels to effectively tackle the environmental, social, and economic aspects of their operations. The economic benefits of sustainability initiatives have been highlighted by recent research findings, thus emphasising the necessity for hotels to prioritise sustainability. Notwithstanding, it is imperative to surmount obstacles such as fiscal restrictions and structural constraints. It is recommended that the hotel and hospitality sector pursue various future policy and management options, such as industry-wide standards, financial incentives, research and development, collaboration, and technological innovation, in order to ensure a more sustainable future.

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