



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

200
1822 - 2022

*BA International Hotel
Management*

Operating Hotel Facilities

BMIH4006

Week

*Man Geni Addysg Uwch yng Nghymru
Where Higher Education Began in Wales*

www.uwtsd.ac.uk



Outcomes of the session



- Develop awareness of sustainability
- Review CSR
- Look how sustainability is applied to hotels and the industry

Sustainability



Group Activity:



- What do you think of when they hear the word sustainable or sustainability.
- Share an example of what they think it is..

Sustainability

What does it mean?

“Sustainable development is the development that meets the needs of the present without compromising the ability of future generations” (WCED, 1987).

‘Development that meets the needs of the present without compromising the ability of future generations to meet their own needs (UN, 2022)’





What are the 3 principles of sustainability?

The principles of sustainability are the foundations of what this concept represents.

Sustainability is made up of three pillars:

Economy, society and the **environment**.

These principles are also informally used as ***profit, people and planet***.

What is the purpose of sustainability?



Sustainability looks to protect our natural environment, human and ecological health, while driving innovation and not compromising our way of life. (Young & Dhanda, 2013)

Any Questions?



Sustainability



When we hear the word “**sustainability**” we tend to think of renewable fuel sources, reducing carbon emissions, protecting environments and a way of keeping the delicate ecosystems of our planet in balance.

This is all very important, but there is much more to sustainability than just all things green! We will explore many of these concepts when looking at various CSR strategies from Marriott, Hilton, Kempinski & Whitbread. But first, let’s talk plastic!

THE PLASTIC STRAW DEBATE



[The Plastic Straw Debate - Imvelo Ltd](#)

The UK Plastics Industry At A Glance

3.3

million tonnes

Plastic materials processed

182,000

People directly employed

£27

billion

Plastics industry turnover

3rd

Largest employer in UK manufacturing sector

1.8

million tonnes

Plastic materials produced

500k

Total employment including indirect jobs

6,200

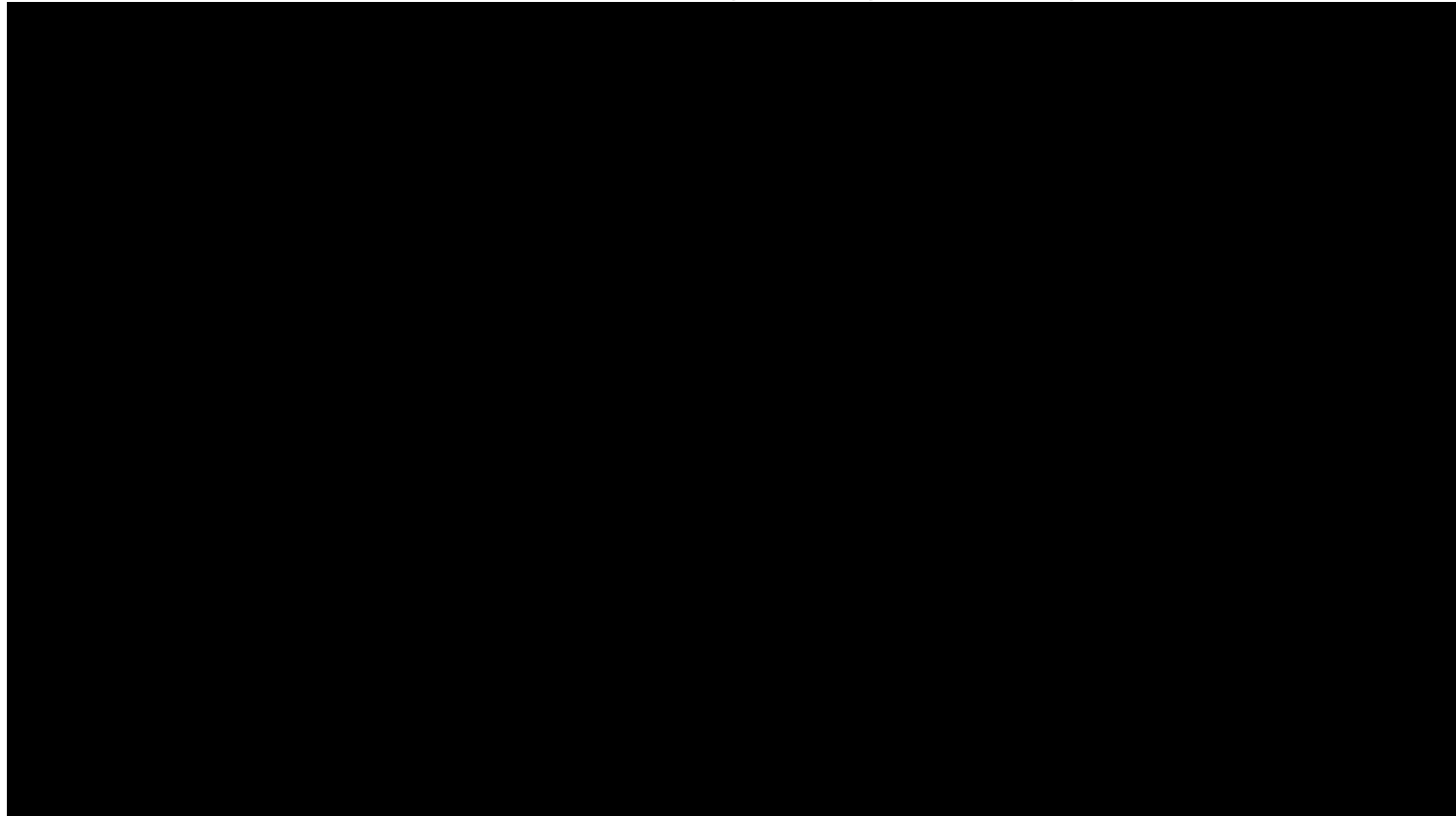
Companies in the plastics industry

Top 10

Plastics are one of the UK's Top 10 Exports



Sustainable Practices in the Hospitality Industry



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Breakout Room Activity:



- Can you research sustainability issues within the hotel industry
- Share an example of what they think it is..



Courtauld Commitment 2025 2020 Annual Report

Fixing our food system



Businesses committed to the Food Waste Reduction Roadmap have saved at least 180 kt of food (worth £300m) from becoming waste.



Love Food Hate Waste continues to break records for awareness. New brand Wasting Food: It's Out of Date helps citizens make the link between wasted food and climate change.



Guardians of Grub: Becoming a Champion - new learning platform for tackling hospitality and food service sector food waste.



Revised 'Best Before' guidance for surplus food redistribution and new emergency funding gets more food to those who need it most.



750 million litres of water has been Replenished back to nature. 80+ food & drink businesses and 2000 farmers engaged.



New Courtauld 2025 Working Group to help reduce CO₂e across the sector. Meat in a Net Zero world - new cross-industry vision to optimise productivity and minimise waste from farm to fork.

Why Sustainability and Corporate Social Responsibility ?

Sustainability and Corporate Social Responsibility Efforts Can **Boost the Bottom Line**. Finding consumers around the world who say they care about the environment or extreme poverty is relatively easy. But does care about issues **convert to action when it comes to buying decisions**? Some 52% of global respondents in Nielsen's survey say their purchase decisions are partly dependent on the packaging.

Millennials (age 21-34) appear more responsive to sustainability actions. Among global respondents in Nielsen's survey who are responsive to sustainability actions, half are Millennials; they represent 51% of those who will pay extra for sustainable products and 51% of those who check the packaging for sustainable labelling.

The Nielsen Global Survey on Corporate Social Responsibility polled 30,000 consumers in 60 countries* 2014

Let us discuss this in groups

- What does CSR mean to you?
- How can it benefit the hotel?
- Can you provide an example?



CSR: Explained

Corporate social responsibility (**CSR**) involves the ethical and non-commercial responsibilities of businesses as they relate to society in general. It is based, on a triple bottom-line approach for companies -- people (society), planet (environment) and economic (profit).

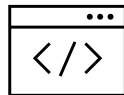
CSR implies the need for businesses to contribute to the communities and markets that have made them successful (cited in Gard McGehee et al, 2009, p.417); consequently, companies must consider the wellbeing of society in addition to their concerns for owners, investors and any shareholders.

According to Holcomb, Upchurch and Okumus (2007), the value of CSR is in achieving corporate sustainability in order to create long-term shareholder value. This involves exploiting the market's potential for sustainable product and services, while successfully reducing and avoiding associated cost and risk.

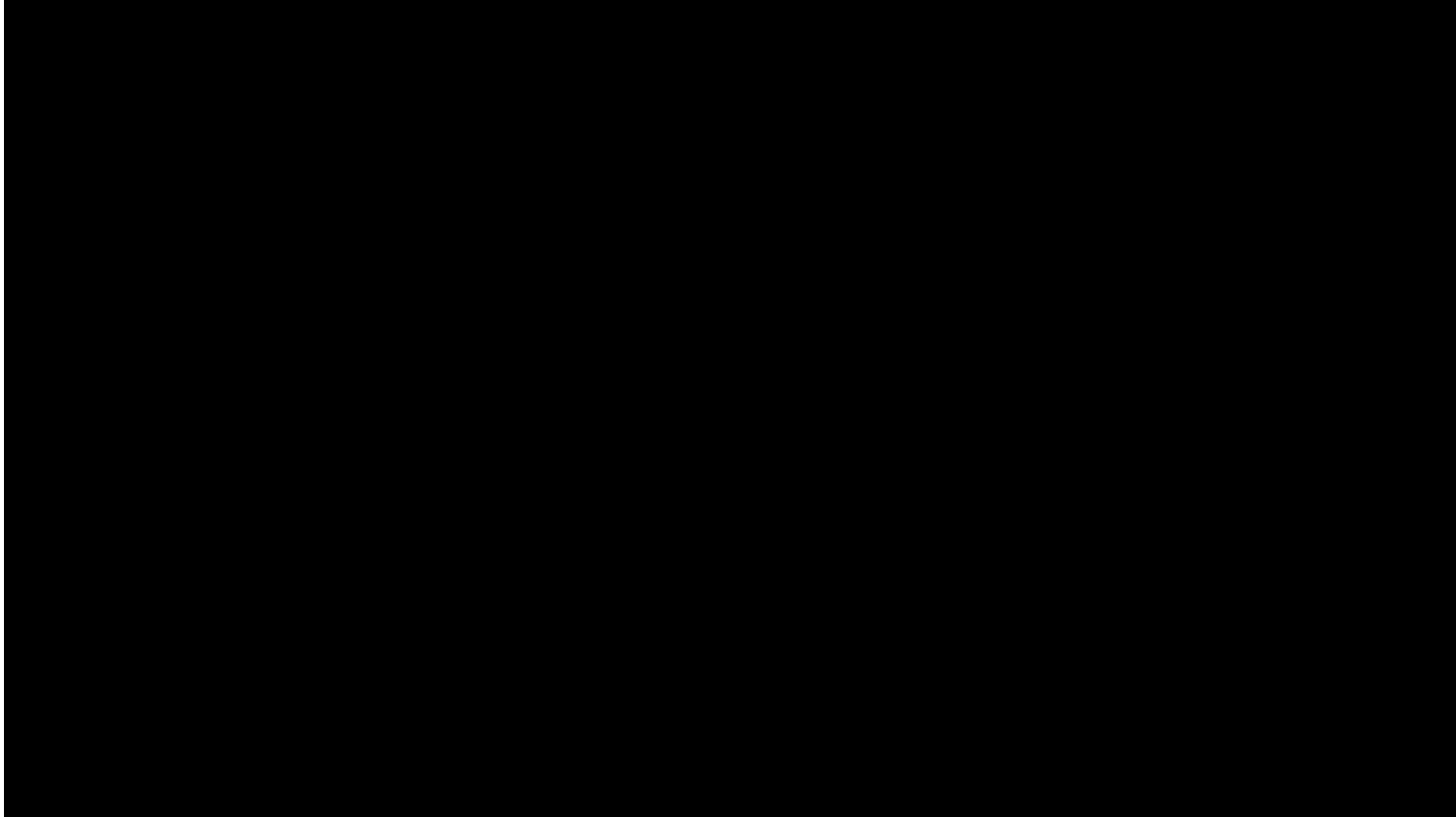




MARRIOTT



[Serve 360](#)



2025 Sustainability and Social Impact Goals

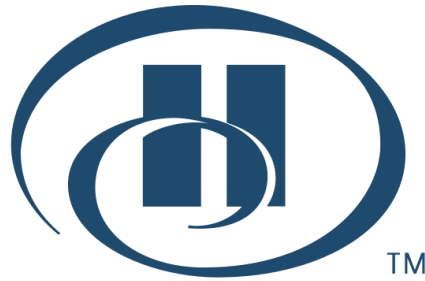
(1) Support the resiliency and sustainable development of the communities and environments where we do business.

(2) Work to reduce our environmental impacts, design and operate sustainable hotels, and source responsibly, while mitigating climate-related risk.



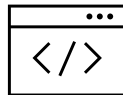
(3) Facilitate workplace readiness and access to opportunity in our business.

(4) Create a safe, welcoming world, including by working with organizations to educate and advocate on issues related to human rights throughout and beyond our business. (Marriott, 2022)



Hilton

HOTELS & RESORTS



[Travel with Purpose](#)



Hilton

HOTELS & RESORTS



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Hilton's Environmental, Social and Governance (ESG) strategy and performance. (Hilton, 2021)



HILTON'S 2030 GOALS	SDGs	PROGRESS TO DATE	STATUS
WATTS Science-based targets: Reduce Scope 1 and 2 carbon intensity from managed hotels by 61%, and work with franchisees to reduce Scope 3 carbon intensity from franchised hotels by 52% (MT CO₂e/m², 2008 baseline) Adopt a global standard for responsible travel and tourism, complementing our existing environmental certifications	7 7.2 7.3 7.a 12 12.2 13 13.1 13.3	Developed new, more ambitious science-based targets, which are currently under review with the Science Based Targets initiative (SBTi) 50% reduction in carbon emissions intensity (managed hotels)* 43% reduction in carbon emissions intensity (all hotels)* Signed on as the first hospitality company to commit to the U.S. Department of Energy Better Climate Challenge Sourced 100% renewable electricity for one-third of our owned, managed and leased hotels in the EMEA region, as well as our Watford and Glasgow offices, and offered renewable energy option for U.S. managed hotels Continued to enhance LightStay, including the addition of a Meeting Impact Calculator to calculate the environmental footprint of meetings and events Achieved Global Sustainable Tourism Council (GSTC)-Recognized Standard status for LightStay 100% of hotels mapped against climate risks	On track
WATER Reduce water use in our managed operations by 50% (liters/m², 2008 baseline) Activate 20 context-based water projects in our communities and watersheds of top water risk	6 6.3 6.4 6.6 6.b 12 12.2	39% reduction in water intensity (managed hotels)* 43% reduction in water intensity (all hotels)* 3 context-based water pilots completed Mapped 100% of hotels against WRI and WWF water risk indices Continued investment in community water stewardship efforts through the Hilton Effect Foundation Refreshed Energy and Water Efficient Design Companion Guide to guide hotels on design decisions that can improve properties' energy and water efficiency	Making progress
WASTE Reduce landfilled waste in our managed operations by 50% (MT/m², 2008 baseline) Reduce food waste sent to landfill by 50% in our managed operations (MT/m², 2017 baseline) Send zero soap to landfill by recycling all used guest soap bars, where available	3 3.3 12 12.3 12.5 14 14.1	70% reduction in landfilled waste intensity (managed hotels)* 62% reduction in landfilled waste intensity (all hotels)* Established global food waste reduction program Collaborated with WWF and the hotel industry to develop a standardized waste measurement methodology Continued to expand Digital Key and transition hotels to bulk amenities, reducing plastic waste from key cards and miniature toiletry bottles 5,500+ hotels partnered with soap recycling organizations to donate soap to those in need	On track

THE RED CARNATION HOTEL COLLECTION



THE RED CARNATION HOTEL COLLECTION

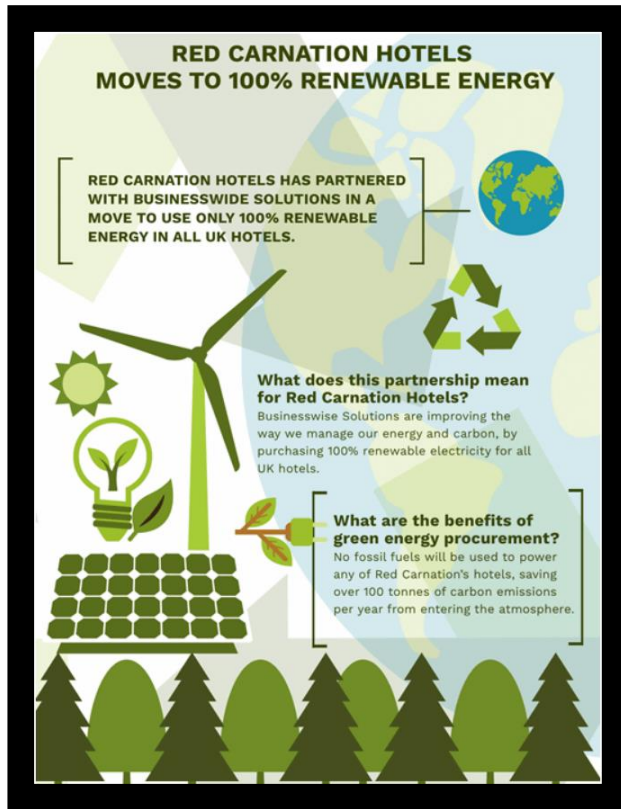


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Red Carnation Sustainability



The TreadRight pillars



Planet
bjanet



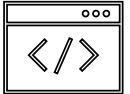
Wildlife
wllfllle



People
pcoylc



Like when you open the university door
and you forgot to close



[Click here](#)

Sustainability & Corporate Responsibility

KEMPINSKI HOTELS



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Group Discussion

What are the common themes between all the CSR strategies that we have explored?

Which CSR strategy appealed to you?

Can you share any other examples?

Any Questions?



Antarctic Sustainable Tourism



Group Discussion:



What are your thoughts of Antarctic Tourism?

Would you say it is sustainable or damaging?

Could visiting colder climates become an emerging trend?

Outcomes of the session



- Develop an understanding of sustainability
- Review CSR
- Look how sustainability is applied to hotels and the industry

Assessment

There are three components for this module:

**1. Student Journal
(750+ words) - 25%**

**2. Practical Task
Scenario – 25%**

**3. Presentation -
50%**



Thank you for Today

I look forward to seeing you next week. If you have any questions in the meantime, please send an email Kathryn.flynn@uwtsd.ac.uk.

Bibliography

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