Sustainability

Week 4

Assignment Recap

Energy Use

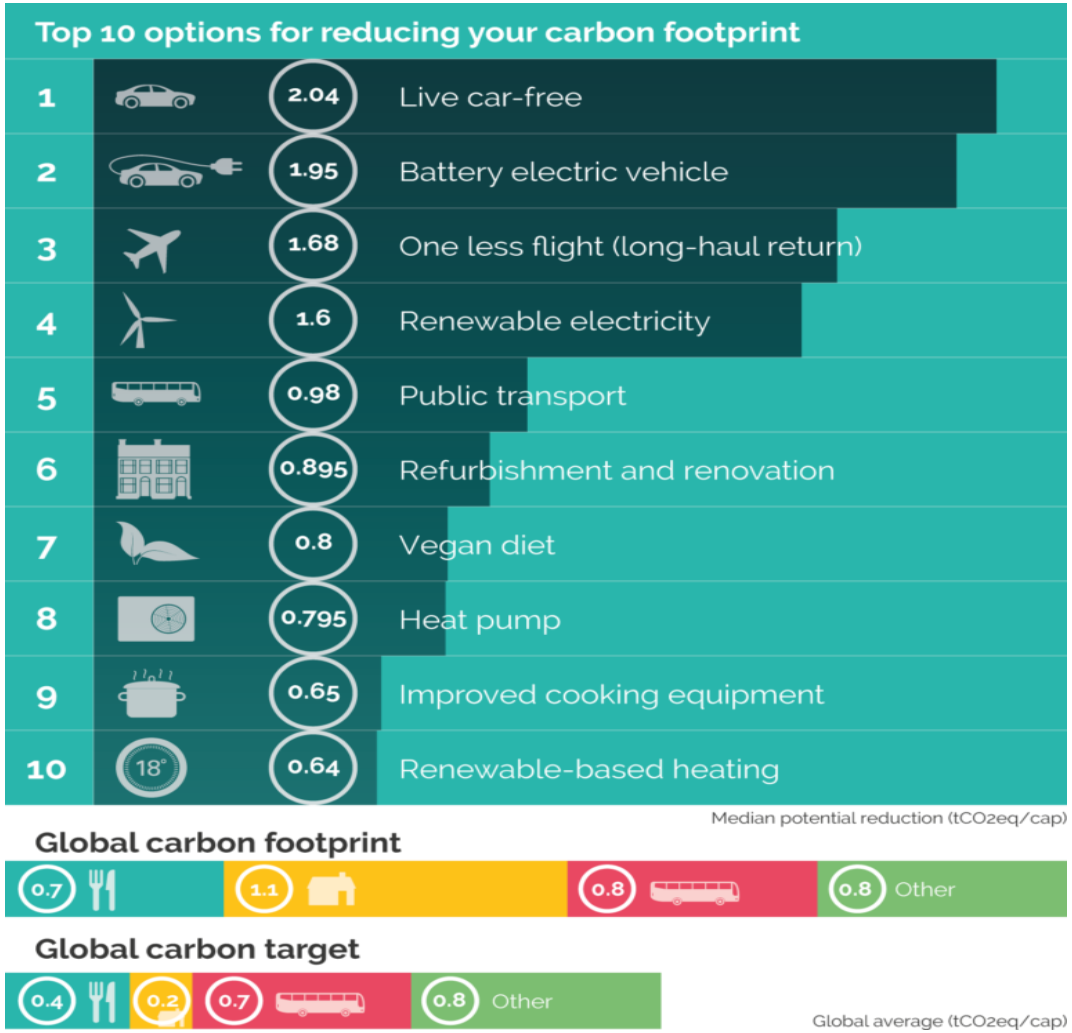
Where are we now – the big picture?

- Growing world population World Population Clock: 8 Billion People (LIVE, 2023) - Worldometer (worldometers.info)
- Climate crisis; Energy crisis
- Extinction Rebellion / Insulate Britain
- Cop 26 Glasgow; Cop 27 Egypt; Cop 28, UAE
- To preserve a liveable climate, greenhouse-gas emissions must be reduced to net 0 (zero) by 2050
- https://www.un.org/en/

- **So, do you know how UK energy is produced/ sourced?!**

Energydashboard.co.uk February 2023

What companies are actually doing?



[Global CREDS study uncovers best ways to change consumption to cut carbon footprint - CREDS]

By 2050, hotels will need to reduce emissions by 90% to be in line with the Paris Climate Agreement

(Lissner, 2017)

The immense impact on a global scale and the great extent to which hospitality businesses are exposed to changes in the environment puts the industry in a position where a shift towards more sustainable practices becomes an ecological, economical and ethical necessity.

(Wich, 2020)

A New Normal

Sustainability

Drivers for Change

Successful responsible companies (social icons)

Consumer growing awareness and activism

Globalisation and free flow of information

Financial crises and the results of unethical behaviour

The path to CSR for hotels?

Green marketing is well past the stage of simply accentuating what you are already doing that can be considered green, just as a green audience is well past the stage of just accepting your word as an eco-friendly endorsement. One thing that the sustainable dollar sector now demands is – **transparency**.

CSR has to be endemic within an organisation to gain a loyal following. You need to have **reduce, reusing and recycling policies** in place, **ethical treatment of workers**, low carbon footprint, local supply and organic ingredients. If you only have one of these elements and choose to market it, that's fine, but be honest about all the rest. Don't try and dress up anything that is not genuine, or you suffer from '**Greenwashing**' and credibility will take a massive dent.

The marketing also has to be **genuine and truthful**. Eco-friendly buyers do not want to be sold to. They want to be informed – even involved if they can. If you don't bring the information they desire to them, they will use the internet and social media to find out what they want to know.

Socially Responsible Hotels – The Wesley

Location: Euston House 81-103 Euston Street, Camden, London NW1 2EZ

How are they Socially Responsible? In the heart of London, The Wesley is the UK's first certified Ethical Hotel and supports marginalised students and young people across the UK, and overseas supports educational projects in Kenya.

Socially Responsible Hotels & Where To Find Them (maketimetoseetheworld.com)

The Time Is Now

The Spain-based *Meliá Hotels International* was awarded the highest possible points in criteria such as Climate Strategy and Social Reporting

Individual activity

- What is the most ‘sustainable’ hotel in the world?

- Search online

- Also think about the criteria being used

3 of the best in class …

***Accor* has been the leading hotel chain in its sustainable effort.** Their "Planet 21" initiative was launched in 2011 and addresses 10 of the 17 SDGs.

In response, both **Marriott** and **Hilton** launched their own sustainability projects aimed to address the SDGs in 2018. Marriott is the leader in providing transparency regarding each property's efforts and has pledged for the goal "that by 2020, each property will have a 'Serve 360' section on their website with specific hotel impact metrics". **Accor** and **Hilton** also aim to provide property-wide transparent data in the future.

Best in class

But should we believe everything we see or read?

Greenwashing

HOSPITALITY
AND
TOURISM
MANAGEMENT

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

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

Greenwashing

The dark side of sustainability and sustainable travel, greenwashing is the practice of using powerful PR, marketing and advertising to make an unsubstantiated or misleading claim about the sustainability benefits of a product or service. Companies do this so that they appear to be more socially or environmentally sustainable than they really are – and so attract more buyers and make more profit.

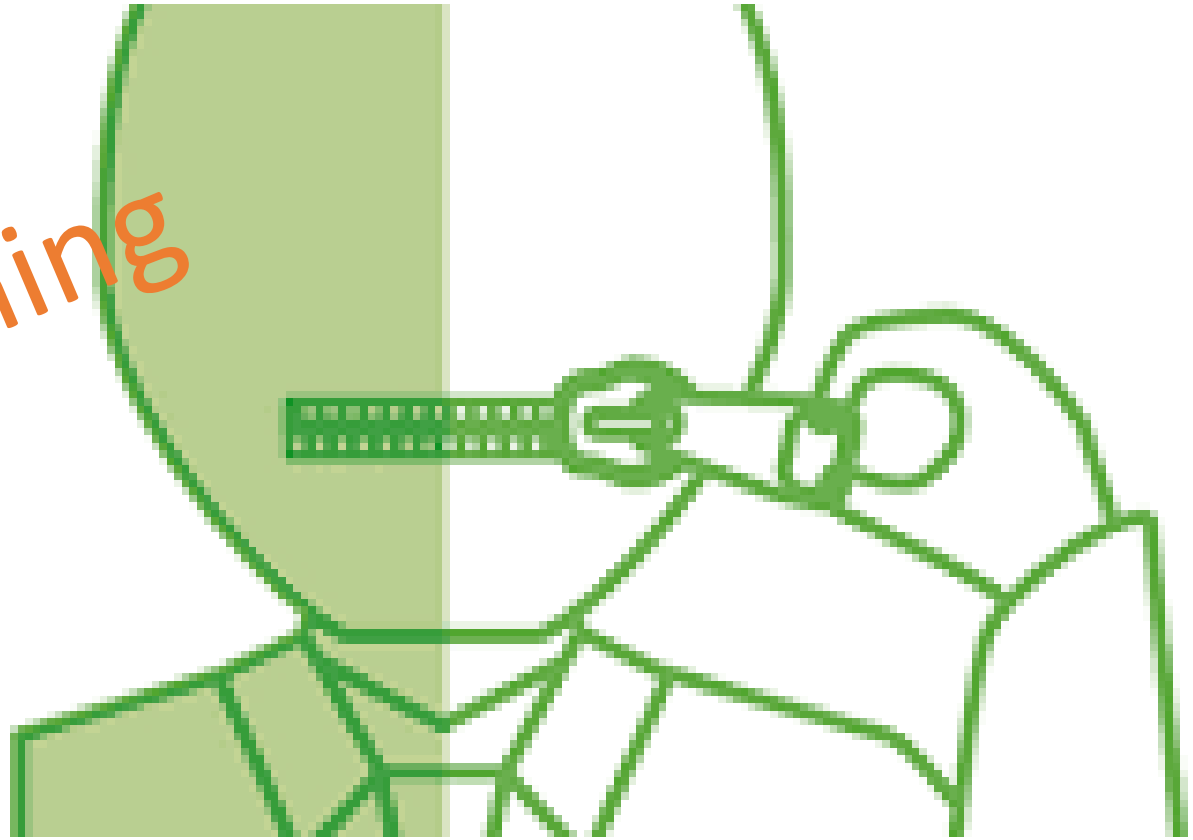
Greenwashing has been going on for years, but the phrase was first coined by environmentalist Jay Westerveld in 1986 when we didn't have such easy access to public information via social media and the internet and it was far easier for companies to hide what they were doing. It's led to confusion and diminished our support of companies that are actually doing something sustainably good.

Today **greenwashing** is on the increase because more of us have started to demand that the products and services we use are genuinely sustainable. A Nielsen poll in late 2015 showed that 66% of global consumers are willing to pay more for environmentally sustainable products – among millennials, that number jumps to 72%.

(Jones, 2017)

The Dangers of Greenwashing…

Greenhushing



BREAK
TIME!!!

Group activity

- Presentations – all linked to the industry in some way
- Read the link given to you
- Conduct further research and expand
- Critically analyse your sources
- Are the company greenwashing? What are they doing wrong?

Tourism Destination Management

Defining a Destination…

- A physical space in which a visitor spends at least one overnight. It includes tourism products such as support services and attractions, and tourism resources within a day's return travel time. It has physical and administrative boundaries defining its management, and images and perceptions defining its market competitiveness. (UNWTO, 2007)

- The main destination of a tourism trip is defined as the place visited that is central to the decision to take the trip. (UNWTO 2021)

UNWTO (2021) www.unwto.org/glossary-tourism-terms, accessed 14/11/2022

The 3 principles of Destination Management

UNWTO has identified three areas of key performance in destination management at DMO level:

- **Strategic Leadership,**
- **Effective Implementation**
- **Efficient Governance**.

UNWTO works to provide guidance and share good practices on policies and governance models aimed to effectively support the tourism sector at the different levels: national, regional and local.

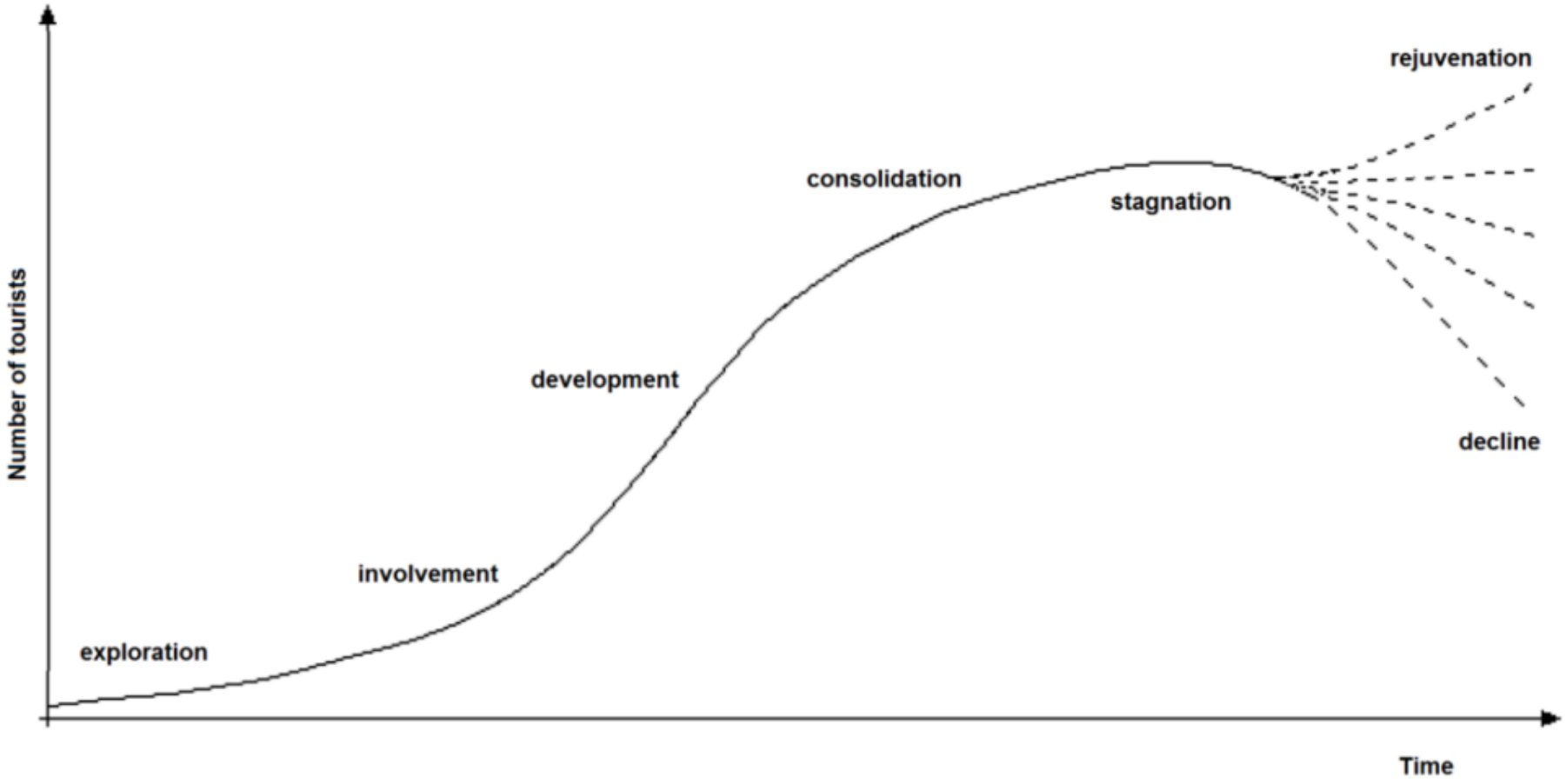
https://www.unwto.org/policy-destination-mamagement

What is Butler's Model?

- **Butler's Tourism Area Life Cycle (TALC) Model (Butler, 1980) provides a fundamental underpinning to travel and tourism management of destinations.**

- **Not sure what that means? Well, basically, it is the theory underneath the story of a destination.**

Butler Model (TALC)



Example – Butler's Model on a destination

Destinations:
Primary and secondary tourism resources

Primary

- The main motivation for tourist activity
- Natural or built environment
- Can include events, festivals and religious

Secondary

- Those things built or developed to meet the needs of tourists
- Hotels/accommodation, restaurants/cafes, visitor attractions
- Transport infrastructure

[Newsbeat: Thailand's Maya Bay: 'You think you're in Times Square']

Considerations…

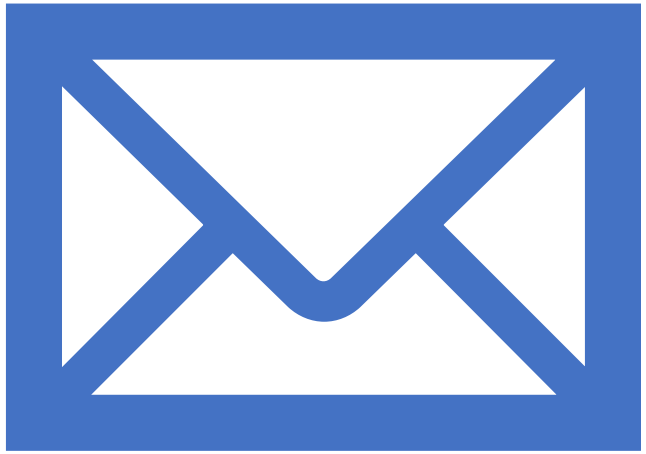
- Carrying Capacity
- High quality attractions
- Tourism infrastructure
- Community support and tolerance
- Government assistance at all levels
- Personal security and safety of tourists
- Code of ethics and behaviour of tourists
- Developing new businesses.
- Expanding job opportunities.
- Increasing income.
- Marketing new products.

- Improving infrastructures.
- Encouraging diversification.
- Integrating local economy.
- Promoting community pride.
- Higher quality of life for local population.
- Cultural harmony
- Cultural diffusion
- Transmitting culture.
- Safe and Secure environment
- Harmony between traditional and foreign cultures must be established through demonstration and communication.

In other words – **authenticity!**

Recap

I look forward to seeing you next week.



If you have any questions in the meantime, please send an email from your student account

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