

# Placement Project

*by* Loredana Bortos

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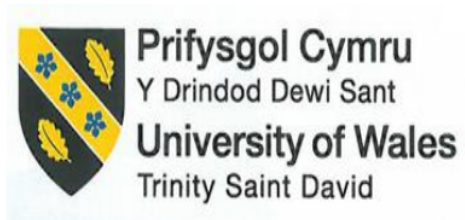
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**Impact of sustainability in housekeeping- A case of Travelodge Hotel**

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Thank You

### **Abstract**

The study focuses on sustainability in housekeeping in regards to the hospitality sector. The research problem was to understand how sustainability impact the operation of Travelodge and a comparative study was drawn with Marriot also. In order to complete the research appropriate methodologies has been applied starting from philosophy to methods, sampling, analysis and timeline. Sustainability exhibits concerns regarding the environmental impact of any business. It helps in making effective use of available resources for the organisations. Housekeeping services look after organising all the resources to facilitate the performance and growth of the business. Sustainability in the housekeeping of the hotel sector attracts potential consumers. This facilitates customer retention and acquisition by achieving higher satisfaction. However, the cost of installing the equipment to enhance sustainability in housekeeping incurs a higher cost to the management, which discourages them from adopting these. The conclusion section of the study summarises the vital points of the study. As understood with sustainable methods within the hospitality industry the operation of the company could improve. a set of recommendations and alternative methodologies has also been mentioned in the study.

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## **Chapter 1: Introduction**

### **1.0 Introduction**

Environmental business decisions, increased awareness of societal, economic, and environmental concerns is required. This is the technique of using resources so that they are available in future classes as well. Companies that follow this strategy aim to strike a balance between profit, nature stewardship, and social advancement. The advantages of sustainable development are well-known, with one of the most important becoming the opportunity to make long-term profitability. Furthermore, businesses are provided with the chance to develop and manage an ethically public image in the marketplace, which helps them to increase brand popularity. As a result, concentrating on efficient sustainability enables the American English spellings to improve its market counter-competition. This study will shed light on the impact of sustainability in housekeeping in relation to Travelodge. In addition to these proper methodologies has been applied to the study so that accurate data could be collected. Further, with help of a research methodological tool, the data collected will be analysed to gain an depth understanding.

### **1.1 Research Background**

Only with the passage of time, sustainably has evolved one of the most important aspects of a hotel's housekeeping department or division. Housekeeping is an operating role that is responsible for the upkeep, sanitation, and maintenance of the hotel's premises, common spaces, and other surroundings. It guarantees that those visitors are provided with effective basic services and that they are having profound experiences (Ukhospitality.org.uk, 2022). Furthermore, with businesses attempting to go green, responsible cleaning became more common in recent years. the emphasises the importance of incorporating sustainable practices like cleaning with 100 per cent nontoxic chemicals and towel and linen reuse programmes. This is what has resulted in significant changes in the company's decision-making about resource use and distribution.

### **1.2 Research Rationale**

Over the next year, UK Hospitality, as well as the Zero Carbon Forum, would collaborate on a plan to get the hotel industry to emissions net-zero. This approach will take advantage of both groups' advantages, combining UK Hospitality's experience with government-facing work and Parliamentary involvement with the Zero Carbon Forum's sector-wide plan to encourage best practice cooperation on electricity, water, waste, and distribution network savings. The implementation of this will allow the hospitality sector to accomplish goals set out in present

government legislation even while establishing itself as a leader in industry standards. (). As understood from the reports of statistics 71% of the holidaymakers between the age group 16 and 34 are more concerned with sustainability in the hospitality sector (Statista, 2022). The rationale for undertaking the study is to find how sustainability in the housekeeping aspect impacts the organisation in itself. The study has helped in identifying the factors responsible for the influence and the ways organisations integrated sustainability in the company.

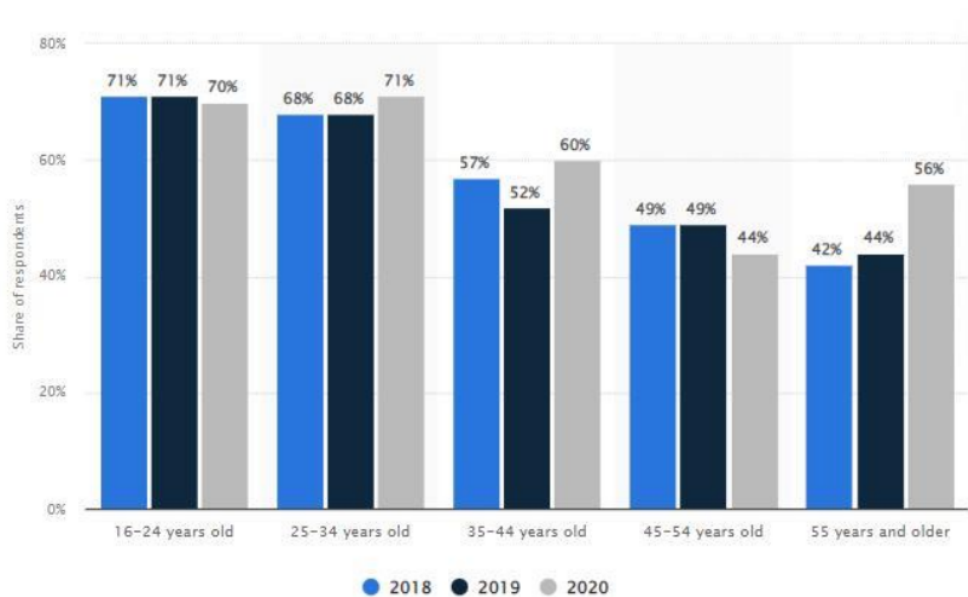


**Figure 1.1: Uk tourism sustainability concern by age**

(Source: Extracted from Statista, 2022)

### 1.3 Research Aim

The current research will investigate the influence of sustainability on the housekeeping functions in context to the operations of the Travelodge Hotel, United Kingdom.

### 1.4 Research Objectives

**Objectives for the same are:**

- To determine the positive influence of sustainability on housekeeping of Travelodge Hotel
- To ascertain the negative influences of sustainability on housekeeping functions of the company

- To recommend strategies to enhance the incorporation of sustainability in the housekeeping strategies of Travelodge Hotel

### 1.5 Research Questions

1. What are the benefits of sustainability in housekeeping operations in Travelodge Hotel?
2. What are the challenges that the company's housekeeping faces due to sustainability?
3. How can the sustainability incorporation in housekeeping operations of the company be improved?

### 1.6 Significance of the study

Sustainable development has been the buzzword in all the sector especially the hospitality arena. It has been playing a vital role in the usage of the resource and the damages the company is responsible for. Since tourism is dependent on natural and cultural resources and it is the main driver that drives the development of tourism in regards to the economic perspective (Spencer,2019). Application of the sustainability practice in housekeeping will make the Travelodge stand. Consumers are more concerned if the business is performing by maintaining the sustainability factor and contributing positively to the community. sustainability in housekeeping entails conservation of energy like switching off lights, optimising the use of thermostats, washing machines and more. Each other conversation of approach will contribute positively to the business of Travelodge. Additionally, the use of organic amenities and reduction in waste will bring more growth to the firm and therefore it is significant to conduct this study to understand how is sustainability for the housekeeping division of hotels.

### 1.7 Structure of Project

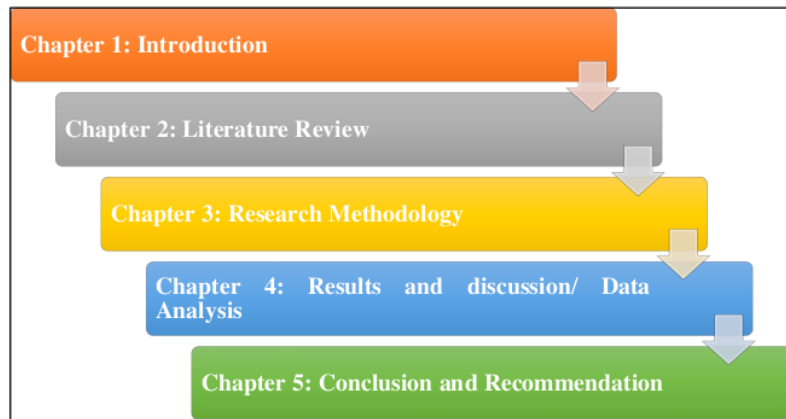


**Figure 1.2 Structure of the project**

## Chapter 2: Literature Review

### 2.0 Introduction

Sustainability in housekeeping facilitates the overall performance and growth of the hotel industry. In this chapter several pieces of literature regarding the overview and significance of sustainability, their impact on housekeeping both positive and negative and theoretical frameworks have been reviewed. All these pieces of literature including scholarly articles, journals, papers are peer-reviewed and five years old based on recent scenarios in the hotel industry

### 2.1 Conceptual framework

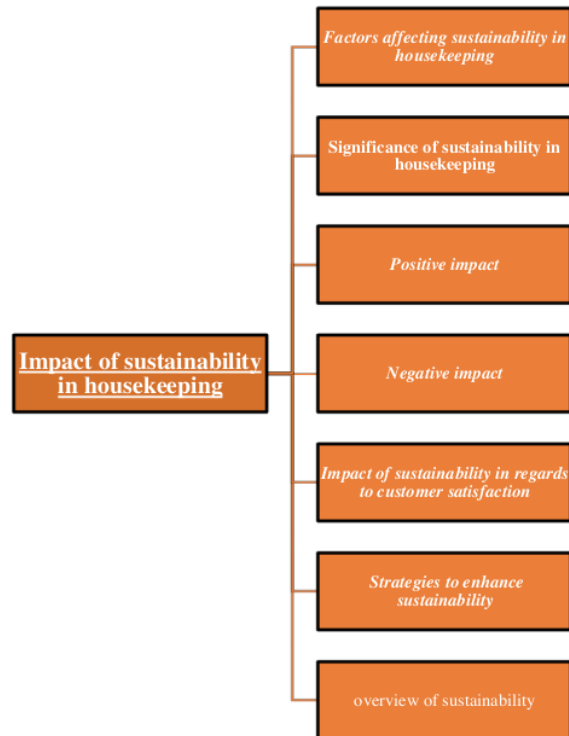


**Figure 2.1: Conceptual Framework**

(Source: developed by the learner)

## 2.2. Overview of sustainability

In today's world, the importance of sustainability has skyrocketed. People are always looking for methods to help the planet, such as reusable and recyclable products. The quantity of sustainability being employed in the hotel and tourism business is increasing. From the quantity of water utilised all through the institution to the massive amount of rubbish thrown away, there needs to be reform made due to the impact on the environment (Dornier and Mauri., 2018) In the case of accommodation facilities, there is a strong need for sustainable development. From a large amount of laundry performed every day to the many cleaning products utilised, it's critical to completely comprehend how much it will help both the planet and the resort if sustainable development is incorporated into this operation. The Housekeeping Department has emerged as one of the most important agents of change in styles and patterns. Such advancements must result in the housekeeping becoming more technically advanced and knowledgeable, which has directly impacted the staff becoming more knowledgeable, capable, and satisfied. The Housekeeping unit operates around the clock to provide exquisite sorts of support to hotel guests and visitors, resulting in increased hotel revenue, which is only possible as a result of emerging new trends and driving methods (Presenza et al., 2019). These trends and tactics are not only beneficial in generating more revenue and profit, but they also help the division become more productive in the workplace.

## 2.3 Factors affecting sustainability in housekeeping

Sustainability is an essential part of a business process to maintain the quality of the environment including environmental and social, there are certain elements affecting the same. According to Turkmendag and Sahin (2021), maintenance of types of equipment and buildings are required to maintain effective housekeeping. This includes regular cleaning and painting of walls and maintaining proper sanitary facilities. Broken and damaged windows and doors, plumbing and defective floors and ceilings are needed to be maintained regularly.

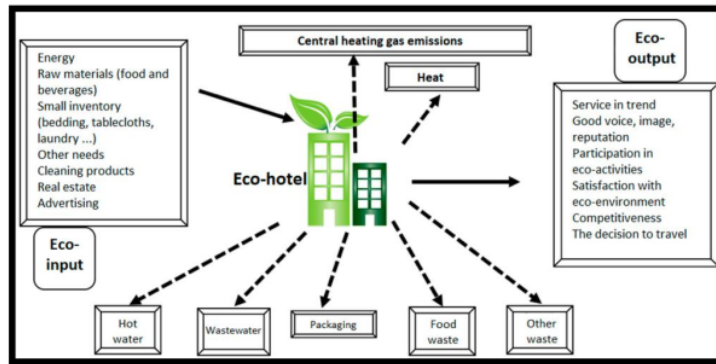


**Figure 2.2: Sustainability in the hotel industry**

(Source: Despeisse, 2018)

On the other hand, Hamid *et al.* (2020) has mentioned that regular dirt and dust removal facilitates the quality of housekeeping. Vacuum cleaners are the most suitable for the purpose of removing small dust particles. Khasebe *et al.* (2021) have mentioned that clean light fixtures enhance the overall housekeeping facility. However, Despeisse (2018) has contradicted that it is required to keep the aisles and stairways clean. The area of aisles needs to be broad and spacious to facilitate the movement of people and goods. Linneberg *et al.* (2019) have added that spill control is necessary for an effective housekeeping service. Regular cleaning and keeping pots can help in controlling spills. On the contrary, Sari and Ikhsani (2021) have mentioned that proper waste management helps in increasing sustainability in housekeeping.

#### 2.4 Significance of sustainability in housekeeping

The objective of integrating this post is to discuss the most seen during that hotels can employ to increase revenue from Housekeeping office activities while also coping with nature. The main consequence of accommodation is a room agreement that anticipates a perfect, pleasant, and visually appealing environment for the guests who generate revenue for the inn by bringing company to the inn (Bagheri *et al.*, 2019). These actions of changing the distribution of protecting the planet are not restricted to the establishment's workers, but also include guests, visitors, providers, and distributors of the hotel, among others. stated that "practises in inns formed in 1960 and tried to push on attempting to make supportability consciousness of sustainable practises between many hoteliers regarding the impact of climate change. The need of using green techniques and eco-friendly practices for repairing and maintaining the hotel was stressed. The article illustrates how hotels have adopted a "green-cleaning programme.

"Less pharmaceutical use, careful use of powerful and hazardous substances, and clean and green ideals are only a few examples (Sun *et al.*, 2022). Green equipment is used, and eco-friendly professional pest management techniques are implemented. it could be better understood by the application of the **3-overlapping-circles model**.

The overlapping-circles model of sustainability takes economic, environmental, and social factors into account. Researchers resize the circles to indicate that such aspect is more dominating than another two, based on the mentality. Some corporate leaders, for instance, prefer to depict the economy as the biggest circle as it's the most vital to their performance and keeps their globe spinning. Since their consumers and other significant stakeholders' dwell in civilization, they depict it as the second biggest circle. As it is the most outside to standard business measurements, the environment would have been the smallest. However, this paradigm implies that the economy can live separately from social and environmental the red circle which does not overlap with the blue and green circles has its own existence. This significant discrepancy leads to the following, more correct model. To be fair, the link between society and the economy is symbiotic (Souza and Alva 2018). The economic crash had a profound influence on people's health throughout the current downturn. Decent jobs are just so crucial to a thriving society today that proponents of sustainability who depict the economic as subordinate to the community are frequently criticized for being ignorant about how the "real world" operates. This might be beneficial to use the image of Earth in the next slide to educate certain detractors of the true nature of the planet.

## **2.5 Positive impact of sustainability in housekeeping**

Sustainability in housekeeping facilitates the cleanliness and efficient use of all the resources in the hotel industry. According to Despeisse (2018), proper housekeeping process including organising the inventories leads to effective use and preservation of resources and the environment. It helps in establishing controls on the types of equipment and tools used in the business process. Jang and Lee (2020) have contradicted that sustainable housekeeping practices reduce the cost of the organisation. Increased usage of environment-friendly commodities and recycling facilitates the overall cost concern. Raub and Martin-Rios (2019) have added that sustainability in housekeeping provides room for discussion for the management regarding the strengths and weaknesses in the business process. This facilitates the overall performance of the business of organisations. On the other hand, Sao Joao *et al.* (2019) have mentioned that sustainable housekeeping helps in enhancing productivity and efficiency.

## 2.6 Negative impact of sustainability in housekeeping

Sustainability has certain declining impacts on the housekeeping process. According to Turkmendag and Sahin (2021), non-cooperation from management causes a reduction in the efficiency of the housekeeping process. The management does not agree with making changes facilitating the sustainability of the process. Hamid *et al.* (2020) have contradicted that the changes required in the process for introducing sustainability require a large number of installation charges initially. This increases the overall business cost and discourages management to take steps for establishing sustainable environment-friendly products in housekeeping. Choy *et al.* (2021) have added that changing environmental conditions and laws affect the sustainability process to a large extent. This negatively influences sustainability and overall business growth.

## 2.7 Impact of sustainability in regards to customer satisfaction within the hotel industry

Sustainability in housekeeping attracts customers and helps to achieve higher satisfaction. According to Wikhamn (2019), due to the increasing environmental concern of individuals, customers prefer hotels with more sustainability in their business activities including housekeeping. They tend to choose hotels that are offering greenery along with other facilities.



**Figure 2.4: Sustainable housekeeping**

(Source: Sajjad *et al.*, 2018)

On the other hand, Ban *et al.* (2019) have mentioned that consumers are more focused to maintain the sustainable environment of the hotels. They follow the practice of saving water and energy and not using plastic materials. Sajjad *et al.* (2018) have further added that hotels are introducing sustainability in the food and beverages as well. All these efforts facilitate customer satisfaction and attract more customers. They tend to make use of paper straws instead of plastic ones to enhance sustainability.

## 2.8 Strategies to enhance sustainability in housekeeping

Maintaining and improving housekeeping is required for the overall growth of the hotel industry. According to Choy *et al.* (2021), to enhance sustainability in housekeeping it is needed to ensure that all the spills are getting cleaned regularly by the respective staff. This facilitates the overall performance of the hotel industry. However, Tiu and Montemayor (2019) have mentioned that the housekeeping segment is needed to maintain the appropriate light fixtures to enhance light efficiency. They need to inspect, clean and report to the management regarding the requirement of repairing if necessary. Wikhamn (2019) has stated that stairways and aisles are required to keep clean always to ease the movement of individuals and commodities. On the other hand, Turkmendag and Sahin (2021) have mentioned that the staff are required to check the types of equipment including a lift to ensure proper working. They need to emphasise recycling to enhance sustainability in the housekeeping process. Hamid *et al.* (2020) have added that housekeeping staff are required to ensure the practice of saving energy and water. They need to make use of recyclable light bulbs by consulting with the management to ensure enhanced sustainability. Microfiber mops can be used while cleaning to facilitate saving water. On the contrary, Despeisse (2018) has mentioned that the housekeeping sector needs to put stress on using more environment-friendly and Green Seal certified products.

## 2.9 Literature gap

This chapter has enlightened about the overview, significance, impact of sustainability and strategies to enhance the same in the housekeeping sector of the hotel industry. However, this study lacks the method of implementation of these strategies into housekeeping. Restricted access to authentic journals, articles and papers has caused this gap in this chapter. This can be eradicated in future studies by using different approaches.

## 2.10 Summary



It can be concluded that sustainability looks after the impact on the environment and the presence of this in the housekeeping sector facilitates customer acquisition and satisfaction in the hotel industry. However, the costs of installing types of equipment facilitating sustainability discourage certain organisations from adopting this process

## Chapter 3: Research Methodology

### 3.0 Introduction

The methodology chapter deals with the research approach, strategies, techniques and tools undertaken for the completion of the study. Specific approaches have been mentioned in the study which helps in gaining proper data and will validate the evidence.

### 3.1 Research Onion

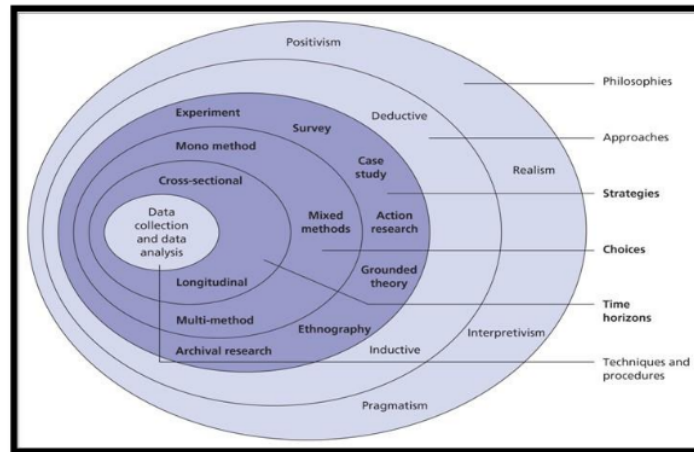


Figure 3: Research Onion

(Source: As influenced by Saunders *et al.*, 2015)

### 3.2 Summary of research rationale/aim/objectives

The rationale for undertaking the study is to understand the influence on housekeeping function in regards to the operations of Travelodge and the whole process has been done by application of appropriate methods.

### 3.3 Research Philosophy

Research philosophy is of three types positivism, realism and Interpretivism. in regards to the study **Positivism** has been undertaken since it recognises and determines the thought process of the researcher in a distinct manner. This philosophy makes a strong claim about the **reliability** and usefulness of knowledge regarding sustainability in housekeeping (Ryan, 2018). It is **validated** by utilising scientific evidence like statistics and qualitative results. **Generalisability** gets determined since passivism could be used in other areas of research.

### 3.4 Research Approach

The research Approach is divided into three categories deductive, abductive and inductive. In this study *deductive* approach is applied to the study since it has enabled the researcher to think logically and make a rational decision in regards to the research(Azungah, 2018). It is *reliable* since this approach has incorporated some theories that are essential to the sustainability of housekeeping within the hospitality sector. It is *validated* by the exhortation of results of the vital issues is to be determined for which this approach has been adopted that includes positive influence of sustainability on the hospitality. It is *generalisability* since the same could be applied in the study of other issues related to sustainability,

### 3.5 Research Design

The goal is to characterise a population, circumstance, or event in a consistent and structured manner. It can address the questions of what, where, why, and how, but not why hence it is reliable. To study one or more variables, a descriptive research design employs a wide range of research methods. This has aided in the verification of the specific issue based on the examination of sustainability in housekeeping and the perspectives on their influence on hotels with the plan of action (Atmowardoyo,2018). Furthermore, this *descriptive research design* has aided in allowing the reports of the organization in general and has provided goals to the study work's utility by fulfilling the *validity* criteria.

### 3.6 Research Strategy

The survey research strategy was used in this study since it was linked to the deductive approach. The impact on sustainability in housekeeping in the context of Travelodge is the subject of this research. This allowed the researcher to get a large amount of data from a selected and sized participant that was relevant to the project's topic. Further case study research strategy has also been undertaken for the secondary data analysis. Along with Insert: interview strategy has also been applied to gain first-hand data from the employees of Travelodge and Marriot.

### 3.7 Data Collection Method

*Primary research* has been opted for assisting people in gathering first-hand data on market needs as well as offers insights that are used to inform product design and other changes in corporate policy initiatives; secondary research is generally cheaper than research and serves as the foundation for just any project(Rutberg and Bouikidis,2018). The main mode has aided in the collection of both employer and employee opinions. As a result, providing the most

reliable data, directly obtained from such two important parties involved in the Travelodge and Marriot scenario. The method of obtaining *secondary data* has been tried to find out the exact explanation for sustainability in housekeeping in Travelodge's operation, which has definitely maintained its organisation.

### **3.8 Data Collection Tool**

After being acquired from various sources, every data has to go through an analysis method in order to extract information that can be read. This necessitates the researchers' employment of a variety of tools and techniques, depending on the sort of data being analysed. The Travelodge and Marriott have been providing secondary and primary data for this investigation. It is anticipated that *qualitative and quantitative* data would be included. The researchers are supposed to perform *descriptive analysis through thematic tables* to understand this information. As argued, this would assist in identifying the resources in opposition to their use in their investigations. The responses, but at the other hand, are anticipated to be gathered in the format of *numeric abbreviations* because the study included respondents for a questionnaire. As a result, the researchers used charts and graphs to present the study's results in an understandable manner, corroborated with the interpretation of each issue. The researcher chose it because it fills in the gaps in the primary findings and strengthens the final outcome. A variety of devices will be utilised to collect information. The investigator will use *close-ended constructed questionnaires* for quantitative primary data collection, and structural *interviews for qualitative data collection*, which will incorporate *open-ended designs*. Closed-ended surveys are easier to complete and take less time to accomplish, which encourages individuals to participate fully in the investigation. The survey data will be evaluated by *statical method*, the *interview thought comparative method* and the *secondary via thematic analysis*.

### **3.9 Sampling and Population Size**

The researcher will question 20 staff from the hotel's housekeeping staff for the survey. out of which 15 will be the employees of Travelodge and 5 from Marriott. In addition, two housekeeping supervisors from the company will be chosen from both companies for the interview in regards to *simple random probability technique*. As it will save time and money while also helping to reduce bias risks, sampling will be done using a basic random probability methodology. The investigator emphasises the use of actual information to obtain current knowledge about the current tendencies in order to retain the validity of the results (Lamm and Lamm., 2019). In order to maintain reliability, the researcher aims to use analytic techniques including frequency distribution, continual comparisons, and thematic strategies for

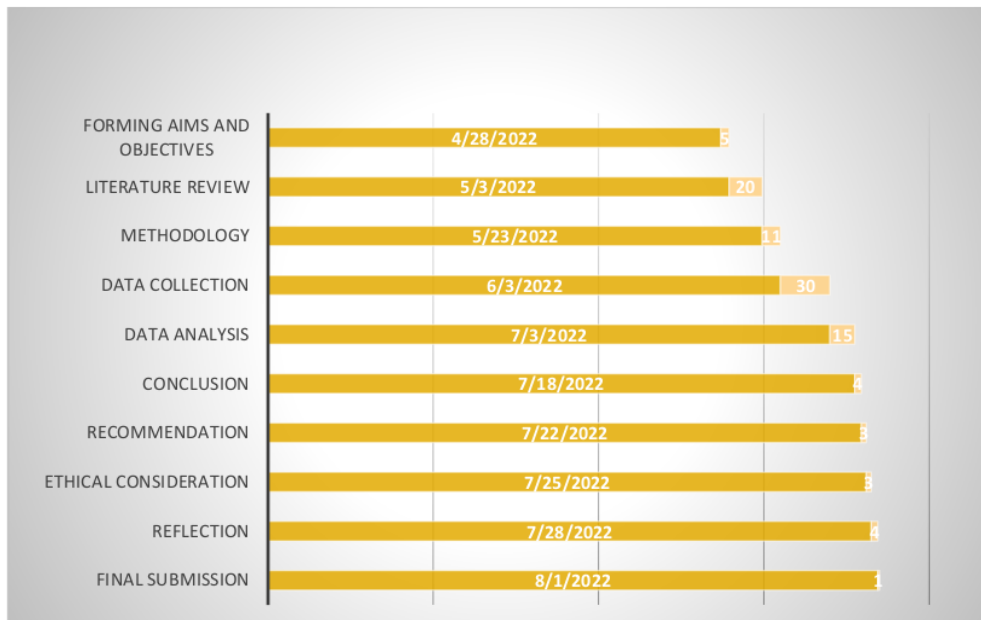
quantifiable primary, qualitative primary, as well as secondary methods to eliminate bias incomprehension.

### **3.10 Ethical Consideration**

When carrying out research that connects to real-life situations, researchers must adhere to basic ethics. Likewise, while researching the Travelodge, the investigators may come across certain data that isn't suitable for public display. For this aim, appropriate security considerations must be in place to ensure that no data is disclosed or shared with third parties.

In order to retain ethical concerns, the study followed the rules set forth in the Data Protection Act of 2018. (legislation.gov.uk, 2022). Furthermore, the survey respondents' data would indeed be kept pseudonymized to protect their identities from becoming revealed.

### **3.11 TimeLine/ Gantt chart**



### 3.12 Summary

The methodology chapter elaborately presents the exact research methodologies that have been undertaken in regards to the study, the application of each technique and justification for that has been mentioned in the research.

## Chapter 4: Data analysis

### 4.0 Introduction

Research outcomes are majorly derived from the systematic consideration and analysis of the research data. Systematic reviewing of the research data can also benefit the researcher to gain insights about the topic of concern to identify its significance in informing readers. This chapter is responsible for the reflection of the research data and the methodical analysis of the same to reach conclusion.

### 4.1 Secondary data findings

| Theme                                                                                                                                                        | Author                                                       | Year | Journal                               | Findings                                                                                                                                                                                                                                                                          |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------|------|---------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <i>Sustainability in the hospitality sector highly attracts the customers who he Awk. knack for sustainable practices and commits to protect environment</i> | Abdou, A.H., Hassan, T.H., Dief, E. and Moustafa, M.,        | 2020 | <i>Sustainability</i>                 | Hospitality sector is highly consumer-centric and the services provided by the firms determine the re-visit decisions of the business firms. Thus, the sustainable practices in the hospitality sector attract customers who prefer sustainable and environment-friendly options. |
| <i>Recycled products and Green certified materials has proved to be major trends of the hospitality sector for sustainability</i>                            | Bhutto, T.A., Farooq, R., Talwar, S., Awan, U. and Dhir, A., | 2021 | <i>Journal of Sustainable Tourism</i> | Green certified materials indicate the usage of sustainable products within the workplace. It can ensure sustainability at every level of serving the customers with housekeeping services.                                                                                       |

Table 4.1: Thematic findings

### 4.2 Primary data findings

#### 4.2.1 Qualitative data findings

| Questions                                                                                                                                                      | Manager of Travelodge                                                                                                                                                                                                                                                                                                                                                                                                                  | Manager of Marriott                                                                                                                                                                                                                                                                                                |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <i>Do you think that using certified products in housekeeping services can gain the trust of the consumers for further revisit decisions?</i>                  | “I completely support the utilisation of certified products to enhance the experiences of the customers, while they are in <b>Travelodge</b> . Thus, the housekeeping services provided by us are also performed with the <b>Green seal certified</b> products that are sustainable for the good of nature.”                                                                                                                           | “The Marriott hotel follows the sustainable goal of responsible consumption and favourable climate action. As housekeeping service quality highly determine the instant satisfaction of the consumers, <b>utilisation of the certified is good always to influence the revisiting decisions of the visitors.</b> ” |
| <i>According to you, what are some of the most effective green hospitality practices performed by the housekeeping department to encourage sustainability?</i> | “The housekeeping department <b>is can</b> vitally control the <b>Awk.</b> level of sustainability through actively practicing green cleaning policy. Some of the effective measures would be to re-evaluate cleaning products and improve the arrangements for the reduction of eater wastage and air pollution. Using certified products, Micro-fibre clothes and unbleached materials are some of the most common green practices.” | “We often see and instruct the housekeeping team to focus on water wastage and solid waste segregation. Apart from these, eco-friendly materials, entryway matting and 100% recycled papers are always instructed to be used.”                                                                                     |
| <i>Do you support effective waste management as one of the most vital initiatives for</i>                                                                      | “Waste management is a vital aspect of housekeeping functions as housekeeping                                                                                                                                                                                                                                                                                                                                                          | “Hospitality is one of that sect <b>Del.</b> that generates high rate of wastes. Therefore,                                                                                                                                                                                                                        |

|                                    |           |                                                                                                                                                                                                                                              |                                                                                                                                                                                                                          |
|------------------------------------|-----------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <i>enhancement sustainability?</i> | <i>of</i> | services provided would generate both harmful and recyclable wastes. In order to protect the environment and reduce the harm on the environment, Travelodge has implemented a policy for the customers to opt out of housekeeping services.” | proper segregation of the solid wastes and the systematic disposal of the same are highly vital for the enhancement of the consumer experiences within the hotels and even to enhance the protection of the environment. |
|------------------------------------|-----------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

**Table 4.2: Interview Transcript**

#### 4.2.2 Quantitative data findings

##### 1. Please specify your Gender.

| Specify your gender |        |           |         |               |                    |
|---------------------|--------|-----------|---------|---------------|--------------------|
|                     |        | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid               | Male   | 11        | 55.0    | 55.0          | 55.0               |
|                     | Female | 9         | 45.0    | 45.0          | 100.0              |
|                     | Total  | 20        | 100.0   | 100.0         |                    |

**Table 4.3: Gender**

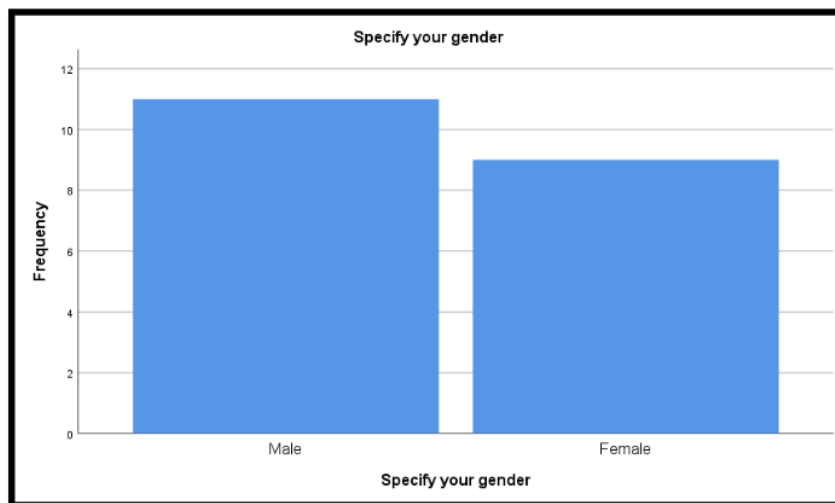


**Figure 4.1: Gender**

### ***Interpretation***

From the above bar chart, it can be observed that the number of male candidates in the research is more than the number of female candidates. This is because the percentage of Male candidates is 55%, while 45% of the candidates are female among the research participants.

## **2. What is your Age?**

| Specify_Your_Age |              |           |         |               |                    |
|------------------|--------------|-----------|---------|---------------|--------------------|
|                  |              | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid            | 18-25        | 5         | 25.0    | 25.0          | 25.0               |
|                  | 25-40        | 7         | 35.0    | 35.0          | 60.0               |
|                  | 40-55        | 7         | 35.0    | 35.0          | 95.0               |
|                  | 55 and above | 1         | 5.0     | 5.0           | 100.0              |
|                  | Total        | 20        | 100.0   | 100.0         |                    |

**Table 4.4: Age**

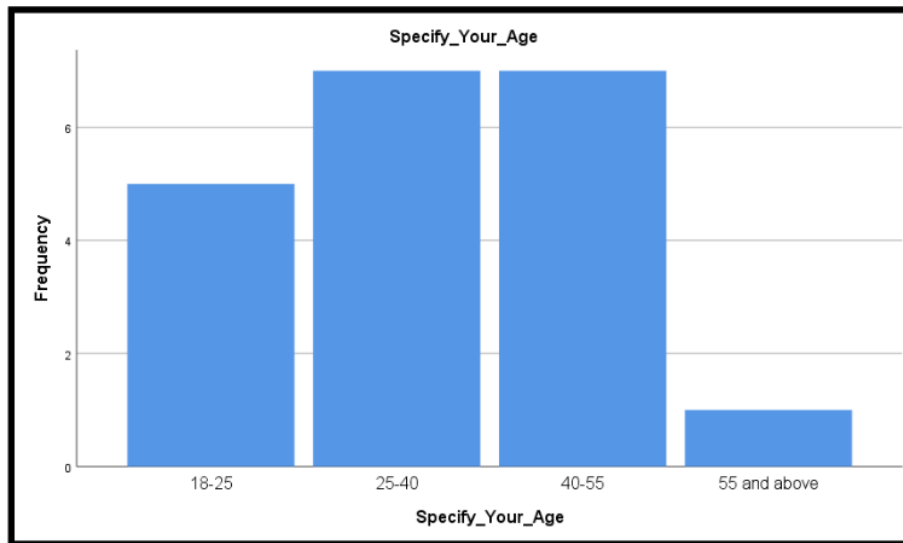


**Figure 4.2: Age**

### ***Interpretation***

From the chart above, It is clear that majority of the people are from the age range of 25-55. This is because almost 70% of the respondents are from these age groups, while 25% of the respondents are from the age group of 18-25 and 5% from above 55.

### 3. Which firm are you working in?

| Company_Name |            |           |         |               |                    |
|--------------|------------|-----------|---------|---------------|--------------------|
|              |            | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid        | Travelodge | 18        | 90.0    | 90.0          | 90.0               |
|              | Marriot    | 2         | 10.0    | 10.0          | 100.0              |
|              | Total      | 20        | 100.0   | 100.0         |                    |

**Table 4.5: Company Name**

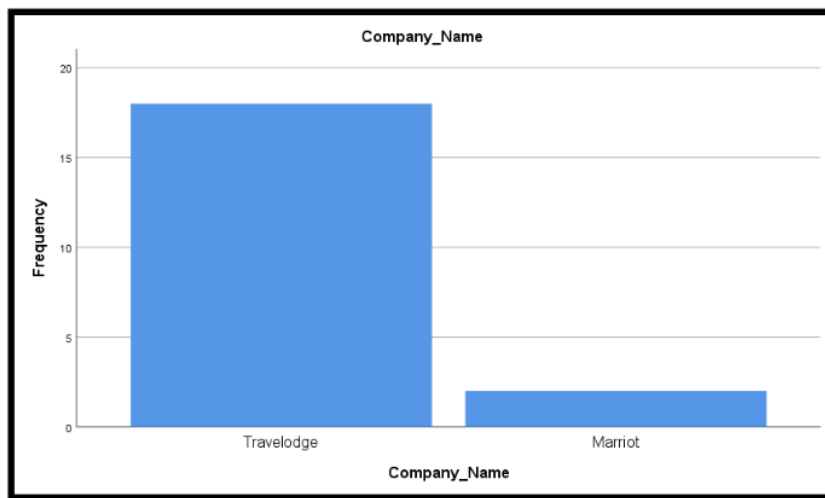


**Figure 4.3: Company Name**

#### *Interpretation*

16 analysis of the collected data has helped to observe that 90% of the respondents are the employees of Travelodge, while only 10% of the respondents are from Marriott Swansea. This proves that the information gathered in this survey majorly reflects the workplace condition and culture of the Travelodge, while the information gained from Marriott only helps to develop a comparison in practices.

### 4. What is your work experience in the hospitality sector?

| Work_Experience |           |         |               |                    |
|-----------------|-----------|---------|---------------|--------------------|
|                 | Frequency | Percent | Valid Percent | Cumulative Percent |
|                 |           |         |               |                    |

|       |                   |    |       |       |       |
|-------|-------------------|----|-------|-------|-------|
| Valid | Less than 1 year  | 1  | 5.0   | 5.0   | 5.0   |
|       | 1-3 years         | 6  | 30.0  | 30.0  | 35.0  |
|       | 3-5 years         | 10 | 50.0  | 50.0  | 85.0  |
|       | More than 5 years | 3  | 15.0  | 15.0  | 100.0 |
|       | Total             | 20 | 100.0 | 100.0 |       |

**Table 4.6: Work Experience**



**Figure 4.4: Work experiences**

#### ***Interpretation***

The analysis of the collected data has helped to observe that approximately 50% of the respondents are having more than 3 years of experiences in the firm they work for. Only 5% of the respondents have been found to be having less than 1 year of experience in the firm they are serving for.

#### **5. Do you think that your firm is sustainable enough in terms of house-keeping?**

| Is_It_Sustainable_Enough |                |           |         |               |                    |
|--------------------------|----------------|-----------|---------|---------------|--------------------|
|                          |                | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid                    | Yes            | 5         | 25.0    | 25.0          | 25.0               |
|                          | No             | 5         | 25.0    | 25.0          | 50.0               |
|                          | To some extent | 7         | 35.0    | 35.0          | 85.0               |

|  |          |    |       |       |       |
|--|----------|----|-------|-------|-------|
|  | Not sure | 3  | 15.0  | 15.0  | 100.0 |
|  | Total    | 20 | 100.0 | 100.0 |       |

**Table 4.7: Sustainable**

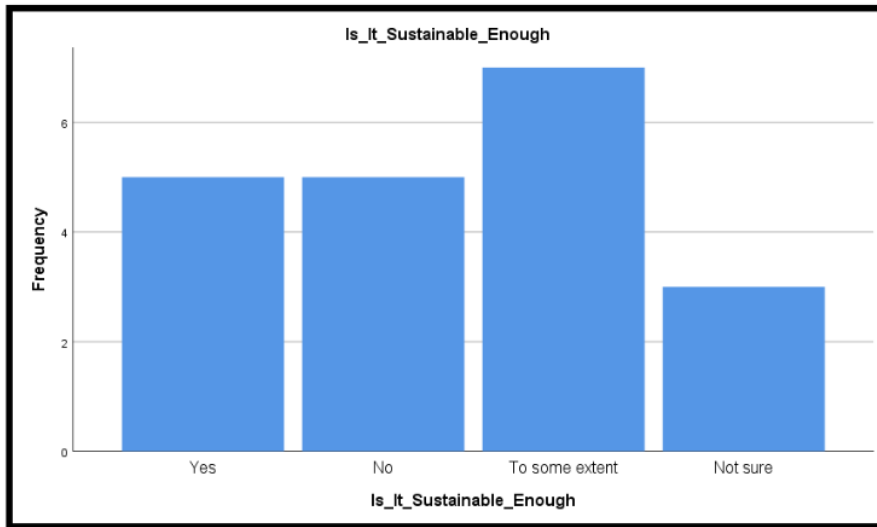


**Figure 4.5: Sustainable**

### ***Interpretation***

From the above statistical representation, it can be observed that majority of the respondents are not completely confident about the sustainability of their workplace as they think that their firm is partially sustainable. This has been observed through the response of 35% of the respondents, while 25% of the respondents are confident about their sustainable methods of delivering services.

### **6. Is it agreeable to you that sustainability is important for customers' satisfaction?**

| Is_Sustainable_Important_For_Customer_Satisfaction |                   |           |         |               |                    |
|----------------------------------------------------|-------------------|-----------|---------|---------------|--------------------|
|                                                    |                   | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid                                              | Strongly Agree    | 9         | 45.0    | 45.0          | 45.0               |
|                                                    | Agree             | 6         | 30.0    | 30.0          | 75.0               |
|                                                    | Neutral           | 3         | 15.0    | 15.0          | 90.0               |
|                                                    | Disagree          | 1         | 5.0     | 5.0           | 95.0               |
|                                                    | Strongly Disagree | 1         | 5.0     | 5.0           | 100.0              |

|  |       |    |       |       |  |
|--|-------|----|-------|-------|--|
|  | Total | 20 | 100.0 | 100.0 |  |
|--|-------|----|-------|-------|--|

**Table 4.8: Customer Satisfaction**

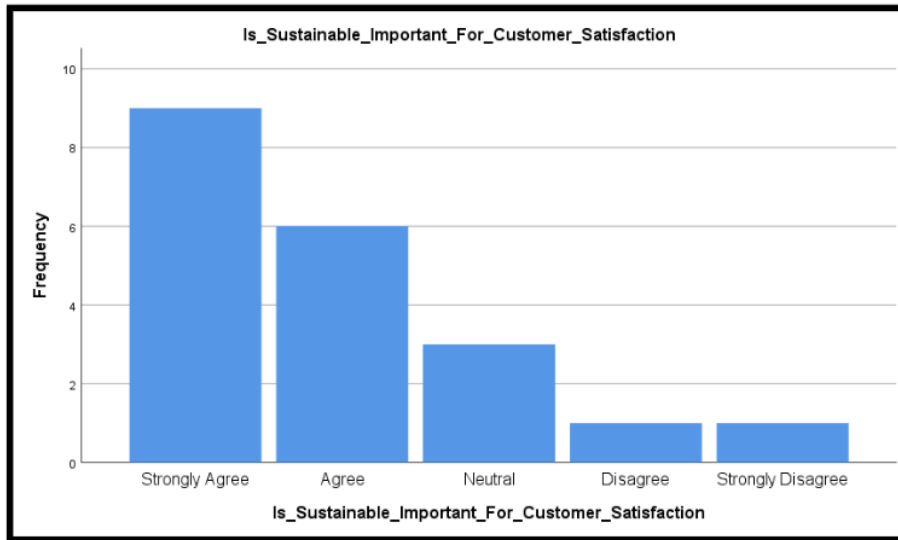


**Figure 4.6: Customer Satisfaction**

#### ***Interpretation***

The above statistical representation has helped to realise that 45% of the respondents strongly agree to the fact that the sustainability is important for the customers. 17% of the respondents has strongly disagreed to the fact.

#### **7. Do you encourage the usage of Green Seal-certified cleaning products for daily housekeeping functions?**

| Encourage_use_of_GreenSealed_Certificate |          |           |         |               |                    |
|------------------------------------------|----------|-----------|---------|---------------|--------------------|
|                                          |          | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid                                    | Yes      | 9         | 45.0    | 45.0          | 45.0               |
|                                          | No       | 1         | 5.0     | 5.0           | 50.0               |
|                                          | Not sure | 10        | 50.0    | 50.0          | 100.0              |
|                                          | Total    | 20        | 100.0   | 100.0         |                    |

**Table 4.9: Encourage Green sealed products**

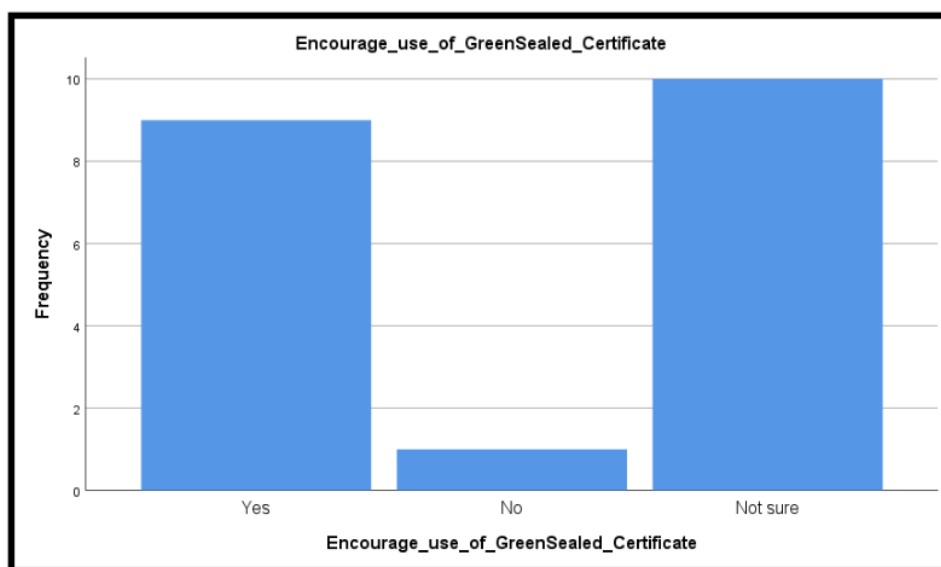


**Figure 4.7: Encourage Green sealed products**

***Interpretation***

The responses of the survey have helped to observe that 50% of the respondents have declared themselves to be not sure about the usage of green sealed certified products. This proves the less awareness about the sustainable products in this sector. However, another 45% of the respondents have agreed to the use of green sealed products.

**8. Do you agree that your company utilise certified products for sustainable housekeeping?**

| Use_Cerified_Products |                   |           |         |               |                    |
|-----------------------|-------------------|-----------|---------|---------------|--------------------|
|                       |                   | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid                 | Strongly Agree    | 2         | 10.0    | 10.0          | 10.0               |
|                       | Agree             | 12        | 60.0    | 60.0          | 70.0               |
|                       | Neutral           | 4         | 20.0    | 20.0          | 90.0               |
|                       | Disagree          | 1         | 5.0     | 5.0           | 95.0               |
|                       | Strongly Disagree | 1         | 5.0     | 5.0           | 100.0              |
|                       | Total             | 20        | 100.0   | 100.0         |                    |

**Table 4.10: Use certified products**

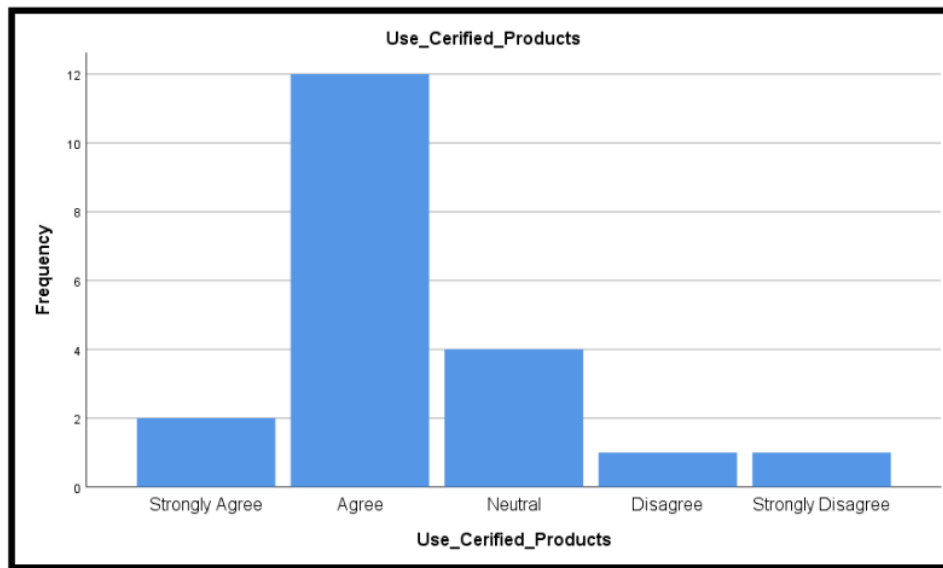


**Figure 4.8: Encourage Green sealed product**

***Interpretation***

The responses of the survey has proved that majority of the respondents have agreed to the usage of certified products, however, many of the employees are neutral about the same too. Almost 60% of the respondents have agreed while 20% stayed neutral about the same.

**9. Do you agree that reducing water usage can lead to sustainable housekeeping?**

| Reducing_WaterUsage_is_Good |                   |           |         |               |                    |
|-----------------------------|-------------------|-----------|---------|---------------|--------------------|
|                             |                   | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid                       | Strongly Agree    | 9         | 45.0    | 45.0          | 45.0               |
|                             | Agree             | 8         | 40.0    | 40.0          | 85.0               |
|                             | Neutral           | 1         | 5.0     | 5.0           | 90.0               |
|                             | Disagree          | 1         | 5.0     | 5.0           | 95.0               |
|                             | Strongly Disagree | 1         | 5.0     | 5.0           | 100.0              |
|                             | Total             | 20        | 100.0   | 100.0         |                    |

**Table 4.11: Reducing water usage**



**Figure 4.9: Reducing water usage**

***Interpretation***

The responses have shown that 45% of the respondents have strongly agreed to the benefits of reducing water wastages for sustainability. On the other hand, second last bar represents 40% of the participants who just agreed to the reduction of water wastages. It can be observed that the other participants have been divided into three equal halves as per their responses.

**10. Do you think that customers' health and hygiene is highly dependent over the house keeping services of the hotels?**

| Health_Depends_on_Housekeeping_Services |       |           |         |               |                    |
|-----------------------------------------|-------|-----------|---------|---------------|--------------------|
|                                         |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid                                   | Yes   | 11        | 55.0    | 55.0          | 55.0               |
|                                         | No    | 4         | 20.0    | 20.0          | 75.0               |
|                                         | Maybe | 5         | 25.0    | 25.0          | 100.0              |
|                                         | Total | 20        | 100.0   | 100.0         |                    |

**Table 4.12: Health depends**

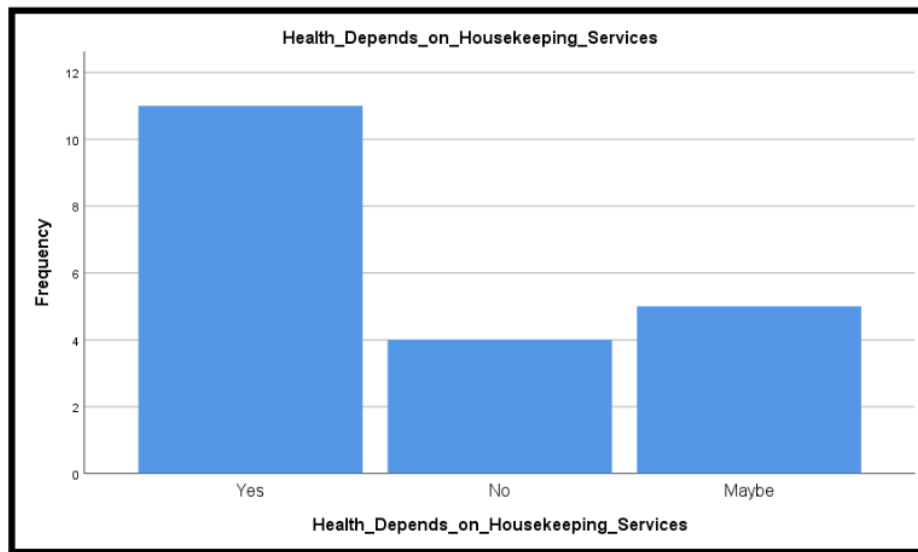


**Figure 4.10: Health depends**

***Interpretation***

From the statistical representation above it can be observed that 55% of the employees agree to be fact that health and hygiene of the customers highly depend upon the housekeeping services and cleanliness of the hotels. The bar representation for “No” represents 50% of the respondents, while other 20% of the respondents are confused for the same.

**11. Do you think that Micro-fibre clothes have the capability to reduce waste for enhanced sustainability?**

| Microfibre_Clothes_is_Good_to_reduce_Waste |       |           |         |               |                    |
|--------------------------------------------|-------|-----------|---------|---------------|--------------------|
|                                            |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid                                      | Yes   | 18        | 90.0    | 90.0          | 90.0               |
|                                            | No    | 1         | 5.0     | 5.0           | 95.0               |
|                                            | Maybe | 1         | 5.0     | 5.0           | 100.0              |
|                                            | Total | 20        | 100.0   | 100.0         |                    |

**Table 4.13: Microfibre Clothes**

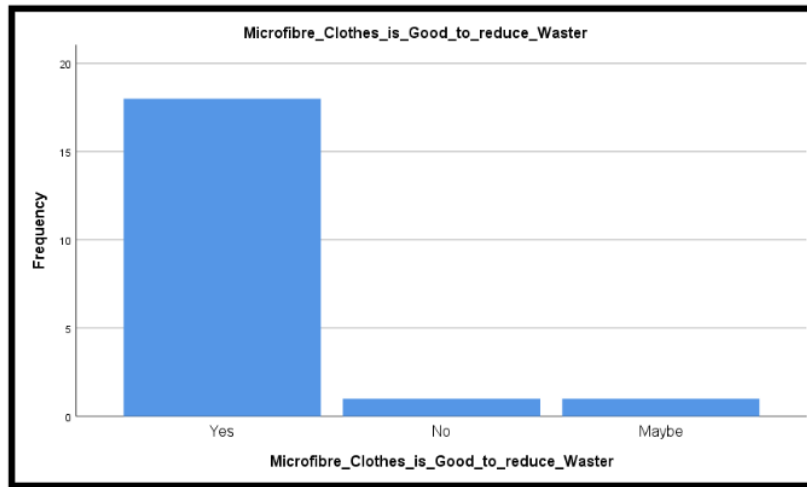


**Figure 4.11: Microfibre Clothes**

#### *Interpretation*

The statistical representation has cleared it out that 90% of the respondents agree to the fact that using Micro-fibre clothes is good for the enhancement of sustainability. This proves the market trend, while only 10% of the respondents are against the same.

#### **12. Do you believe that Micro-fibre clothes are great substitution of paper towels?**

| Microfibre_is_a_Substitute_of_Paper |                |           |         |               |                    |
|-------------------------------------|----------------|-----------|---------|---------------|--------------------|
|                                     |                | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid                               | Yes            | 5         | 25.0    | 25.0          | 25.0               |
|                                     | No             | 4         | 20.0    | 20.0          | 45.0               |
|                                     | To some extent | 11        | 55.0    | 55.0          | 100.0              |
|                                     | Total          | 20        | 100.0   | 100.0         |                    |

**Table 4.14: Substitute for paper**

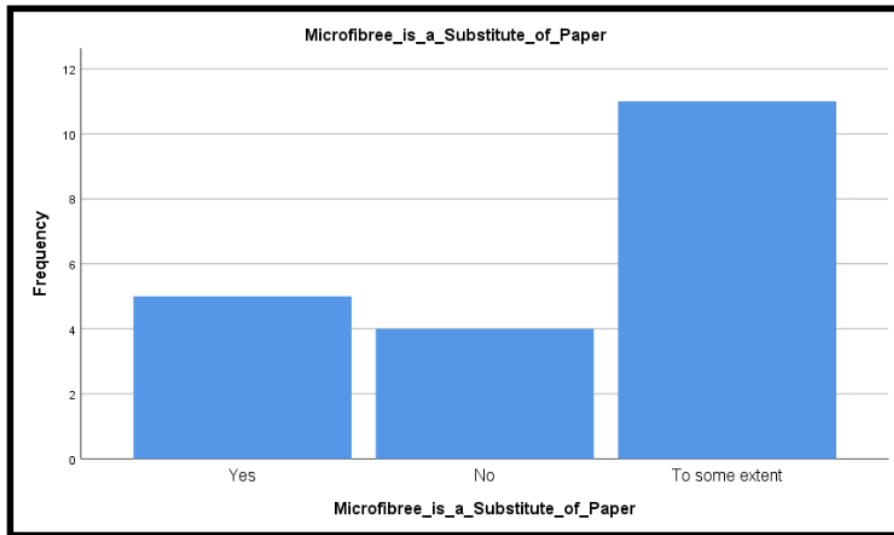


**Figure 4.12: Substitute for paper**

***Interpretation***

The responses of the survey have shown that only 55% of the respondents validly considers the usage of Micro-fibre clothes for the sustainability of the firm, as a major substitute of paper towels. Other two bars for “Yes” and “No” shows less percentage, such as 20% and 25% respectively.

**13. Do you encourage the inclusion of eco-friendly materials for housekeeping that are unbleached and made from recycled materials?**

| Agree_on_EcoFriendly_Materials_Usage |                |           |         |               |                    |
|--------------------------------------|----------------|-----------|---------|---------------|--------------------|
|                                      |                | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid                                | Yes            | 17        | 85.0    | 85.0          | 85.0               |
|                                      | No             | 2         | 10.0    | 10.0          | 95.0               |
|                                      | To some extent | 1         | 5.0     | 5.0           | 100.0              |
|                                      | Total          | 20        | 100.0   | 100.0         |                    |

**Table 4.15: Eco-friendly materials**

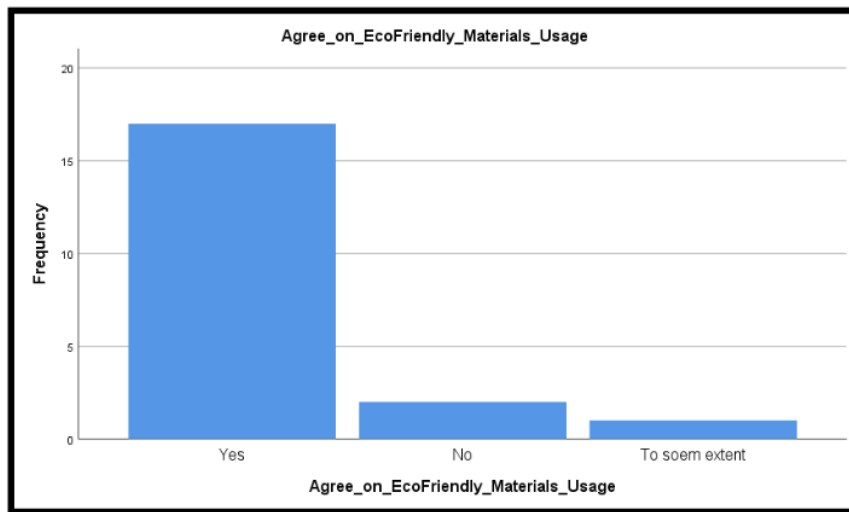


**Figure 4.13: Eco-friendly materials**

#### ***Interpretation***

From the above statistical representation, it can be observed that 85% of the respondents can be categorised for the response of “Yes”, as they think inclusion of eco-friendly materials for housekeeping is a good practice for sustainability.

#### **14. Do you agree that entryway matting and water saving devices can ensure sustainability and boost customer experience as well?**

| Entryway_matting_and_water_saving_devices |                   |           |         |               |                    |
|-------------------------------------------|-------------------|-----------|---------|---------------|--------------------|
|                                           |                   | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid                                     | Strongly Agree    | 4         | 20.0    | 20.0          | 20.0               |
|                                           | Agree             | 12        | 60.0    | 60.0          | 80.0               |
|                                           | Neutral           | 2         | 10.0    | 10.0          | 90.0               |
|                                           | Disagree          | 1         | 5.0     | 5.0           | 95.0               |
|                                           | Strongly Disagree | 1         | 5.0     | 5.0           | 100.0              |
|                                           | Total             | 20        | 100.0   | 100.0         |                    |

**Table 4.16: Entryway Matting**

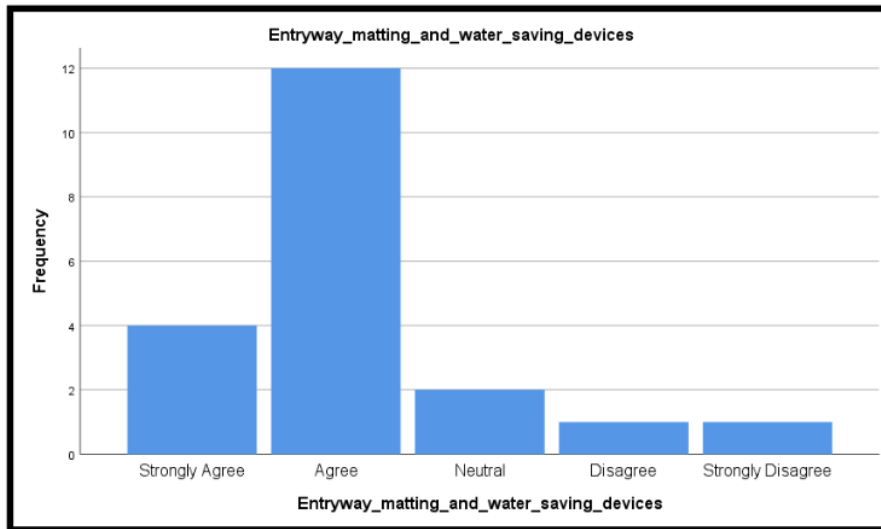


**Figure 4.14: Entryway Matting**

***Interpretation***

From the graph provided above, 60% of the respondents can be witnessed to be agreeing with the fact that entryway matting and water saving devices boosts sustainability in the hotels in terms of saving water. However, the sample segregation shows lowest response for “Disagree” and “Strongly Disagree”.

**15. Do you provide 100% recycled toilet papers for the customers in hotels?**

| HundredPercent_recycled_toilet_papers_Services |            |           |         |               |                    |
|------------------------------------------------|------------|-----------|---------|---------------|--------------------|
|                                                |            | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid                                          | Yes        | 6         | 30.0    | 30.0          | 30.0               |
|                                                | No         | 1         | 5.0     | 5.0           | 35.0               |
|                                                | Not always | 13        | 65.0    | 65.0          | 100.0              |
|                                                | Total      | 20        | 100.0   | 100.0         |                    |

**Table 4.17: Recycled toilet papers**

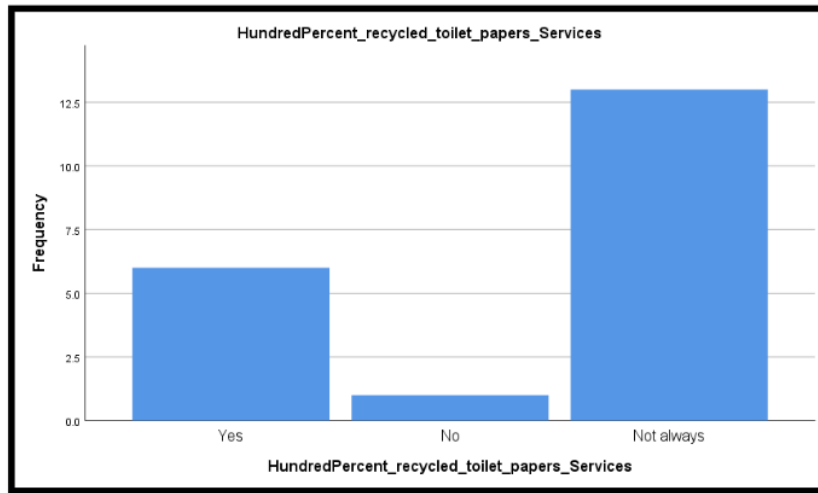


**Figure 4.15: Recycled toilet papers**

***Interpretation***

From the chart above, the 100% recycled toilet papers are good for the maintenance of sustainability in hotels. However, it has been agreed by only 30% of the respondents. Majority of the respondents does not consider the same as a primary option.

**16. How often do you review your waste disposal measures for sustainability?**

| Review_your_waste_disposal_measures |                 |           |         |               |                    |
|-------------------------------------|-----------------|-----------|---------|---------------|--------------------|
|                                     |                 | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid                               | Once in a week  | 5         | 25.0    | 25.0          | 25.0               |
|                                     | Twice in a week | 2         | 10.0    | 10.0          | 35.0               |
|                                     | Everyday        | 2         | 10.0    | 10.0          | 45.0               |
|                                     | Once in a month | 11        | 55.0    | 55.0          | 100.0              |
|                                     | Total           | 20        | 100.0   | 100.0         |                    |

**Table 4.18: Waste disposal**

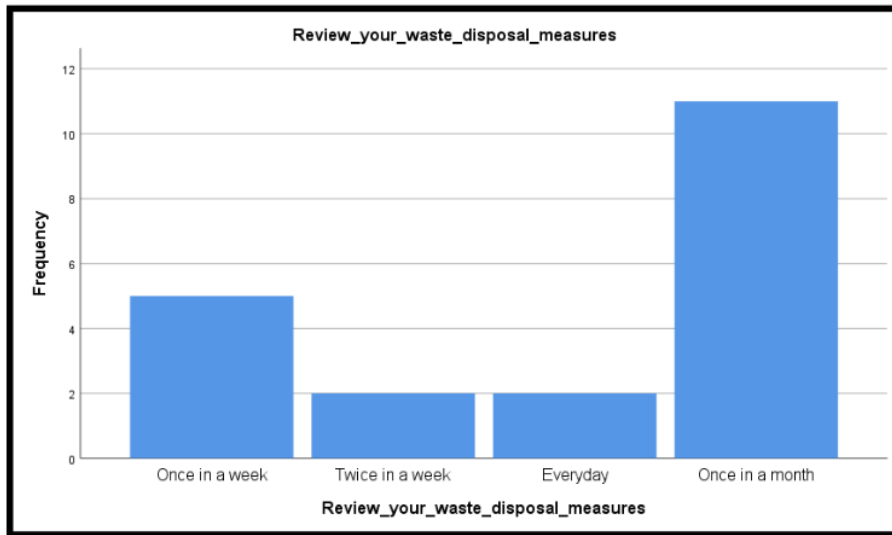


**Figure 4.16: Waste disposal**

***Interpretation***

The statistical analysis has helped to observe that 55% of the housekeeping employees of the selected firms review their waste disposal measures only once in a month, while the lowest percentage of employees actually review it every day or twice a week.

**17. What activities do you perform daily to make the housekeeping process more sustainable?**

| Daily_housekeeping_process |                                        |           |         |               |                    |
|----------------------------|----------------------------------------|-----------|---------|---------------|--------------------|
|                            |                                        | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid                      | Use recyclable plastics and paper      | 6         | 30.0    | 30.0          | 30.0               |
|                            | Use certified products                 | 6         | 30.0    | 30.0          | 60.0               |
|                            | Reduce wasting water                   | 7         | 35.0    | 35.0          | 95.0               |
|                            | Enhance awareness about sustainability | 1         | 5.0     | 5.0           | 100.0              |
|                            | Total                                  | 20        | 100.0   | 100.0         |                    |

**Table 4.19: Daily Housekeeping**

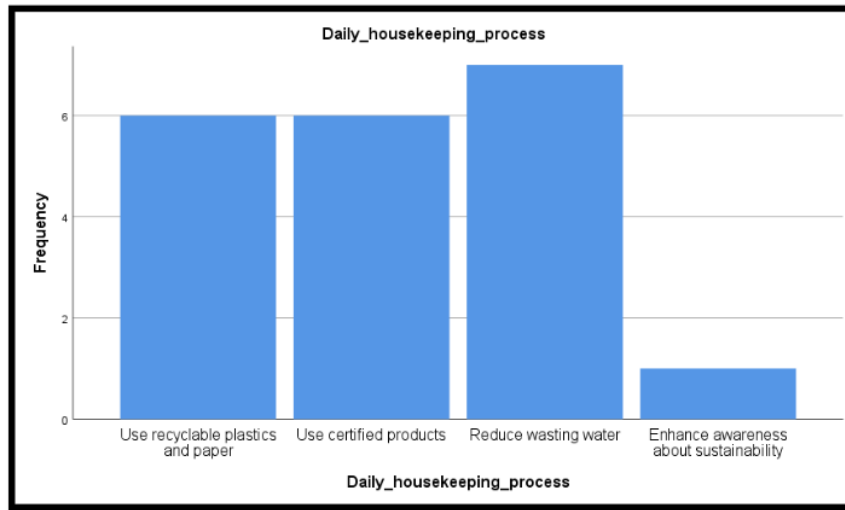


**Table 4.17: Daily Housekeeping**

***Interpretation***

For the response “***Reduce Wasting Water***”, 35% of the respondents have been found to be agreeing, while only 5% has chosen “***Enhance Awareness about Sustainability***” as their response to daily housekeeping process. This shows the importance of each of the options provided under the question.

**18. Does your organisation conduct any Infection Prevention program to benefit the Guest environment?**

| Infection_Prevention_program |       |           |         |               |                    |
|------------------------------|-------|-----------|---------|---------------|--------------------|
|                              |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid                        | Yes   | 12        | 60.0    | 60.0          | 60.0               |
|                              | No    | 8         | 40.0    | 40.0          | 100.0              |
|                              | Total | 20        | 100.0   | 100.0         |                    |

**Table 4.20: Infection prevention**

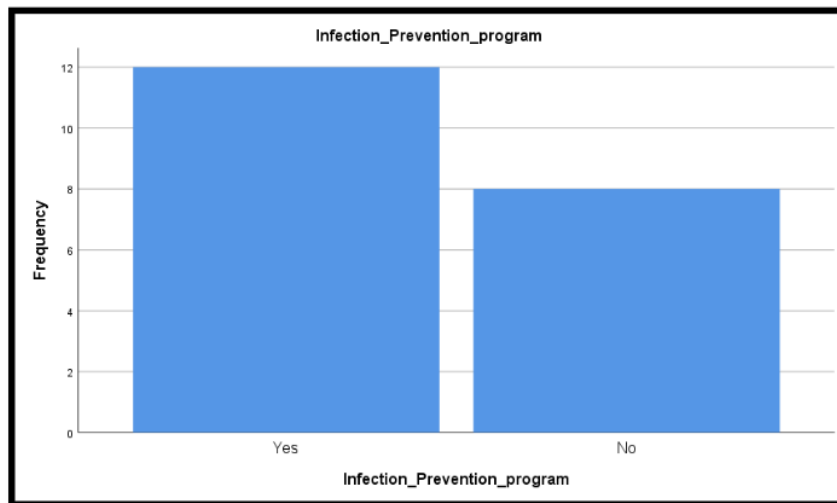


**Figure 4.18: Infection prevention**

***Interpretation***

In this particular case, almost 60% of the respondents have witnessed their firm to take part in or conduct Infection Prevention program, while the other 40% of the respondents are not having proper awareness about the same.

**19. What do you do to practice good housekeeping in the workplace of yours?**

| Practice_good_housekeeping |                                     |           |         |               |                    |
|----------------------------|-------------------------------------|-----------|---------|---------------|--------------------|
|                            |                                     | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid                      | Ensure immediate cleaning of spills | 9         | 45.0    | 45.0          | 45.0               |
|                            | Improve lighting efficiency         | 2         | 10.0    | 10.0          | 55.0               |
|                            | Ensure effective waste management   | 8         | 40.0    | 40.0          | 95.0               |
|                            | Ensure Kitchen stewarding           | 1         | 5.0     | 5.0           | 100.0              |
|                            | Total                               | 20        | 100.0   | 100.0         |                    |

**Table 4.21: Good Housekeeping**

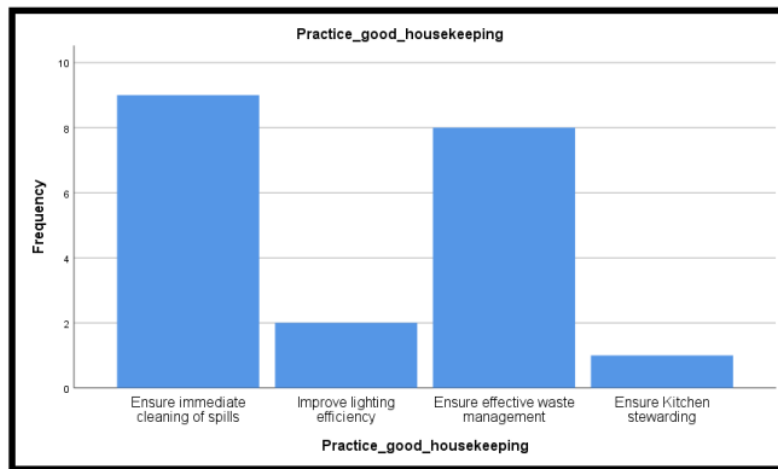


**Figure 4.19: Good Housekeeping**

***Interpretation***

It can be observed in this case that “Ensure immediate cleaning of spills” is the most common measure taken by the employees, as 45% of the respondents have been identified to be responding with the same. On the other hand, 40% have responded for “Ensure effective waste management”.

**20. What are your long-term priorities for sustainable housekeeping?**

| LongTerm_priorities_for_sustainable |                                       |  |           |         |               |                    |
|-------------------------------------|---------------------------------------|--|-----------|---------|---------------|--------------------|
|                                     |                                       |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid                               | Support ecological initiatives        |  | 2         | 10.0    | 10.0          | 10.0               |
|                                     | Maintain economic health and vitality |  | 7         | 35.0    | 35.0          | 45.0               |
|                                     | Focus on improvement of human health  |  | 11        | 55.0    | 55.0          | 100.0              |
|                                     | Total                                 |  | 20        | 100.0   | 100.0         |                    |

**Table 4.22: Long-term Priorities**

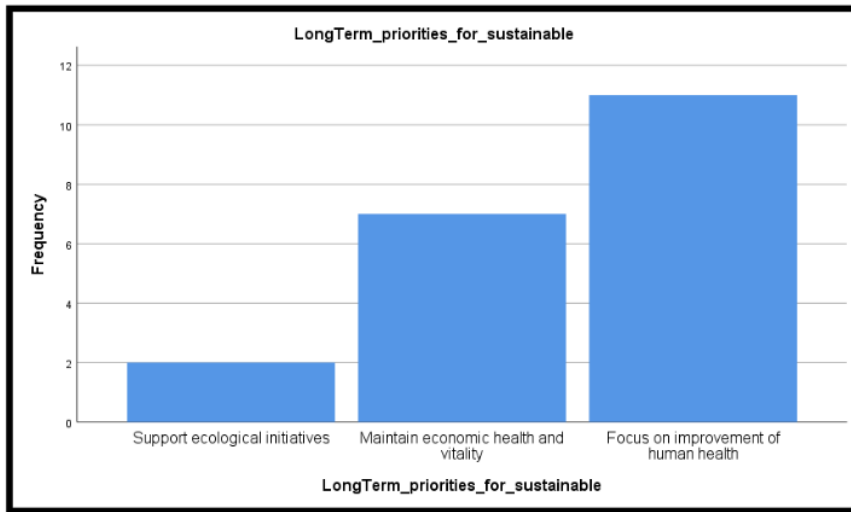


**Table 4.20: Long-term Priorities**

***Interpretation***

It can be observed from the statistical analysis that, the long-term priorities for the sustainable housekeeping are met by majority of the participants through focusing on improvement of human health. Almost 55% of the respondents have agreed for the same. On the other hand, only 10% have disagreed for the same.

**21. Do you agree that good sorting and systemisation process can benefit waste management?**

| Good_sorting_and_systemisation_process |                   |           |         |               |                    |
|----------------------------------------|-------------------|-----------|---------|---------------|--------------------|
|                                        |                   | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid                                  | Strongly Agree    | 5         | 25.0    | 25.0          | 25.0               |
|                                        | Agree             | 11        | 55.0    | 55.0          | 80.0               |
|                                        | Neutral           | 2         | 10.0    | 10.0          | 90.0               |
|                                        | Disagree          | 1         | 5.0     | 5.0           | 95.0               |
|                                        | Strongly Disagree | 1         | 5.0     | 5.0           | 100.0              |
|                                        | Total             | 20        | 100.0   | 100.0         |                    |

**Table 4.23: Good sorting**

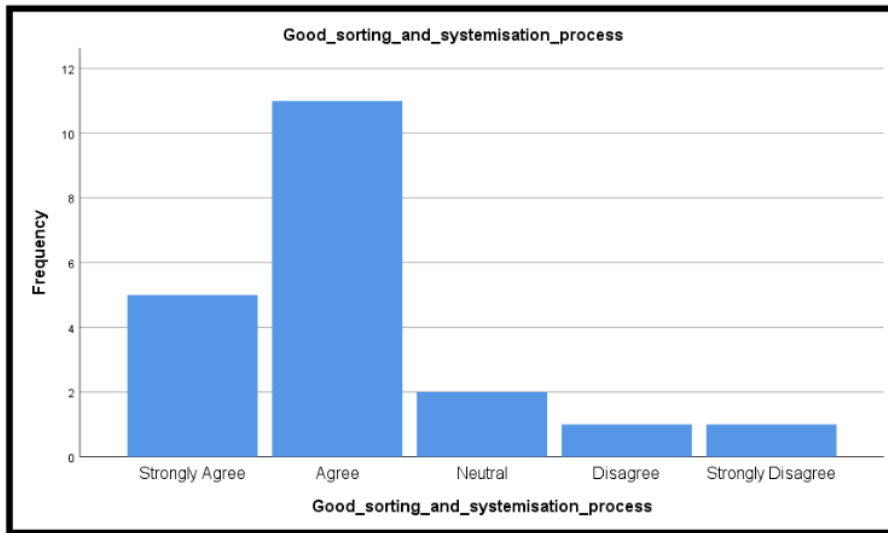


**Figure 4.21: Good sorting**

#### *Interpretation*

It can be observed that the majority of the benefits are gained utilising the good sorting and systemisation as per the responses of 55% of the participants. On the other hand, 10% of the respondents remained neutral in this case.

#### **22. Do you think that spreading awareness around customers for sustainability can boost effectiveness of the firm?**

| Spreading_awareness_around_customers |       |           |         |               |                    |
|--------------------------------------|-------|-----------|---------|---------------|--------------------|
|                                      |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid                                | Yes   | 18        | 90.0    | 90.0          | 90.0               |
|                                      | No    | 1         | 5.0     | 5.0           | 95.0               |
|                                      | Maybe | 1         | 5.0     | 5.0           | 100.0              |
|                                      | Total | 20        | 100.0   | 100.0         |                    |

**Table 4.24: Spreading awareness**

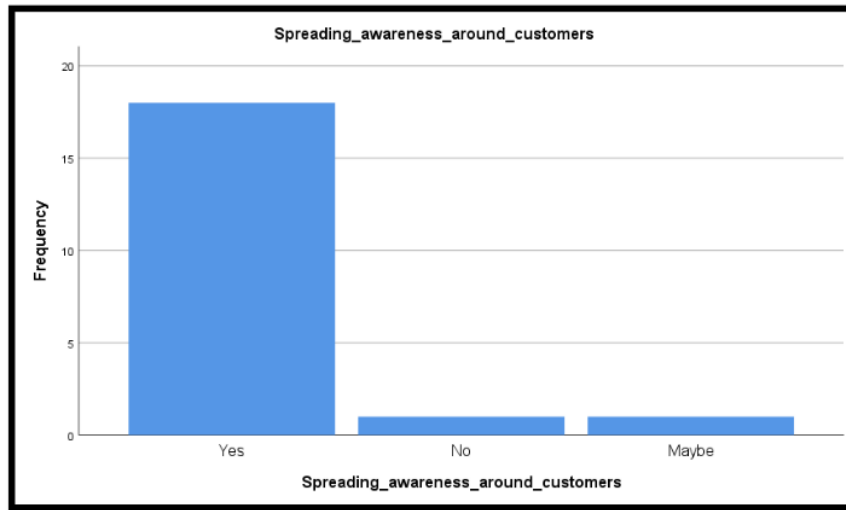


**Figure 4.22: Spreading awareness**

***Interpretation***

It can be identified that maximum of the responses have been calculated to be for “Yes” representing 90% of the total strength of samples, while only 5% of the respondents have opted for “No”. However, other 5% of the respondents are confused about the same. This clearly proves that spreading awareness around customers for sustainability can boost effectiveness of the hotels.

**23. Do you agree that involvement of the employees in regular training process and pollution prevention programs can help for sustainability enhancement?**

| Training_process_and_pollution_prevention_programs |                   |           |         |               |                    |
|----------------------------------------------------|-------------------|-----------|---------|---------------|--------------------|
|                                                    |                   | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid                                              | Strongly Agree    | 3         | 15.0    | 15.0          | 15.0               |
|                                                    | Agree             | 12        | 60.0    | 60.0          | 75.0               |
|                                                    | Neutral           | 3         | 15.0    | 15.0          | 90.0               |
|                                                    | Disagree          | 1         | 5.0     | 5.0           | 95.0               |
|                                                    | Strongly Disagree | 1         | 5.0     | 5.0           | 100.0              |
|                                                    | Total             | 20        | 100.0   | 100.0         |                    |

**Table 4.25: Training**



**Figure 4.23: Training**

***Interpretation***

It can be identified that 60% of the respondents agree to the fact that involvement of the employees in training supports growth of the firm and development of actions. However, only 5% disagree to the same.

**24. Does your workplace support formulation of "green team" for housekeeping services?**

| GreenTeam |       |           |         |               |                    |
|-----------|-------|-----------|---------|---------------|--------------------|
|           |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid     | Yes   | 19        | 95.0    | 95.0          | 95.0               |
|           | No    | 1         | 5.0     | 5.0           | 100.0              |
|           | Total | 20        | 100.0   | 100.0         |                    |

**Table 4.26: Green Team**

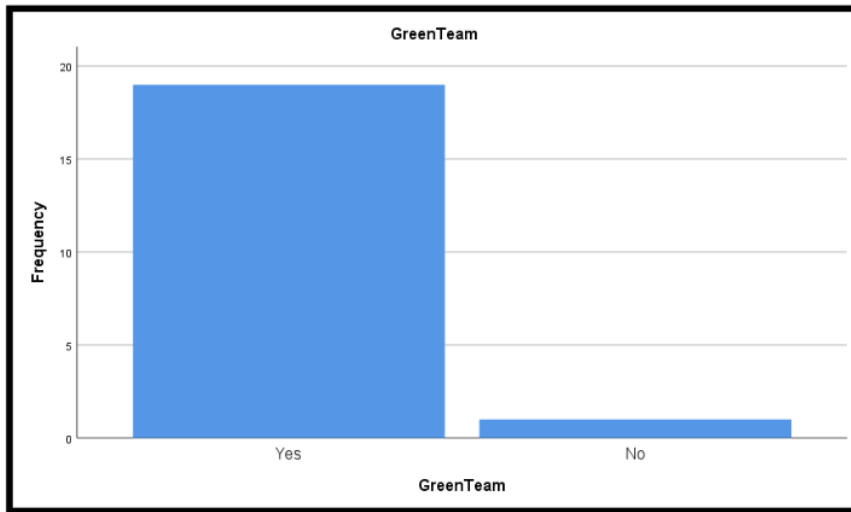


**Figure 4.24: Green Team**

***Interpretation***

It can be observed that 95% of the respondents have answered with a “yes” while another bar shows only 5% of the respondents who responded with a “no”. This proves that the selected firms support green team formulation for customer satisfaction and gaining profitability.

**25. Do you think effective maintenances of sustainability can help for the growth of customer based of the firm, due to enhanced sustainability?**

| Effective_maintenances_of_sustainability |       |           |         |               |                    |
|------------------------------------------|-------|-----------|---------|---------------|--------------------|
|                                          |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid                                    | Yes   | 16        | 80.0    | 80.0          | 80.0               |
|                                          | No    | 4         | 20.0    | 20.0          | 100.0              |
|                                          | Total | 20        | 100.0   | 100.0         |                    |

**Table 4.27: Effective maintenance**

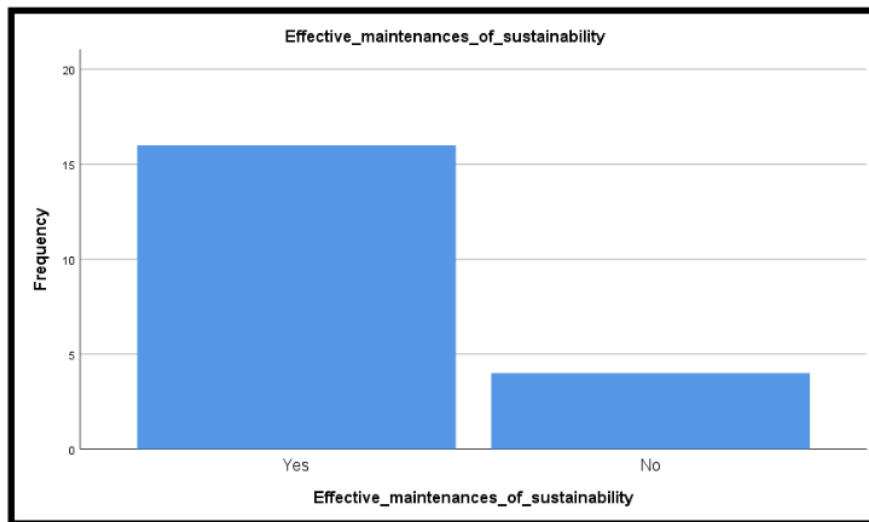


**Figure 4.25: Effective maintenance**

#### ***Interpretation***

From the above chart, it is clearly noticeable that 80% of the respondents believe the capability of sustainable measures in terms of attracting customers. On the other hand, 20% of the respondents do not believe to the same.

### **4.3 Data analysis**

#### **4.3.1 Secondary data analysis**

***Theme 1: Sustainability in the hospitality sector highly attracts the customers who have knack for sustainable practices and commits to protect environment.***

As mentioned by Abdou *et al.* (2020), the tourism industry has been experiencing increased development and expanded diversification in terms of effective management of sustainability. It has been observed that customer centricity of the hotels has proved the influence of internal management policies for the protection of the customers and positive impact of them over the organisational options. On the other hand, Kostić *et al.* (2019) stated that the demands of the consumers some of the times also impact the sustainable measures of the hospitality sector. Thus, the firms are required to be responsible and strategic enough to take the most relevant measures for the protection of the sustainability in workplace.

***Theme 2: Recycled products and Green certified materials has proved to be major trends of the hospitality sector for sustainability***

Sustainability gets maintained highly in the hospitality sector through the systematic usage of recycled products and the Green certified products that causes no harm to the environment. As per Mensah (2020), the hotels support the green purchasing plans of the customers to ensure sustainability from the root of the system. Additionally, environmentally responsible suppliers play a vital role in helping the firm use green products and recycled products for the benefit of the firm. However, Bhutto *et al.* (2021) stated that the sustainability of the firm also requires strong policies for the maintenance instead of the sole focus on the products and materials. The customers are required to be enough aware of the environmental impacts of their actions. The majority of the gains can be ensured to be playing a vital role in shaping the overall success of the business firms.

#### 4.3.2 Primary data analysis

The qualitative information has been assessed from interviewing two of the managers who have been interviewed in this study. Pieces of information gathered from them has helped to observe that **customer-centricity** of the hospitality sector vitally demands for effective policies that can benefit the firm's functioning for development of high rate of advantages. Housekeeping services to the customers are provided to enhance their stay experiences. Thus, the maintenance of sustainability in the hospitality sector can highly benefit in gaining advantages within the workplace. As per the responses of the **Travelodge Manager**, housekeeping is a task that generates lots of wastes and strictly threatens the sustainability in case of any kind of casualties. Thus, the hotel authorities need to ensure the application of green policies to support sustainability. As per Travelodge (2022), the **Travelodge + GO Green program** has encouraged the customers to opt out of housekeeping services to protect the goodwill of the customers to a major level. This has helped the firm to gain the majority of the benefits in terms of attracting customers and following a flexible sustainable option.

On the other hand, the manager from Marriott has also declared the importance of sustainability in hotel services as it can satisfy the needs of the customers. As per his opinion, the **100% recycled papers**, certified products and different housekeeping techniques help to maintain the sustainability in the workplace, while positively impacting the revisiting decisions of the firms. For instance, **UN Sustainable Development Goals** are highly followed by Marriott, while creating global sustainability and through regular actions, including housekeeping services (Marriott, 2022). This has been benefiting the firm to make profit at the same time while fulfilling the sustainable goals for 2025.

The quantitative data has also helped to observe that the sustainable housekeeping actions of the firms highly boost the revisit intentions of the business firm in the green hotels. As per the responses and the statistical observations, Housekeeping services generates high rate of wastes. Apart from satisfying the customers, it also threatens the environment in the case of any casualties. Thus, sustainability in the housekeeping services are highly beneficial for the determining the revisits of the customers in Green hotels. Some of the responses have agreed the usage of unique materials that are sustainable such as the micro-fibre clothes, recyclable toilet papers and so on. Additionally, the utilisation of several sustainability management programs has also been witnessed to be playing a vital role in shaping the growth and profitability of the hotels along with the attraction of customers.

The selected hotels have been witnessed to be taking part in several green team formulations to support the growth of sustainability. Long-term priorities behind the sustainable measures have proved to be the maintenance of public health and hygiene. On the other hand, the maintenance of housekeeping process has also been witnessed to be managed well with the help of sustainability awareness enhancement.

#### **4.4 Summary**

The completion of the chapter has not only helped to gain knowledge about the current trends of the hospitality sector regarding sustainability, but it has also helped for the effective assessment of individual opinion about the research phenomenon, to prove the significance of the study.

## Chapter 5: Conclusion and Recommendation

### 5.0 Conclusion

The conclusion chapter will summarise important points that have been presented in the research. It will give an individual an understanding of the overview of all the chapters entailed in the study and inference will be drawn from it.

#### 5.1 Linking with objectives

*“To determine the positive influence of sustainability on housekeeping of Travelodge Hotel”*

The above objective has been fulfilled in the literature section of the study that vividly describes how sustainability in housekeeping is positively influencing the operation of Travelodge. The objective has been addressed by highlighting the vital elements of sustainability.

*“To ascertain the negative influences of sustainability on housekeeping functions of the company”*

The above objective has been addressing the literature section of the research. The literature includes an elaborate explanation of the negative impact of sustainability in regards to the housekeeping division.

*• To recommend strategies to enhance the incorporation of sustainability in the housekeeping strategies of Travelodge Hotel*

The aforementioned objective has been met in the conclusion section that summarises the recommendation to be undertaken by Travelodge in regards to sustainability.

#### 5.2 Recommendations

The following recommendation has been made for Travelodge:

- It will be recommended for Travelodge to use organic amenities that will reduce carbon emission and contribute positively to the firm's operation.
- it will be better if the firm could vigorously apply reuse and recycle policy in order to reduce the minimise the waste.

#### 5.3 Reflection

After conducting the research, I am gained knowledge regarding how to properly use the methodology in regards to the hospitality sectors. I have learned to use different research

methodologies and techniques in order to gain understanding. A further application for different research tools has enabled to collection and analysis of accurate data for the study.

#### **5.4 Alternative methodologies for future study**

The research could have been done by undertaking alternative approaches also. like instead of positivism the researcher could have taken interpretivism. The research has been done by the application of statistical, comparative and thematic analysis but the alternative option that would have been used was descriptive research technique and the whole study would have been done only by quantitative method

#### **5.5 Limitation of the study**

The research has been conducted with the possible elements that have provided the desired outcome. However, there are still some limitations to the study. Due to the pandemic face to face interaction has been eliminated which also discards various integral emotions of the participants in regards to the topic that otherwise would have been exposed. the limited number of respondents also makes the data collection very limited and vast range of data was not able to carry out.

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Linneberg, M.S., Madsen, M.T. and Nielsen, J.A., 2019. Micro-level translation of corporate sustainability: When strategy meets practice in the Danish hospitality sector. *Journal of Cleaner Production*, 240, p.118159.

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# Placement Project

## GRADEMARK REPORT

### FINAL GRADE

63 / 100

### GENERAL COMMENTS

#### Instructor

##### 1. Research-informed Literature. /20

Your work must be informed and supported by scholarly material that is *relevant* to and *focused* on the task(s) set. You should provide evidence that you have accessed a wide *range* of sources, which may be academic, governmental, and industrial; these sources may include academic journal articles, textbooks, current news articles, organisational documents, and websites. You should consider the *credibility* of your sources; academic journals are normally highly credible sources while websites require careful consideration/selection and should be used sparingly. Any sources you use should be current and up-to-date, mostly published within the last five years or so, though seminal/important works in the field may be older. You must provide *evidence* of your research/own reading throughout your work, using in-text citations in the main body of your work and a reference list that is alphabetical at the end of your work. Please use the Harvard/APA referencing system.

#### ***Specific to this assignment:***

*You should have shown a wide level of reading from a variety of sources including academic journals and academic based websites. In particular referencing academic sources for theory specific to the Hospitality Industry and as recognised as good practice within the working environment.*

***Appropriate research on the industry and sustainable practices. In-text citations used throughout project. Some errors with citations (mainly spacing). Evidence of wide research. Reference list doesn't reflect the amount of research or sources. 14/20***

## **2. Knowledge and Understanding of Subject.**

**/20**

Your work must demonstrate the growing extent of your knowledge and understanding of concepts and underlying principles associated with the subject area. *Knowledge* relates to the facts, information, and skills you have acquired through your learning. You demonstrate your *understanding* by interpreting the meaning of the facts and information (knowledge). This means that you need to select and include in your work the concepts, techniques, models, theories, etc. appropriate to the task(s) set. You should be able to explain the theories, concepts, etc. meaningfully to show your understanding. Your mark/grade will also depend upon the *extent* to which you demonstrate your knowledge and understanding; ideally each should be complete and detailed, with comprehensive coverage.

### ***Specific to this assignment:***

*You will have referred to relevant examples of success. Not needing to explain these in depth but having introduced them briefly before analysing them and offering realistic recommendations for others, this will include relevant placement-based referrals and examples, also considering different international perspectives.*

***Vast research and reflection which demonstrates understanding of the subject project. I feel that a deeper/further analysis was necessary, especially when comparing the Travelodge and Marriott. Some research was cited but a deeper analysis of the findings would have strengthened your project (please see notes highlighted within the main body of your text). However, a clear project on sustainable practices which focused on housekeeping, but deviated to overall sustainability (E.G F&B) in the hotel industry (sometimes this is necessary when looking at the wider picture, but stay focused on your topic). 15/20***

### 3. Analysis. /30

Your work must contain evidence of logical, analytical thinking, evaluation, and synthesis. For example, to examine and break information down into parts, make inferences, compile, compare and contrast information. This means not just describing What! But also justifying: Why? How? When? Who? Where? At all times, you must provide justification for your arguments and judgements. Evidence that you have reflected upon the ideas of others within the subject area is crucial to you providing a reasoned and informed debate within your work. Furthermore, you should provide evidence that you are able to make sound judgements and convincing arguments using data and concepts. Sound, valid conclusions are necessary and must be derived from the content of your work. There should be no new information presented within your conclusion. Where relevant, alternative solutions and recommendations may be proposed.

#### ***Specific to this assignment:***

*The task specified what was required of you and you should have answered only the question set fully, drawing on conclusions from the content of your work and providing a direct answer to the question that you have included within your topic choice. You will also have demonstrated the research methods that you have used for gathering information to support your writing, and any specific research theories that were relevant. This will have further demonstrated your skill in selecting appropriate theoretical tools for practical analysis within the workplace and underpinning good management practice.*

***More depth in your conclusion and recommendations could have strengthened your project. However, I feel that you have used good research methodologies and have asked specific questions. You concluded that due to limitations (namely face to face interaction) that your data sparse. This is due to Covid-19 which I noted was also a factor in considering that some new employees may not have been trained in company policies and/or aware of sustainable initiatives. Your research was thorough - although some of your graphs could have been collated or added into an appendix. You have gone over the word count due to research methodologies. 18/30***

#### **4. Practical application and deployment. /15**

You should be able to demonstrate how the subject-related concepts and ideas relate to real world situations or a particular context. How do they work in practice? You will deploy models, methods, techniques, and/or theories, in that context, to assess current situations, perhaps to formulate plans or solutions to solve problems, some of which may be innovative and creative. This is likely to involve, for instance, the use of real-world examples and cases, the application of a model within an organisation and/or benchmarking one organisation against others based on stated criteria. You should show awareness of the limitations of concepts and theories when applied in particular contexts.

***Specific to this assignment:*** You should have deployed your chosen examples and wider reading to illustrate the points you make, much of this information has been gathered during your placement, or through your previous modules and has become an area of interest to you.

***You were able to clearly demonstrate (in your project proposal) the challenges in your current placement and the subject of the project. You decided to compare the two hotels which is a great way to gain an insight on different initiatives used in the industry. This expanded your knowledge and it was a subject that you were clearly passionate about. 8/15***

#### **5. Skills for professional practice. /15**

Your work must provide evidence of the attributes expected in professional practice. This includes demonstrating your individual initiative and/or collaborative working. You must communicate effectively in a suitable format, which may be

written and/or oral, for example, essay, management report, presentation. Work should be coherent and well-structured in presentation and organisation.

***Specific to this assignment:***

*You will have written the report in a recognised format. All writing should be in academic style, formal, focused, concise, and subject specific. It should use a font of Arial 11 point or Times New Roman 12 point and be 1.5 or double spaced. The work that you have submitted will have been original to you, and supported by credible resources, these will have been properly cited within your work using the Harvard referencing system. The word count will have been followed + or - 10%, as a skill required at Level 6 to follow assessment guidance, and this will have been demonstrated.*

***Presented in the correct format but over word count due to research findings. 8/15***

**Summary:**

**Clear aims of the proposal - benefits of sustainability, challenges and improvements.**

**Clear structure of proposal. Contents provided.  
Good research and data.**

PAGE 4

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PAGE 5

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PAGE 6

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PAGE 7

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PAGE 8

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**Good introduction**



**American English spellings**

PAGE 9

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**Good**

PAGE 10

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**Comment 1**

Very current - market trends



**Good**



**Awk.**

Awkward:

The expression or construction is cumbersome or difficult to read. Consider rewriting.

PAGE 11

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PAGE 12

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PAGE 13

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**Comment 2**

Be mindful of extra spaces between full stops.



**Comment 3**

housekeeping department - no capital letters



**Comment 4**

I agree - especially since Covid-19.



### Comment 5

Appropriate research to support your project.

PAGE 14

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### Comment 6

Good research and conflicting opinions/data. So what does this mean? E.g. Are we saying that we need electric to power a vacuum cleaner?

PAGE 15

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### Comment 7

space after comma in citation



### Comment 8

Can you comment on the Travelodge in relation to these points?

PAGE 16

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PAGE 17

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### Comment 9

What is the Travelodge doing to support these practices and/or research?



### Comment 10

This is combining separate departments.



### Comment 11

Why do you think this is? Is it a relatively new subject for the industry?

PAGE 18

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### Comment 12

What would be cost effective? How are hotels adopting these sustainable practices? Why are some not?

PAGE 19

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PAGE 20

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### Comment 13

Space after name of author then year



### Insert:

Insert word

PAGE 21

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PAGE 22

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### Comment 14

Data protection considered

PAGE 23

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PAGE 24

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### Awk.

Awkward:

The expression or construction is cumbersome or difficult to read. Consider rewriting.

PAGE 25

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### Awk.

Awkward:

The expression or construction is cumbersome or difficult to read. Consider rewriting.



### Awk.

Awkward:

The expression or construction is cumbersome or difficult to read. Consider rewriting.



### Del.

Delete

PAGE 26

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### Comment 15

Are these staff or guests?

PAGE 27

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PAGE 28

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### Comment 16

Some of the data is confusing and plentiful - you could have collated the findings and given an overall comparison of the Travelodge and Marriott.



**Comment 17**

What percentage?



**Comment 18**

Did all staff understand the question?



### Awk.

Awkward:

The expression or construction is cumbersome or difficult to read. Consider rewriting.

PAGE 51

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PAGE 52

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PAGE 53

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### Comment 19

Your conclusion should be from your research - this is quite generalised.



### Good

PAGE 54

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### Comment 20

Explained well - it is also a possibility that new members of staff may not be trained and/or aware of company sustainable practices.

PAGE 55

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PAGE 56

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