

Sustainable Hospitality & Tourism Management

BMIH5006

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2013508

Executive Summary

This report has explored the sustainable practice and implementation of sustainable initiatives of **BR** Hospitality Ltd. Benefits of practising sustainability have been mentioned along with challenges. Again, the environmental benefits of practising sustainability of the company have been outlined in this report.

Therefore, some recommendations have been provided for the company. For example, B R Hospitality can invest more in energy efficiencies because this only accounts for 3 to 6% of the budget of the company. Again, the company can use solar and wind instead of energy-saving technologies which can make the company eco-friendlier

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Introduction

Green practice refers to the creation of structures utilising different processes that are resource-efficient and responsible environmentally throughout the life-cycle of a development which includes construction, deconstruction, maintenance, renovation, and operations, from sitting to design (Olawumi and Chan, 2020). Green practice complements and expands the traditional building design concerns of comfort, durability, utility and economy. Therefore, the report is going to explore the greener practice of B R Hospitality Ltd along with its benefits and challenges.

BR Hospitality Ltd. is a company which provides services like RV parks, rooming and boarding houses, drinking places, tourist accommodations and special food services for tourists. BR Hospitality Ltd. engages in integrating eco-friendly practices into every aspect of its operations (Br-Hospitality-Services, 2024). These activities include lessening waste, organic sourcing products, conserving water and energy, implementing responsible tourism practices and so many more.

Main Findings

Sustainability initiatives of B R Hospitality Ltd.

B R Hospitality Ltd. and other hospitality companies have practised sustainability on different initiatives to be sustainable in the hospitality industry (Cooper, 2021). B R Hospitality Ltd. has implemented numerous sustainable initiatives to lessen its impact on the environment while increasing the experience of its guests. The initiative of the sustainable practice of the company is energy efficiency.

Energy efficiency: B R Hospitality Ltd. has capitalised on energy-efficient lighting and appliances in their hotel rooms (Sloan, Legrand and Chen, 2017). For example, the company has installed LED lighting and energy-efficient HVAC systems to lessen energy consumption.

Water conservation: B R Hospitality Ltd. promotes water-saving practices through low-flow fittings in kitchens and bathrooms along with inspiring tourists to opt out of towel changes which significantly lessen water usage. Water usage accounts for 10% of the utility bills of hotels so, the company is more aware of water usage and has put a limit on water usage (Korstanje, George and Nedelea, 2020).

Waste management: Since B R Hospitality Ltd. is more eco-conscious the hotel makes a schedule of 24 hours for managing its waste (Costa and Costa, 2022). The company has implemented a comprehensive recycling program, separating recyclable and general waste. The company also focus on lessening food waste by developing partnerships with other local food investors to donate surplus food.

Sourcing locality: The company also focuses on sourcing food ingredients from local suppliers and farmers which supports the local economy and lessens the carbon emissions related to transporting goods (Batabyal, 2018). In addition, B R Hospitality Ltd. is incorporating more selections in menu items containing dairy, organic produce hormone-free meats and other organic products that offer tourists healthier choices of food.

Green Certifications: B R Hospitality Ltd. aims for certifications like Leadership in Energy and Environmental Design (LEED) for their resources, ensuring their commitment to sustainable building practices and becoming more sustainable hospitality in the hospitality industry (Inkson and Minnaert, 2018).

Marriot International a hospitality company also practices sustainable activities in their daily operations. By setting a goal to cut its environmental footprint by 2025, the company focuses on lessening energy and water usage across its resources (Singh et al., 2023). In addition, Marriot is committed to reducing single-use plastic toiletries in their hotels by substituting them with reusable containers.

Hilton Hotels' sustainability practice aims to cut its environmental impact in half and double its social impact. So, the hotel implements some sustainability initiatives in their daily operations like lessening water consumption and energy savings (Wickham, Donnelly and French, 2021).

Benefits of sustainability initiatives

The hospitality industry is known for its substantial energy savings, usage of water and generation of waste. Therefore, sustainable practices can benefit B R Hospitality Ltd. by lessening carbon emissions and preserving water (Sloan, Legrand and Chen, 2017). In addition, sustainability initiatives have positive benefits and impact on the overall operating costs of hospitality businesses or hotels.

B R Hospitality Ltd. makes significant benefits in implementing different sustainability initiatives which benefit the environment and the company and its stakeholders. Some key benefits of B R Hospitality Ltd. are the following.

Lessen environmental impact: By focusing on sustainable practices, the company lessens its carbon emissions, energy consumption and waste production (Jauhari, 2021). This practice to the environment aids the company in preserving natural resources and mitigating the adverse impact of climate change.

Cost savings: Sustainability practices lead to lower operational costs over time. For example, energy-efficient systems and water conservation measures lessen utility bills (Modica et al., 2020). In addition, waste management and reduction efforts help the company lessen the costs of disposal which leads to increased profitability.

Increased brand reputation: The application of sustainability initiatives can boost the company's brand image significantly. Customers of hospitality are today environment conscious and by implementing responsible initiatives, B R Hospitality Ltd (Leemans and Solecki, 2019). enables to attract environmentally conscious travellers and increases brand loyalty and customer satisfaction and loyalty.

Employs and retains talent: Employees are attracted to organisations which are eco-friendly and prioritise sustainability. By ensuring an environmentally friendly workplace, B R Hospitality Ltd. attracts top talent and retains employees who value corporate responsibility (Olawumi and Chan, 2020).

Compliance and risk management: Practices of sustainability initiatives help B R Hospitality Ltd. to stay ahead of policies and regulations in terms of environmental practices (Korstanje, George and Nedelea, 2020). By proactively identifying the requirements, the company can lessen the risk of legal and compliance issues and escape from any penalties.

Innovation and development and long-term viability: The move forward for sustainable solutions can drive innovation within the company. By capitalising on new technologies and processes, B R Hospitality Ltd. can improve service delivery and operational effectiveness. At the same time, sustainability practices are essential for long-term business success for B R Hospitality Ltd (Modica et al., 2020). By confirming that its operations are eco-friendly, the company is positioning itself for resilience against further challenges associated with environmental changes and depletion.

Challenges posed by the initiatives

Although B R Hospitality Ltd. increases its consumer experience by practising sustainability, it is difficult for the company for eco-conscious travellers to ensure green and sustainable accommodation and hotel service. UN Climate Change Conference declared that hospitality industries have to lessen global warming to 1.50 by 2050 (Jauhari, 2021). Therefore, there are several external and internal factors which create challenges for implementing sustainability initiatives successfully.

External factors

Seasonality: Seasonal fluctuations in occupancy rates and especially the low rate of patronage off-season creates problems for B R Hospitality Ltd. to invest in eco-friendly practices (Leemans and Solecki, 2019).

Decision-making power: Interfering in managerial decision-making by the owners of B R Hospitality Ltd (Singh et al., 2023). can be unconcerned and uninformed and this can hamper the decision-making process successfully and create challenges to implement sustainability initiatives.

Regulatory: Agreement with environmental rules and regulations of the hospitality industry can also pose challenges with the necessities to attain permits for renewable energy fittings increasing expense and difficulties to sustainability practices (Wickham, Donnelly and French, 2021).

Suppliers: Unfair activities by suppliers who are profit-oriented and are not concerned about sustainability pose threats towards sustainability initiatives.

Internal factors

Hotel staff: Hotel staff of B R Hospitality Ltd. who possess negative attitudes, have negligence, bad practices of frequent turnover and immorality create challenges for implementing sustainable initiatives (Korstanje, George and Nedelea, 2020).

Financial limitations: Seasonal fluctuations, training costs, maintenance costs and high operational costs pose threats to practising sustainability for B R Hospitality Ltd.

Is it cost-effective and realistic for B R Hospitality Ltd?

Cost-effectiveness of sustainability initiatives

Implementing sustainable initiatives engages in initial costs but can lead to significant savings over time for B R Hospitality Ltd. For example, capitalising on energy-efficient systems and appliances can lessen energy bills (Jauhari, 2021). At the same time, water-

saving technologies can lessen consumption costs. In addition, by implementing sustainable waste management practices like composting or recycling, B R Hospitality Ltd. lessens disposal costs and possibly generates revenue from recyclable products. Additionally, concentrating on sustainable sourcing of raw materials can increase supply chain effectiveness (Sloan, Legrand and Chen, 2017). Developing partnership with local suppliers lessen the costs of transportation and assists community businesses. Apart from these, there is an increasing demand for travellers for sustainable and environmentally friendly services. By positioning itself as a sustainable option, B R Hospitality Ltd. can attract a broader customer base possibly leading to enhanced revenue (Modica et al., 2020). Most importantly, the UK government provide financial support for businesses which practice sustainability. So, it is cost-effective for B R Hospitality Ltd. to implement sustainable initiatives.

Realistic implementation of sustainability

Transitioning to sustainability often needs changes in daily operations. This can engage in staff training, and implementing standard processes and procedures which can be difficult but attainable for B R Hospitality Ltd. with a clear commitment and plan (Lam et al., 2020). The hotel in the hospitality industry is increasingly utilising technology to increase sustainability. Capitalisation in smart energy management systems and sustainable materials of buildings can be realistic for B R Hospitality Ltd. In addition, making aware of both employees and travellers about the importance of sustainable practices can create a culture of sustainability within the company (Leemans and Solecki, 2019). This is necessary for the long-term success of the company. Moreover, developing partnerships with different local environmental organisations or attending sustainability certification can aid realistic implementation of sustainable initiatives for B R Hospitality Ltd.

Benefits of these initiatives to the environment

The sustainability of B R Hospitality Ltd. ensures benefits for the environment in different ways. For example, practising sustainability confirms that the company makes ethical choices that ensure a liveable and safe future for every single person. Sustainable initiatives of B R Hospitality Ltd. benefit from improved air and water quality, lessening landfills and enhancing renewable energy sources (Olawumi and Chan, 2020). These sustainable initiatives aid make real differences in the community and environment. By

being committed to sustainability, B R Hospitality Ltd. lessens carbon emissions and toxins released into the environment which makes the environment safe. As a result, the environment benefits and gets to live clean, safer and healthy living conditions for people. In addition, at the time of implementing sustainability initiatives, B R Hospitality Ltd. concentrates on sustainable architecture which positively impacts the inhabitants of such buildings and lessens the adverse environmental impact (Modica et al., 2020). At the same time, living in an eco-friendly building can save travellers' rights by protecting them from different respiratory diseases like allergies, asthma and so many more.

Conclusion

The report has explored the sustainable practices of B R Hospitality Ltd along with benefits and challenges. B R Hospitality Ltd. and other hospitality companies have practised sustainability on different initiatives to be sustainable in the hospitality industry. As a sustainable initiative, B R Hospitality has capitalised on energy-efficient lighting and appliances in their hotel rooms. The company also promotes water-saving practices through low-flow fittings in kitchens and bathrooms along with inspiring tourists to opt out of towel changes which significantly lessen water usage. The report also has addressed some benefits of implementing sustainability initiatives. For example, B R Hospitality can lessen environmental impact, increase brand reputation and so many more. The report also has addressed some difficulties posed by sustainable initiatives. Therefore, B R Hospitality can invest more in energy efficiencies because this only accounts for 3 to 6% of the budget of the company. Again, the company can use solar and wind instead of energy-saving technologies which can make the company eco-friendlier.

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