



Academic Discipline of Hospitality and Tourism
Management

BA (Hons) International Hotel Management

Module Handbook Spring Term 2024

BMIH5006

Sustainable Hospitality & Tourism

Management

ORGANISER: RUTH TALYOR DAVIES

STUDENT ID: 1921695

LEVEL 5

Essay

Contents

Introduction	3
Corporate Social Responsibility in the Hospitality Industry	3
Premier Inn's Corporate Social Responsibility Policy	4
Impact of Corporate Social Responsibility on Sustainability at Premier Inn	5
Challenges in Implementing CSR Initiatives at Premier Inn.....	7
Opportunities for Enhancing Sustainability through CSR at Premier Inn.....	8
Conclusion	9
References	11

Introduction

Corporate social responsibility (CSR) has become central to the strategies of companies striving not just to be productive but also to have a positive impact on society and the environment. Sustainability in hospitality is all-important because the industry interacts with nature on a very large scale, as well as people and cultures. Social responsibility in hospitality is something that goes beyond business success and includes a sustainable environment and improved wellbeing for local people.

Sustainability, which is the most common term here, means the capability of an organisation itself to regulate the impact of its working environment on the natural resources and the well-being of society in a way that preserves the environment for a great number of years. The idea of balancing the relationship between CSR and sustainability involves the promotion of responsible and sustainable business operations that subsequently bring down the cost of operations, strengthen the reputation, and generate customer loyalty.

In this article, we will analyse the CSR actions developed by Premier Inn, one of the most significant and well-known British hotels, which uses sustainability as its hallmark. In this paper its going to evaluate how the CSR of the Premier Inn contributes to sustainable practices in the hospitality industry, and besides, This paper will assess the effects of these initiatives on the company's general sustainability. Through Premier Inn, despite different challenges and opportunities linked to CSR, this essay aims to bring up some important points in implementing successful CSR strategies in the hospitality sector.

Corporate Social Responsibility in the Hospitality Industry

The Role of CSR in Hospitality

The corporate social responsibility (CSR) of the hospitality industry is actually the multifaceted practices directed at the working environment, society, and the economy. In the hospitality industry, we find hotels, resorts, and restaurants investing in CSR programmes in order to increase the reputability of their businesses, deliver efficiency in their operations, and create a promising future for everyone. The specific role of the

hospitality industry, which involves direct service to a variety of cultural, economic, and natural diversities, presents the paramount essence of these initiatives.

Importance of CSR for Image and Operational Efficiency

A hospitality business image is a major factor in a highly competitive market. A strong CSR programme brings a company's image up to par, which in turn attracts customers who are more aware of environmental and ethical issues. According to the study by Sun et al. (2020), the processes that sustain energy management, reduction of waste, and ethical treatment of workers are key in determining the customer's choice and loyalty. To be more specific, Marriott International has used its CSR activities like reducing carbon footprints and utmost community engagement as a stepping stone to improving its market position and operation.

Operational effectiveness in the hospitality industry is a side product of sustainable practices. Conservation of resources minimises expenses, and in most cases, these practices lead to overall improvements that are advantageous to both the business and the environment. (Parsa & Narapareddy, 2015). For example, operators can use energy-efficient appliances and water reduction to not only decrease costs but also give a green message to travellers (Baker et al., 2014).

The incorporation of CSR into the key strategic functions has helped these organisations reap real benefits. By implementing sustainability and ethical principles into their operations, they are not only in line with increasing regulatory pressures but also able to create a competitive advantage in the global market.

Premier Inn's Corporate Social Responsibility Policy

Detailed Overview of Premier Inn's CSR Strategies

Premier Inn, the major hotel brand in the UK, follows a comprehensive CSR policy that is in line with the present environmental and social governance policies (Buttle et al., 2014). The CSR strategies of the company are deeply imbued in its business model, which is focused on sustainability, the local community, and ethics in business. For example, Premier Inn has established specific objectives on energy reduction and

lowering carbon footprints by integrating renewables and systems for efficient energy usage in all its hotels (Ruffolo, 2015).

Key Areas of Focus within Their CSR Initiatives

Environmental Sustainability: Moreover, environmental sustainability stands as a highlight of Premier Inn. That entails projects like water conservation, eco-waste reduction, and the incorporation of green building standards in new construction. The hotel chain aligns with tour and travel organisations focusing on biodiversity and conservation through partnerships with both local and national environmental organisations (Bookbinder et al., 2020).

Community Engagement: Through its community-oriented approach, the brand is strongly represented in the communities where it is based. This participation is varied and includes such things as the acquisition of fresh products and services from local businesses as well as community service and charity activities (Schau et al., 2009). Premier Inn's "Brighter Futures" programme, which partners them with local charities by allowing them to address individuals in need and community development (Hdsunflower.com, 2024), is a great role model.

Workforce Diversity and Inclusion: Diversity and inclusion are Premier Inn's way of life. This commitment is demonstrated through their hiring policies, training programmes, and on-boarding procedures (Madera et al., 2015). The main goal of the company's leadership training programme is to increase the chances of underrepresented groups' growth and become strong pillars of corporate culture in the hospitality sphere (Davis, 2022).

Impact of Corporate Social Responsibility on Sustainability at Premier Inn

The hotel's CSR policy reflects the company's commendable efforts to raise concerns for the environment, the economy, and society in a global factorial way. However, the main thing that these initiatives do is not only reinforce the company's role in promoting sustainable practices but also reveal how critical they are for the environment and the community.

Environmental Initiatives

Switching to sustainable energy is one of the leading areas where Premier Inn is running an environmental programme at the Swindon Town Centre hotel, which is fully green. Green features, such as energy-saving heating, solar panels, and LED lighting, can considerably reduce the eco-footprint of the hotel. The chain is committed to its ambitious goal of achieving carbon neutrality by 2040, and its efforts to lower greenhouse gas emissions and switch to renewable energy sources prove it is front and centre while looking for solutions. Furthermore, adopting practices like waste management, energy saving, and ethical sourcing helps minimise the negative impact on human-made ecosystems and ensure the wellbeing of the environment (Clark, 2023).

Economic Impact

The undercurrent of an economic impact that maintains a presence through the sustainability efforts of Premier Inn is profound, especially at a local level. In turn, our Swindon Town Centre hotel produces great economic impact, and each of these hotels brings around £3.3 million from all guest expenses annually (Premierinn.com, 2024). These policies lead to a thriving local economy and job creation, which in turn directly contribute to the financial health of the local communities where Premier Inn operates. This would generate economic growth, which would be embedded with sustainability aspects.

Social Contributions

In believe the 'Force for Good' programme, which runs in the MENA area with an aim for community welfare and inclusive employment, is an example of how Premier Inn incorporates social sustainability into their CSR policies (Clark, 2023). The participation of the company in the community activities, like Salvation Army supports, the help for the poor children is in Philippines linking the company to community social responsibility. Through coming up with an ecologically sensitive culture among the staff and the guests, Premier Inn will have a healthy society with strong ties and an improved social concept.

Projects Showcasing Sustainability

Among Premier Inn's notable sustainability projects are the adoption of recycled PET water bottles by Al Ain Water, aimed at reducing plastic waste, alongside advanced waste management systems and the widespread use of solar panels and LED lighting in its properties. These efforts are part of a broader strategy to incorporate energy-efficient technologies and sustainable practices, reinforcing the brand's commitment to its 2040 net zero carbon goal and a sustainable operational model (Clark, 2023).

Challenges in Implementing CSR Initiatives at Premier Inn

Financial Costs

Developing and incorporating rigorous CSR engagement strategies often requires substantial financial expenditures, a challenge many companies like Premier Inn might face. Lack of sufficient finance may come from the implementation of sustainable technologies, gambling costs for employees' training, and the greening up of supply chains. For instance, industries may need extensive financing to avoid using non-renewable sources or to achieve goals with respect to waste reduction. Sometimes, these financial expenditures may represent the most difficult circumstance that an organisation goes through during an economic recession or a period of slow business growth. Rasche and others state that many times companies have the choice between short-term profits and the long-term benefits of CSR (corporate social responsibility).

Stakeholder Resistance

Another major obstacle is stakeholder resistance, which can exist at many levels: management, employee, and customer. Stakeholder management requires CSR goals to be perfectly aligned to all expectations, and therefore, this is difficult to accomplish. On the other hand, CSR may be impeded by managers for both perceived risks to profitability and also due to the complexity of putting a system in place. Workers may not prefer modification in the job and to take on the new CSR-related roles that require some additional training and further duties. Also, a customer might object in cases where the reasons for these changes could be a reduction in quality or a rise in cost. Effective CSR incorporation comprises CSR integration into the core

business strategy that involves the involvement of stakeholders and educational issues of the latter (Fatima & Elbanna, 2023).

Operational Challenges

Practical issues of workplace application are referred to as operational problems when it comes to seamlessly blending CSR into daily business activities. For Premier Inn, this would probably involve the hurdles of sustainable product sourcing and energy-efficient management across multiple locations and the same CSR standards at diverse places. The aspects of keeping an eye on CSR practices can also become very complicated and a resource-consuming process. However, a corresponding report by Bhattacharya et al. (2013) states that in addition to the alignment of strategy with CSR, the cultural and operational processes of the organization will substantially be transformed as well.

Opportunities for Enhancing Sustainability through CSR at Premier Inn

Integrating Green Practices

One significant opportunity for Premier Inn in enhancing sustainability through Corporate Social Responsibility (CSR) involves the integration of environmentally friendly practices. This could include adopting renewable energy sources, such as solar panels or wind turbines, to power hotel operations. By implementing advanced energy-efficient technologies, Premier Inn can significantly reduce its carbon footprint, aligning with global sustainability goals (Bardukova, 2023).

Waste Reduction Initiatives

Another area where Premier Inn can bolster its CSR efforts is in waste management. Developing comprehensive recycling programs and minimizing food waste in its hotel kitchens are practical steps towards sustainability. For instance, partnering with local food banks or composting organizations can turn waste into resource, simultaneously benefiting the community and reducing environmental impact (Nadeau & Koebele, 2023).

Benefits of Robust CSR Policies

Enhanced Brand Reputation and Competitive Advantage

Robust CSR policies can greatly enhance Premier Inn's brand reputation, attracting customers who prioritize sustainability in their choices. Moreover, strong CSR commitments can differentiate Premier Inn from competitors, potentially leading to increased market share. Customers are increasingly drawn to brands that demonstrate ethical practices and environmental stewardship.

Stakeholder and Environmental Benefits

For stakeholders, robust CSR policies mean engaging with a brand that not only cares for profits but also values ethical responsibility and environmental health. This approach fosters trust and loyalty among guests, employees, and investors. Environmentally, reducing operational waste and energy consumption contributes to the broader global effort to mitigate climate change impacts, preserving ecosystems and biodiversity for future generations (Omer, 2009).

Example from the Industry

A practical example of effective CSR in the hospitality industry is seen in Premier Inn's adoption of 'Green Rooms,' which utilize sustainable materials and energy-efficient systems, thereby setting a benchmark in the industry for ecological accommodation (Fukey & Issac, 2014).

Conclusion

The examination of Premier Inn's Corporate Social Responsibility (CSR) initiatives reveals their significant impact on promoting sustainability within the hospitality sector. Premier Inn's commitment to environmental stewardship, social responsibility, and economic sustainability illustrates how integrated CSR strategies are crucial to modern hospitality management. The initiatives undertaken by Premier Inn, from reducing carbon emissions to promoting local community engagement, demonstrate a comprehensive approach to sustainability that extends benefits beyond the enterprise to the wider community.

For the hospitality industry, the benefits of robust CSR policies are manifold. These include enhanced brand reputation, increased customer loyalty, and operational efficiencies, all of which contribute to long-term business success. Premier Inn's CSR practices serve as a blueprint for how hotels can effectively incorporate sustainable practices into their core operations.

Looking forward, the potential for CSR in the hospitality industry, especially within organizations like Premier Inn, is boundless. With advancing technologies and increasing global awareness of environmental issues, Premier Inn can continue to innovate and lead in sustainability. The evolving landscape of global tourism will likely drive even greater adoption of comprehensive CSR strategies, making sustainability a cornerstone of industry success.

References

1. Babajee, R.B., Seetanah, B., Nunkoo, R. and Gopy-Ramdhany, N., 2022. Corporate social responsibility and hotel financial performance. *Journal of Hospitality Marketing & Management*, 31(2), pp.226-246.
2. Baker, M.A., Davis, E.A. and Weaver, P.A., 2014. Eco-friendly attitudes, barriers to participation, and differences in behavior at green hotels. *Cornell Hospitality Quarterly*, 55(1), pp.89-99.
3. Bardukova, L., 2023. Navigating the Hospitality Horizon: Current Trends and Strategies for Customer Attraction and Retention in the Hotel Industry. *Economics and computer science*, (2), pp.88-103.
4. Bookbinder, M.P., Dinerstein, E., Rijal, A., Cauley, H. and Rajouria, A., 2020. Ecotourism's support of biodiversity conservation. *Conservation biology*, 12(6), pp.1399-1404.
5. Buttle, F., Bowie, D., Brookes, M. and Mariussen, A., 2016. *Hospitality Marketing*. Routledge.
6. Bhattacharya, C.B., Sen, S., & Korschun, D. (2013). *Leveraging Corporate Responsibility: The Stakeholder Route to Maximizing Business and Social Value*. Cambridge University Press.
7. Clark T., 2023. Premier Inn Middle East Embarks on a Sustainable Journey with 'Force For Good' Initiative -. *Hospitality and Leisure News* [online]. Available from: <https://hal.news/news/premier-inn-middle-east-embarks-on-a-sustainable-journey-with-force-for-good-initiative/>.
8. Fukey, L.N. and Issac, S.S., 2014. Connect among green, sustainability and hotel industry: a prospective simulation study. *Energy conservation*, 6(8).
9. Fatima, T. and Elbanna, S., 2023. Corporate social responsibility (CSR) implementation: A review and a research agenda towards an integrative framework. *Journal of Business Ethics*, 183(1), pp.105-121.
10. Hdsunflower.com, 2024. *Visit: Brighter Futures for Children* [online]. [online]. Available from: <https://hdsunflower.com/uk/find-the-sunflower/Brighter-Futures> [Accessed 27 Apr 2024].
11. Legrand, W., Chen, J.S. and Laeis, G.C., 2022. *Sustainability in the hospitality industry: Principles of sustainable operations*. Routledge.

12. Madera, J.M., Yang, W., Wu, L., Ma, E. and Xu, S., 2023. Diversity and inclusion in hospitality and tourism: bridging the gap between employee and customer perspectives. *International journal of contemporary hospitality management*, 35(11), pp.3972-3989.
13. Nadeau, N. and Koebele, E.A., 2023. Collaborating to reduce food waste: building collaborative advantage in local food systems. *Renewable Agriculture and Food Systems*, 38, p.e32.
14. Omer, A.M., 2009. Energy use and environmental impacts: A general review. *Journal of renewable and Sustainable Energy*, 1(5).
15. Parsa, H.G. and Narapareddy, V. eds., 2015. *Sustainability, social responsibility, and innovations in tourism and hospitality*. Oakville, ON: Apple Academic Press.
16. Premierinn.com, 2024. *Premier Inn launches Force For Good in the Middle East* [online]. [online]. Available from: <https://mena.premierinn.com/en/news/premier-inn-launch-of-force-for-good-in-middle-east> [Accessed 27 Apr 2024].
17. Ruffolo, I., 2015. The greening of hotels in the UK and Italy: A cross-cultural study of the promotion of environmental sustainability of comparable corpora of hotel websites. *Procedia-Social and Behavioral Sciences*, 198, pp.397-408.
18. Rasche, A., Morsing, M., Moon, J. and Kourula, A. eds., 2023. *Corporate sustainability: Managing responsible business in a globalised world*. Cambridge University Press.
19. Sun, H., Rabbani, M.R., Ahmad, N., Sial, M.S., Cheng, G., Zia-Ud-Din, M. and Fu, Q., 2020. CSR, co-creation and green consumer loyalty: Are green banking initiatives important? A moderated mediation approach from an emerging economy. *Sustainability*, 12(24), p.10688.
20. Schau, H.J., Muñiz Jr, A.M. and Arnould, E.J., 2009. How brand community practices create value. *Journal of marketing*, 73(5), pp.30-51.