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Introduction

In the modern hospitality sector, there is increasing awareness of the significance of eco-friendly and sustainable practices. These methods encompass implementing strategies that lessen the environmental impact of hotel operations, conserve resources, and support long-term ecological sustainability. Hotels can adopt a variety of sustainable practices, such as energy and water-saving initiatives, waste minimization, recycling efforts, and the use of environmentally friendly products. By integrating these practices, hotels can reduce their carbon footprint, enhance their operational efficiency, and contribute to environmental preservation (Edgell, 0; Jauhari, 2021; Costa & Costa, 2022).

Hilton Hotel, a prominent global hospitality brand, has made significant strides in implementing sustainable initiatives. However, despite their efforts, there remain gaps in their sustainability practices that warrant attention. The focus of this essay is to identify specific gaps in Hilton Hotel's current green practices and propose credible solutions to address these shortcomings. In particular, the essay will explore the implementation of a food waste digester to improve waste management and the

adoption of green cleaning practices to enhance indoor air quality (Inkson & Minnaert, 2018; Sloan, Legrand & Chen, 2017).

Greener Practices Introduction

Greener practices, also known as sustainable practices, refer to methods and strategies adopted by businesses and organizations to reduce their environmental impact, conserve resources, and promote ecological balance. In the hospitality industry, these practices involve implementing energy-efficient systems, reducing waste, conserving water, using eco-friendly products, and engaging in responsible sourcing. The goal is to create a more sustainable operation that not only benefits the environment but also enhances the hotel's reputation and operational efficiency (Edgell, 2020; Jauhari, 2021).

Hilton Hotel has implemented measures to enhance energy efficiency, including the use of LED lighting and motion sensors to lower energy consumption when rooms are vacant. An example is Hilton's "Travel with Purpose" program, which involves the installation of intelligent thermostats in guest rooms and the reduction of heating and cooling demands through passive solar techniques.

Water Conservation: Hilton Hotel has implemented water-saving technologies like low-flow showerheads and faucets, as well as greywater recycling systems. The Conrad Maldives Rangali Island, a Hilton property, uses a greywater recycling system to treat and reuse wastewater for landscaping and toilet flushing
REPORT](<https://cr.hilton.com/wp-content/uploads/2021/04/Hilton-2020-ESG-Report.pdf>).

Sustainable Sourcing: Hilton Hotel sources locally produced, organic, and fair-trade products for their restaurants and amenities. The Hilton Hotels & Resorts chain focuses on sourcing sustainable seafood and organic produce for their dining options.

Hilton Hotel has established extensive recycling initiatives and composting systems for organic waste. According to the Hilton 2020 Environmental, Social, and Governance (ESG) Report, the company aims to cut food waste throughout its global operations by introducing food waste reduction programs in all its kitchens.

Green Building Design: Hilton Hotel incorporates sustainable materials and renewable energy sources like solar panels in their building design. The Proximity Hotel in North Carolina, a Hilton property, is LEED Platinum certified and features solar panels, geothermal heating and cooling, and a rainwater harvesting system.

Gap: Single-Use Plastics

Despite Hilton Hotel's efforts in sustainability, one significant gap is the usage of single-use plastics, such as toiletries, straws, and takeaway containers. These items contribute significantly to plastic waste, which is harmful to the environment and marine life.

Gap: Indoor Air Quality

Despite Hilton Hotel's commitment to sustainability, one significant gap is in maintaining optimal indoor air quality. Many hotels use conventional cleaning products and air fresheners that contain volatile organic compounds (VOCs), which can contribute to indoor air pollution and negatively impact the health of guests and employees.

Proposed Solution:

Implementing a Plastic-Free Initiative

To address this gap, Hilton Hotel can implement a comprehensive plastic-free initiative. This initiative entails replacing single-use plastic items with eco-friendly alternatives, such as biodegradable or reusable products. For example, Hilton can switch to bamboo toothbrushes, refillable dispensers for toiletries, and compostable straws and takeaway containers.

Implementing Green Cleaning Practices

To address this gap, Hilton Hotel can implement a comprehensive green cleaning program. This initiative entails using environmentally friendly, non-toxic cleaning products and practices that minimize the release of harmful chemicals into the indoor environment. Green cleaning products are made from natural ingredients and are free from VOCs, reducing the overall air pollution within the hotel.

Integrating sustainability into hotel operations involves adopting practices and strategies that minimize environmental impact, conserve resources, and promote long-term ecological balance. These sustainable practices aim to reduce the hotel's carbon footprint, improve operational efficiency, and enhance the overall guest experience. Sustainability in hotels encompasses a wide range of initiatives, from energy and water conservation to waste reduction and responsible sourcing.

Definition and Importance

Sustainability involves addressing the requirements of the current generation while ensuring that future generations can meet their own needs. Within the hospitality industry, this entails adopting practices that decrease resource use, minimize waste, and safeguard the environment.

By integrating sustainability, hotels can contribute to environmental preservation, support local communities, and create a positive impact on society.

Benefits and Challenges of Integrating Sustainability

Benefits

Resource Conservation:

Energy Efficiency: Implementing energy-efficient lighting and heating systems can significantly reduce energy consumption and costs (Haski-Leventhal, 2018).

Water Conservation: Installing water-saving fixtures and recycling greywater can lead to substantial water savings (Costa & Costa, 2022).

Reduced Pollution:

Waste Management: Effective waste management practices, such as recycling and composting, reduce the amount of waste sent to landfills and lower greenhouse gas emissions (Sloan, Legrand & Chen, 2017).

Eco-friendly Products: Using biodegradable cleaning products and sustainable materials minimizes harmful chemical emissions (Inkson & Minnaert, 2018).

By eliminating single-use plastics, Hilton Hotel can significantly reduce the volume of plastic waste, thereby minimizing the environmental impact and contributing to marine conservation (Sloan, Legrand & Chen, 2017). Using eco-friendly alternatives promotes sustainable sourcing and supports the production of biodegradable materials (Cooper, 2021).

By using non-toxic cleaning products, Hilton Hotel can significantly reduce the release of harmful chemicals into the environment, contributing to cleaner air and water.

Sustainable Sourcing: Green cleaning products are often made from renewable resources and biodegradable ingredients, supporting sustainable sourcing practices.

Operational Efficiency:

Cost Savings: Although there might be initial costs associated with sourcing eco-friendly alternatives, the long-term savings from reduced waste disposal fees and improved operational efficiency can outweigh these costs (Haski-Leventhal, 2018).

Brand Reputation: A commitment to reducing plastic waste can enhance Hilton's brand image and attract eco-conscious guests, leading to increased customer loyalty and market competitiveness (Korstanje, George & Nedelea, 2020).

Health and Safety: Green cleaning practices can improve indoor air quality, creating a healthier and safer environment for both guests and employees. This can reduce the incidence of respiratory issues and allergies, enhancing overall well-being

Challenges

Initial Costs:

Investment: The upfront costs for installing energy-efficient systems and sustainable infrastructure can be high, posing a financial challenge for some hotels (Wickham, Donnelly & French, 2021).

Sourcing Eco-friendly Products: The upfront cost of purchasing green cleaning products can be higher than conventional cleaning supplies, which might pose a financial challenge.

Training: Staff training and guest education on sustainable practices require time and resources, which can be a constraint for smaller establishments (Management Association, 2018).

Implementation: Implementing the plastic-free initiative requires changes to existing processes and extensive staff training, which can be resource-intensive. Implementing green cleaning practices requires staff training to ensure proper usage and maintenance of eco-friendly products, which involves additional resources

Maintenance and Compliance:

Ongoing Maintenance: Sustainable systems often require regular maintenance to ensure their efficiency, adding to operational costs (Batabyal, 2018).

Regulatory Compliance: Adhering to environmental regulations and obtaining certifications can be complex and resource-intensive (Edgell, 2020).

Feasibility:

Guest Adaptation: Educating guests about the changes and encouraging them to participate in the plastic-free initiative can be challenging (Batabyal, 2018).

Supply Chain: Ensuring a consistent supply of biodegradable products and managing their lifecycle effectively requires robust supply chain.

Product Availability: Ensuring a consistent supply of high-quality green cleaning products can be challenging, especially in regions where such products are not widely available

Benefits of the Solution for the Hotel and the Environment

Implementing a food waste digester at Hilton Hotel can address the identified gap in their sustainable practices. This system converts food waste into greywater, which can be safely discharged or reused for non-potable purposes like irrigation (Inkson & Minnaert, 2018).

Implementing green cleaning practices offers substantial environmental benefits. By reducing the use of harmful chemicals, Hilton Hotel can minimize its environmental footprint and contribute to cleaner air and water. Additionally, using sustainable and

biodegradable cleaning products supports eco-friendly production practices and promotes environmental stewardship.

Hotel Benefits

Cost Savings:

Reduced Waste Disposal Costs: The digester significantly reduces the volume of waste sent to landfills, cutting waste disposal fees (Haski-Leventhal, 2018).

Operational Efficiency: Streamlining waste management processes can enhance kitchen operations and reduce labor costs associated with waste handling (Cooper, 2021).

Enhanced Reputation:

Eco-conscious Appeal: Adopting innovative sustainable practices can enhance the hotel's reputation among environmentally conscious guests, leading to increased customer loyalty and positive brand image (Jauhari, 2021).

Environmental Benefits

Reduced Carbon Footprint:

Lower Emissions: By reducing food waste sent to landfills, the hotel can decrease methane emissions, a potent greenhouse gas (Sloan, Legrand & Chen, 2017).

Water Conservation:

Greywater Reuse: The greywater produced by the digester can be repurposed for irrigation, reducing the demand for fresh water and promoting water conservation (Costa & Costa, 2022).

Implementing a plastic-free initiative offers substantial environmental benefits. By reducing plastic waste, Hilton Hotel can minimize its environmental footprint and contribute to marine conservation. Additionally, sourcing sustainable materials

supports eco-friendly production practices and promotes environmental stewardship (Sloan, Legrand & Chen, 2017).

In conclusion, the integration of greener practices within the hospitality industry is crucial for promoting sustainability and minimizing environmental impact. Hilton Hotels have already made commendable efforts in this direction, yet there are notable gaps that require attention. This essay identified two significant gaps in Hilton Hotel's sustainable practices: the use of single-use plastics and the maintenance of optimal indoor air quality.

Firstly, the usage of single-use plastics remains a critical issue, contributing significantly to plastic waste and environmental pollution. The proposed solution of implementing a comprehensive plastic-free initiative, replacing single-use plastics with biodegradable and reusable alternatives, offers substantial environmental and operational benefits. This initiative can reduce plastic waste, enhance the hotel's reputation among eco-conscious guests, and promote sustainable sourcing.

Adopting green cleaning methods by using non-toxic and eco-friendly cleaning products can greatly enhance indoor air quality. This initiative helps reduce chemical pollutants and fosters a healthier environment, thereby supporting the hotel's overall sustainability goals. Secondly, maintaining optimal indoor air quality is essential for the health and well-being of guests and employees. By addressing these gaps, Hilton Hotel can further enhance its sustainability practices, setting a benchmark for the industry. The implementation of these initiatives, despite the initial challenges and costs, offers long-term benefits for both the hotel and the environment. Embracing such innovative and credible solutions is imperative for achieving sustainability and ensuring a positive impact on the planet.

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