

Sustainability

Week 1

Lesson Aims



Introduction to the module



Introduction to Sustainability

Time for introductions (Icebreaker)



Module overview



Aims:

To gain a comparative overview of sustainable events and tourism developments both nationally and internationally and to review appropriate policy and strategy frameworks. Students will gain an understanding and knowledge of industry “best practice” through evaluation of appropriate case study examples. Understanding of these issues will provide a sound foundation for becoming more aware of the requirement for sustainable managers of the future.

Learning Outcomes



demonstrate knowledge and understanding of the term “sustainability” and apply it within the context of tourism and events;



Analyse concepts of “sustainable good practice” within the tourism and hospitality industry (rural, coastal and urban areas) and within the transport sector.



Module Structure

- Let's look at the handbook...
- See handbook and Moodle for schedule & indicative content

Module Handbook and assignment

LEVEL 4 ASSESSMENT SPECIFICATION

Student name:		Student ID number:	
Programme:	Cert.HE. Global Tourism and Events Management		
Module:	Sustainable Hospitality and Tourism Management		
Module code:	BMET4005	Contribution to Overall Module Assessment (%):	50%
Lecturer:	Daniel Payne	Internal Verifier:	Kathryn Roberts
Assignment Title:	Essay	Word count (or equivalent):	1500 words
Submission deadline:	Monday 19 th February 2024 by 23:59	Return date of provisional marks & written feedback:	18 th March 2024 by 23:59



WHAT DOES SUSTAINABILITY MEAN TO YOU?

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What is sustainability?

Waiting for responses ...



- Defining sustainability
- Tourism Growth and Effects
- The Circular Economy
- Corporate Social Responsibility
- Destination Management
- Transport
- Ecotourism
- All things **Green**..... and much more!

High Profile...

- Greta Thunberg
- Sir David Attenborough



Who's ready to answer some questions?

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What do you do to be sustainable?

Waiting for responses ...



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What impact do you think tourism and hospitality have?



Responses ...



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Please rate the extent to which you were satisfied or dissatisfied about the following:



Strongly disagree

The QR code was easy to use

I liked the use of digital technology to answer these questions

The questions fit into the session well

Strongly agree

Definitions of Sustainability

- In 1987, the [United Nations Brundtland Commission](#) defined sustainability as “meeting the needs of the present without compromising the ability of future generations to meet their own needs.”



[1987: Brundtand Report](#)

Definitions of Sustainable Tourism

- ...“tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities.”
- ...sustainable tourism “refers to the environmental, economic, and socio-cultural aspects of tourism development, and a suitable balance must be established between these three dimensions to guarantee its long-term sustainability”

([UNEP](#) & [UNWTO](#), 2005: 11-12. *Making Tourism More Sustainable – A Guide for Policy Makers*).

What resources do you think tourism and hospitality rely on?

Although the Bellagio hotel in Las Vegas recycles its water – it still uses 12 million litres of water per year in a water scarce region

A village of 700 in a developing country uses an average of 500 litres of water per month

A luxury hotel room guest uses 1800 litres of water per person per night

The average UK household used 400 litres of water per day



(WRAP, 2020)

The hospitality impact

Key hospitality industry sustainability challenges

- Food waste.
- Water usage.
- Conserving energy.



£2.5bn: The cost of **food waste** to UK Hospitality and Food Service

920,000
tonnes

of food is thrown
away by the sector
each year



3/4
of this is
food that
could have
been eaten

This is equivalent to **1.3bn** meals ...



... or **1 in 6** meals served

18%

of all food
purchased in
the sector
is wasted

£10,000

average cost
per outlet per year



£2,800*

the cost per tonne

[find out more](#)



Waste and Resources Action Programme (WRAP)

Food waste

A common and substantial issue especially in hotels and dine in restaurants, 920,000 tons with some estimates up to 1.5 million tonnes discarded by the hospitality industry yearly in the UK at a cost of more than 2.5 billion.

Research from 1,200 business sites across 700 companies in 17 countries found that the median company saved \$14 for every \$1 they invested in curbing food loss and waste.

Some of this can be attributed to poor stock management, supply chain issues, over portioning, irresponsible garnishing etc as well as customer waste,

All of this at a time where people are earning less, food is costing more with areas of the world struggling with food poverty along with the emergence of foodbanks in some of the richest economies.

OUR WATER RESOURCES ARE UNDER STRESS...



in England...

14% of rivers over-abstracted
86% of rivers do not meet good ecological status



and in global supply chains

90% of UK's fruit & 50% of vegetables come from overseas*
8 of the top 10 countries we source from are drought-prone
(*excluding potatoes)

WHICH IS WHY WE NEED THE



PRIORITISING
shared supply chains



DELIVERING
collective action projects

"Together our aim is that the UK's fresh produce, and other key foods, are sourced from areas with sustainable water management."

HILTON'S 2025 Water Commitment

Hilton



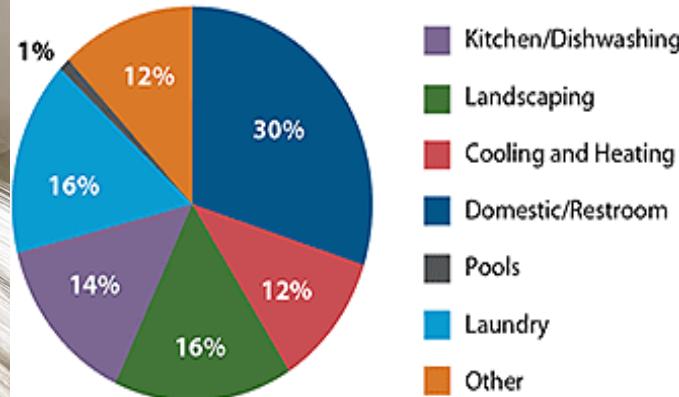
JOINING THE GLOBAL DIALOGUE ON WATER STEWARDSHIP, SIGNING THE UN CEO WATER MANDATE.



WORKING WITH OUR STRATEGIC PARTNER, WORLD WILDLIFE FUND (WWF), TO ADOPT A COMPREHENSIVE WATER STEWARDSHIP APPROACH.



End Uses of Water in Hotels



WRAP,
2025
water

The hospitality impact

- Key hospitality industry sustainability challenges
- Food waste.
- Water usage.
- Conserving energy.



HOSPITALITY
AND
TOURISM
MANAGEMENT



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



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

Water Usage

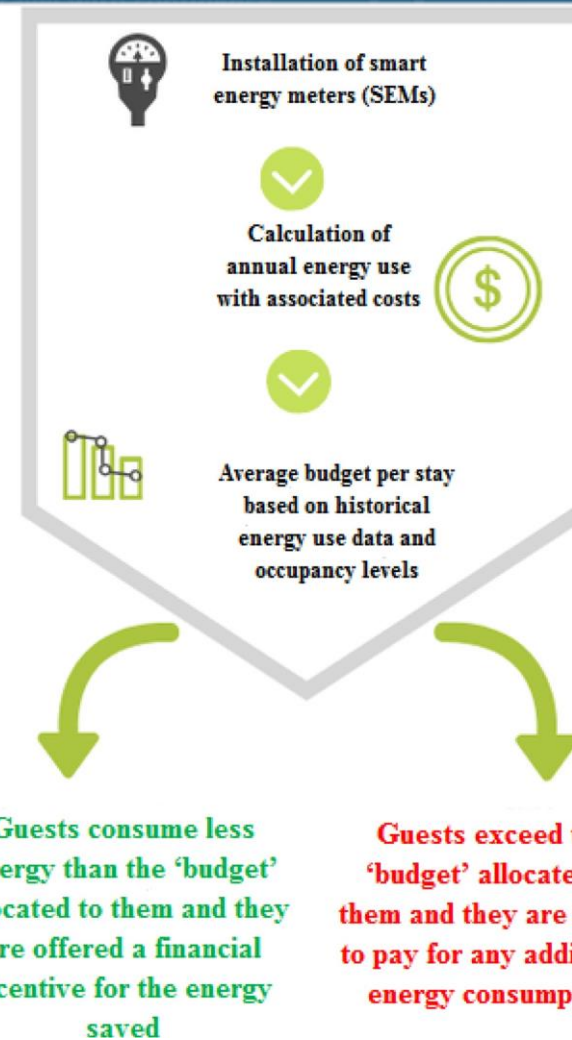
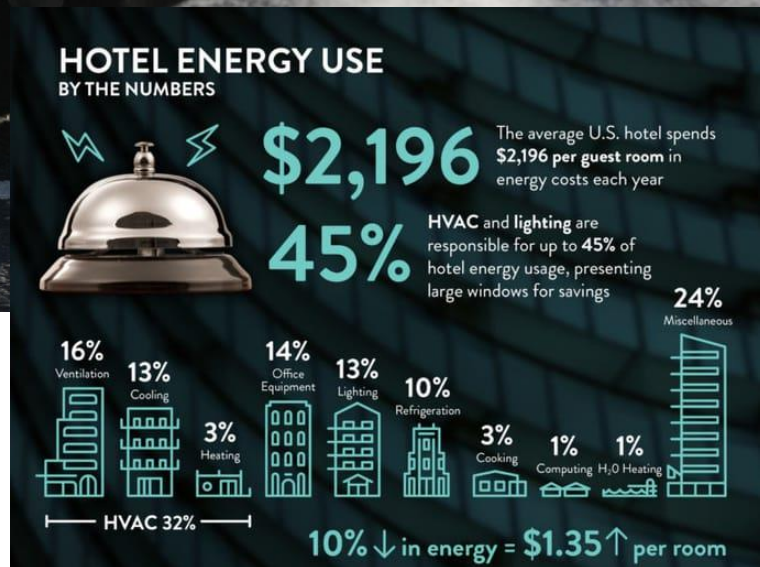
The next area identified by WRAP was water usage.

WRAP found that 86% of UK rivers do not meet good ecological status and have suffered from contamination and pollution but even with these environmental issues we are still very lucky that we receive a pretty steady flow of rain and fresh water to top up our water supplies.

It is well accepted that our environment is warming and with that water is becoming scarcer in a number of areas.

Hotels and the tourism industry are also making impacts. Many hotel and hospitality brands are making their own commitments and targets with water consumption. Hilton introduced working with communities to safeguard and help the environment including responsible water management.

■ According to one study, tourism accounts for **8%** of the world's greenhouse gas emissions. About **90%** of these emissions come from **transportation**. (Lenzen et al., 2018)



The hospitality impact

- key hospitality industry sustainability challenges
- Food waste.
- Water usage.
- Conserving energy.

The average small hotel uses approximately **12,500 kWh** of electricity per **month**. (House-3500KWh a year) (OVO energy, 2022)

(Filimonau, 2020)



Energy

Next is energy, energy is a necessity in our modern way of living. Energy almost defines the modern lifestyle, and these lifestyles are changing.

Introduction of zero-hour contracts and flexible working has given rise to digital nomads further embedding international working and tourism.

One study attributed 8% of greenhouse emissions to tourism. This is set to increase if the figures continue.

The average energy consumption of a small hotel (fewer than 100 rooms) is 12500kwh a month - to put this in perspective the average UK house will use 3500 in a year.

With energy prices only increasing the incentives for hotels to be more energy efficient have never been greater. with some proposals for energy budgets for hotel rooms whereby you pay as you go for energy or have set allowances in, here is an interesting journal article on the subject if you would like to learn more.

What are the impacts of hospitality and tourism?

Group discussion

Key Environmental Impacts

- Pollution - Noise, land, air, water
- Heavy and over-use of natural resources
- Environmental degradation
- Wildlife disturbance
- Education/awareness raising
- Funding
- Volunteer tourism programmes

Key Social and Cultural Impacts

- Authenticity (lack of)
- Cultural pride
- Demonstration effect
- Education
- Crime

Socio-Cultural Impacts

- Tourist types (Smith, 1989)
 - Explorer
 - Elite
 - Off-beat
 - Unusual
 - Incipient mass
 - Mass
 - Charter



Main Activity



What does it mean to be sustainable in the hospitality industry?

- Use this resource to inform your work

<https://sustainablehospitalityalliance.org/about-us/what-we-do>

- Why was the alliance established?
- What are the 4 key issues the hospitality alliance is dealing with? Explain them
- Who is involved?
- What does your group think about this organisation – its effectiveness, its reach etc?
- Write a half page of notes and share them at the end

Resources

Category	Type	Examples
Natural resources	Flora, landscape, fauna, climate, water	Forests, beaches, wildlife, seasons, sea
Cultural resources	Religious, heritage, other	Churches, temples, historic buildings, ethnic celebrations
Event resources	Festivals, tournaments, business, other	Music, art, sport, trade shows, conferences, carnivals
Activity resources	Recreational, services, facilities	Golf courses, swimming pools, museums, theatres, zoos, theme parks
Services (tourism infrastructure)	Transport, accommodation, reception, catering, services	Airports, hotels, tourist information network, maps, guides, bars, restaurants, marinas, foreign exchange services

Recap



Tasks for next week



**RESEARCH SUSTAINABILITY WITHIN
THE HOSPITALITY INDUSTRY.**



**FIND SOME EXAMPLES OF
SUSTAINABLE PRACTICES THAT YOU
CAN REFERENCE WITHIN YOUR WORK.**



**RESEARCH BUTLER'S TOURISM LIFE
CYCLE MODEL**

I look forward to seeing you next week.

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

d.payne@uwtsd.ac.uk



References

- United Nations (2023) *Academic Impact*. Available at:
- <https://www.un.org/en/academic-impact/sustainability> (Accessed: 22 September 2023).
- UN (2023) *environment programme*. Available at: [UNEP - UN Environment Programme](#) (Accessed: 22 September 2023)
- UNWTO (2023) *World Tourism Organisation*. Available at: [UNWTO | World Tourism Organization a UN Specialized Agency](#) (Accessed 23 September 2023).