

International Hotel Management (BA)

BMI6001 Contemporary Themes

Research Paper- Water Waste

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1. Introduction

Being Sustainable is one of the major issues of the modern world. Water is one of the most prominent things among the free environmental resources. In our human body, almost 70% of the substances are water or water-related objects. Apart from that this resource is rigorously limited. Only 1% of the world's water are usable for human being though almost three-fourths of the world are water (Baggio and Valeri, 2022). In the tourism sector, the waste of resources is sometimes termed a luxury.

Hotel Premier Inn London, Wimbledon South Hotel is a place where I was placed for practical learning by my university. This is a renowned hotel that offers luxury on a budget. I have discovered some of the issues that exist in this organization that are prone to more waste of water (Amoah et al., 2023). In this research report, I will be investigating the water waste and the prevention measures for the Hotel Premier Inn.

2. Overview of literature

Sustainability is all about the assurance of the efficient use of the resources. Sustainability makes us efficient and thus sustainability is considered important in all spheres of life. The increase in the waste of resources creates a scarcity of the resources which is a threat for the shift of the resources towards a new one. According to Haibo et al., (2020) without water humankind will be extinct with all the animals in the world within a very short time.

The PESTEL Analysis

PESTEL stands for Political, Economic, Social, Technological, Environmental, and Legal elements affecting an organisation. The analytical method has been frequently utilised to study how macro-environmental influences affect organisational decision-making. PESTEL offers deep insights into hospitality sustainability. Political atmosphere and policies can have a big impact; some governments offer tax incentives or grants for water recycling (Tirado et al., 2019). Hotels must reduce water use due to stricter environmental rules, promoting conservation.



Figure: PESTLE Analysis (Santos et al., 2021)

In the forthcoming assessment, we shall examine six distinct facets utilising a comprehensive viewpoint. Within the realm of politics, governments actively advocate for water recycling as a strategy to ensure the fair allocation of this essential resource among diverse populations (Conrady and Buck, 2012). The reduction of water requiring treatment as waste can be attributed to the practice of recycling water. When examining the matter via an economic lens, the extent to which resources are divided equitably or utilised optimally will ascertain their overall impact on the economy (Ford and Sturman, 2020). The level of awareness and acceptance of resource wastage within a society is greatly influenced by the prevailing social elements present in that particular cultural context. According to Cooper and Hall, (2019), there is a potential for technology to substantially reduce trash generation. The implementation of a regulatory framework mandating company compliance is designed to mitigate water wastage and promote water conservation. The environmental dimension is the primary determinant that ought to influence the mitigation of water wastage.

Triple Bottom Line

The Triple Bottom Line framework evaluates an organization's social, environmental, and economic performance. The framework, developed by Elkington in 1997, is known for its holistic approach to organisational success. Hotel sustainability teams can use this paradigm to understand how water conservation programmes affect the environment, community welfare, and the hotel's bottom line.



Figure: Tripple Bottom Line (Khaghaany et al., 2019)

Corporate Social Responsibility

A company's social and environmental concerns are integrated into its business operations and stakeholder relationships through CSR. Carroll's CSR Pyramid, a popular concept, ranks business obligations by importance: economic, legal, ethical, and philanthropic (Tribe, 2009). Applying this pyramid to hotel water waste management shows that while profitability is important, there's an ethical imperative to minimise waste and maybe a philanthropic chance to help communities by reducing water use.

Management of Water Waste

Recycled Water Systems: Hotel water recycling, especially greywater, is a key breakthrough in sustainable water management. Greywater from showers, sinks, and laundry facilities can be used for toilet flushing and landscape irrigation. Adopting such recycling systems can save water and money, aligning with the Triple Bottom Line approach by producing environmental, social, and economic value (Clegg et al., 2021).

Water Monitoring and Audits: Facilities do extensive water audits to assess water use and waste. They are important for locating water conservation areas. Recent advances in real-time water monitoring allow waste detection and removal faster (Brotherton, 2015). These solutions could reduce water waste significantly.

Economic Impacts of Sustainability: Sustainable water management practices include substantial initial expenditures, but they are long-term investments. Mill, (2012) found that most hotels get a return on investment within 3–5 years, supporting the economic viability of sustainability measures.

Implications for Society and Ethics: In an age where consumers care more about environmental sustainability, hotels that don't adapt may lose out. Current research by Krippendorf, (2011) suggests that consumers choose firms that share their beliefs, making CSR an economic requirement as well as an ethical commitment.

Future Paths: Technology, notably AI and the IoT, can help hotels adopt more sustainable practices (Faulkner et al., 2001). These devices can tightly regulate resource allocation, decreasing water waste and meeting environmental and economic goals.

3. Application to the hotel and hospitality sector

I was placed at the Hotel Premier Inn which is one of the largest hotel chains in the UK. I have worked there for a delegated amount of time. I have some subtle yet effective observations which are the most affecting ones for the hotel in terms of wasting the water resources altogether.

Overuse of water in routine operational activities.

The contextual backdrop of the matter pertains to the widely recognised reputation of hotels for their substantial consumption of water resources. The quantity of water consumed during routine tasks, such as laundry or kitchen operations, is substantial enough to be considered overwhelming (Wahab and Cooper, 2005). The routine operations of the Premier Inn London, Wimbledon South Hotel involve a continuous influx of patrons who expect to receive excellent service, leading to the utilisation of a significant amount of water.

Comprehensive Examination: This paper covers both guest service and hotel grounds maintenance. These responsibilities encompass several tasks, including the maintenance of public areas, the management of swimming pools, and the preservation of water fountains that contribute to the overall atmosphere of the establishment. The hotel's water fountains are maintained by the personnel, who also provide service to the guests (Robson, 2016). The excessive utilization of resources not only leads to inefficiency but also significantly escalates operational expenses, hence potentially compromising the financial sustainability of the hotel.

Water-Intensive Behaviours

The behaviors shown by patrons of hotels represent a significant factor in the excessive consumption of water within hospitality establishments (Mill, 2012). When taking into account the whole quantity of hotel guests, even ordinary activities such as showering, flushing toilets, and utilizing sinks accumulate.

Comprehensive Examination: This issue is exacerbated by the tendency of guests to engage in extended showering sessions and occasionally neglect to turn off their faucets, potentially due to their lack of financial accountability for the water expenses. When these operations are multiplied across a large number of rooms, the quantity of water that is wasted becomes significant in scale (Laws et al., 2007). The task of finding a resolution to this issue presents challenges due to the need for modifying human behaviour, which often exhibits resistance towards external control or influence.

The demands for irrigation in landscaping.

The contextual backdrop of the current scenario entails the imperative nature of upholding a sustainable and aesthetically pleasing exterior for the hotel's brand identity (Krippendorf, 2011). Conversely, this phenomenon leads to a notable augmentation in the quantity of water used for irrigation.

Comprehensive Examination: Conventional irrigation systems commonly employ a predetermined schedule for watering, irrespective of the specific requirements of the plants or the prevailing soil moisture conditions (Faulkner et al., 2001). The longevity of conventional irrigation systems accounts for their historical presence. The utilisation of this particular approach frequently leads to excessive watering, hence exacerbating the wastage of this essential resource (Darcy et al., 2012). Furthermore, the water utilised for irrigation is commonly of potable quality, leading to a squandering of water resources that may be more effectively employed in alternative contexts.

Inefficacious Procedures Implemented by the Staff

To provide contextual background, the behaviour of the staff members is equally significant as that of the customers concerning water use (Dawson et al., 2012). The everyday tasks they

engage in, such as the maintenance of guest rooms and the cleaning of kitchen utensils, necessitate a substantial quantity of water.

Comprehensive Examination: A comprehensive analysis or examination of Excessive water usage by employees for tasks such as cleaning or meal preparation might result in inefficiencies within the office. This phenomenon often arises due to a lack of formal education or a limited understanding of the subject matter (Brotherton, 2015). The cumulative impact of even slight inefficiencies within a complete workforce can lead to a significant volume of water being wasted.

Insufficient system maintenance.

The impact of technology on society can be characterised by a combination of positive and negative consequences. Cutting-edge water conservation technologies possess the capacity to significantly reduce wastage; nevertheless, their efficacy is contingent upon regular maintenance (Clegg et al., 2021). Paradoxically, these systems also possess the ability to cause waste if not adequately upheld.

Comprehensive Examination: In-depth analysis reveals that leaks in water recycling systems have the potential to result in a net loss of water rather than achieving water conservation objectives over their operational lifespan (Tribe, 2009). Insufficient maintenance practises can also lead to system failures, hence requiring the implementation of emergency solutions, some of which may not prioritise water efficiency (Cooper and Hall, 2019). Hence, the implementation of a technology solution to resolve an issue may inadvertently exacerbate the problem if not well controlled.

General Public and the Anticipations of Visitors

The introduction of water conservation measures may sometimes elicit unfavourable reactions from patrons, who may perceive these initiatives as a reduction in the quality of service being extended to them.

Comprehensive Examination: Navigating the delicate balance between guaranteeing long-term sustainability and maintaining the utmost consumer happiness can present significant difficulties. There exists a potential scenario wherein guests who opt for premium services may not perceive water-saving devices or reminders to conserve water favourably, as they may interpret these measures as cost-cutting measures that compromise their expected level of comfort (Conrady and Buck, 2012). This issue presents a formidable challenge due to its dual nature, encompassing considerations of long-term viability and corporate reputation.

4. Evaluate future policy and management options for dealing with this issue.

The hotel is a good example of how huge chains may minimise water waste with environmental and economic benefits.

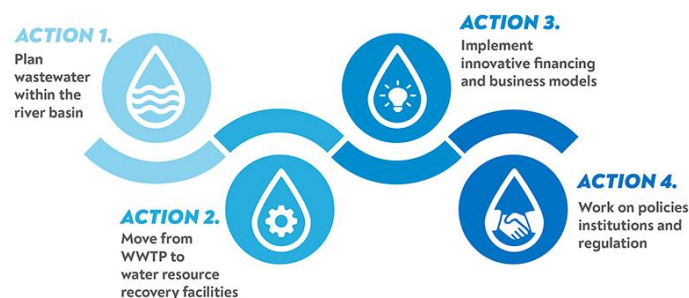


Figure: General guideline for water waste reduction (Pérez et al., 2020)

Management of Water Waste

Water Recycling Systems

Water recycling is vital to modern sustainability. Premier Inn Wimbledon South wisely invested in greywater recycling. Greywater is lightly used shower and washbasin water (Ford and Sturman, 2020). This water is collected, purified, and used for toilet flushing.

Strengths:

- The hotel saves a lot of fresh water and reduces its environmental impact by using this technology.
- It's financially smart because operational costs are significantly reduced over time.
- It boosts the hotel's CSR image, attracting eco-conscious guests.

Limitations:

- Installing such a complex system is expensive and a big financial choice.
- The system needs careful maintenance and quality tests to ensure recycled water passes health standards.

Low-Flow Fixtures

To reduce water, use without compromising service quality, the hotel has implemented low-flow fixtures in showers, sinks, and toilets. These fittings have been engineered to reduce water consumption by 75% compared to traditional fittings (Tirado et al., 2019).

Strengths:

- Implementation is simple and disrupts hotel operations little.
- It cuts water use immediately, making it a good short-term solution.
- Reduced water consumption can save money over time, making it a good investment.

Limitations:

- The initial expense of these specialised fixtures can dissuade many businesses.
- Guest experiences are subjective, and some may view the reduced water flow as a quality trade-off.
- Smart Landscape Irrigation Systems

Smart Irrigation Systems for Landscaping

Landscaping maintenance is an additional domain in which hotels typically consume a significant volume of water. The Wimbledon South branch of Premier Inn has demonstrated astute financial decision-making by acquiring automatic watering equipment to maintain its gardens and other meticulously maintained areas (Haibo et al., 2020). These systems utilise sensors to monitor soil moisture levels and activate irrigation only when necessary.

Strengths:

- Smart irrigation maximises water use to maintain property aesthetics.
- They also cut manual labour costs connected with traditional watering.
- Such cutting-edge technology fits the hotel's modern, forward-thinking identity.

Limitations:

- The setup cost for these systems is expensive, making it an investment.
- Technology dependence increases hazards including system failures, which can waste water or cause poor maintenance.

Training and awareness for staff

The hotel staff plays a crucial role in any water waste management strategy as they are responsible for overseeing water usage in various tasks, including the maintenance of hotel rooms and the operation of the restaurant's kitchen (Pérez et al., 2020). The government has implemented training courses focused on promoting environmentally friendly practices, including providing instruction to employees on water conservation techniques.

Strengths:

- Well-informed and involved workers become active players in the hotel's sustainability journey, causing a much-needed culture shift.
- Their united work can save a lot of water, boosting other measures.

Limitations:

- Effective training takes time and money and yields intangible results.
- Making sure all employees follow these practices is difficult and requires constant monitoring and retraining.

Guest Engagement Programmes

The hotel acknowledges the role of its guests in water conservation efforts, thereby implementing water-saving reminders and signage in every guest room (Cole et al., 2020). These reminders serve to encourage guests to engage in towel reuse and to refrain from unnecessary water wastage, such as leaving the tap running.

Strengths:

- This campaign educates guests about water conservation.
- It requires little money but might save a lot of water.

Limitations:

- Unexpected guest compliance is crucial to this strategy.
- These signals may appear to guests as the hotel cutting corners, hurting their opinion of its sustainability efforts.

Premier Inn belongs to one of the UK's largest and most popular hotel businesses. The brand sets industry norms, making its activities and policies significant (Paiano et al., 2020). The Wimbledon South Hotel in South London's lively Wimbledon neighbourhood attracts visitors and business travellers alike.

Conclusion

Finally, the research exposes the crucial issue of water waste in the hotel business, focusing on the Premier Inn London, Wimbledon South Hotel. Given the finite nature of water resources and their importance in our lives, sustainability is crucial in modern times. A complete examination of guest behaviour and technical solutions is used to reduce water waste. Water recycling, low-flow fixtures, smart irrigation, staff training, and guest involvement programmes demonstrate the hotel's sustainability. These approaches conserve water, boost the hotel's CSR image, and boost the economy. Premier Inn shows the industry how huge hotel chains can promote sustainability and provide excellent guest experiences.

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