

Challenges, opportunities and future
directions.

- Sustainability in hotel
and hospitality industry

Student name: Nadia
Bensabeur

Student ID: 2123789

Tutor name: Dr Ernest
Balutie Wavei



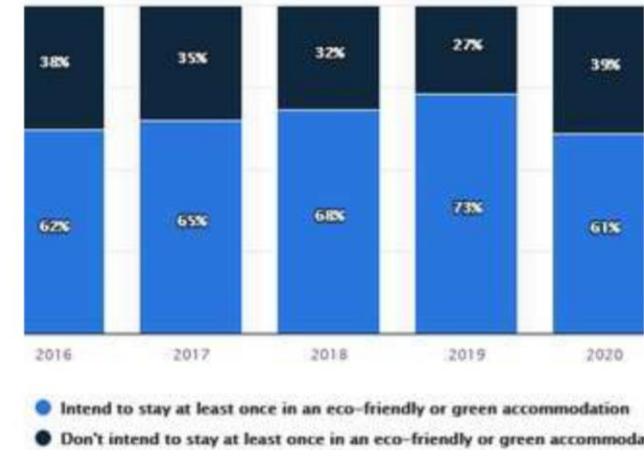
INTRODUCTION

- The running of hotels and tourism chains in such a way that the service is provided to customers are beneficial for the Environmental aspects as well as supports the local communities including reduced waste and energy use.
- Importance for consumer satisfaction and operational efficiency



CURRENT TRENDS

- 70% of travelers willing to pay more for sustainable accommodations- Shift towards greener options.
- Hotels incorporating energy efficient designs that includes smart energy management system to reduce any kind of carbon footprint present.
- Waste reduction and recycling programmes installed so that it will be acting as an appeal towards eco conscious guests.



KEY SUSTAINABLE PRACTICES

Energy-efficient building designs

Waste reduction strategies

Water conservation techniques

Renewable energy usage

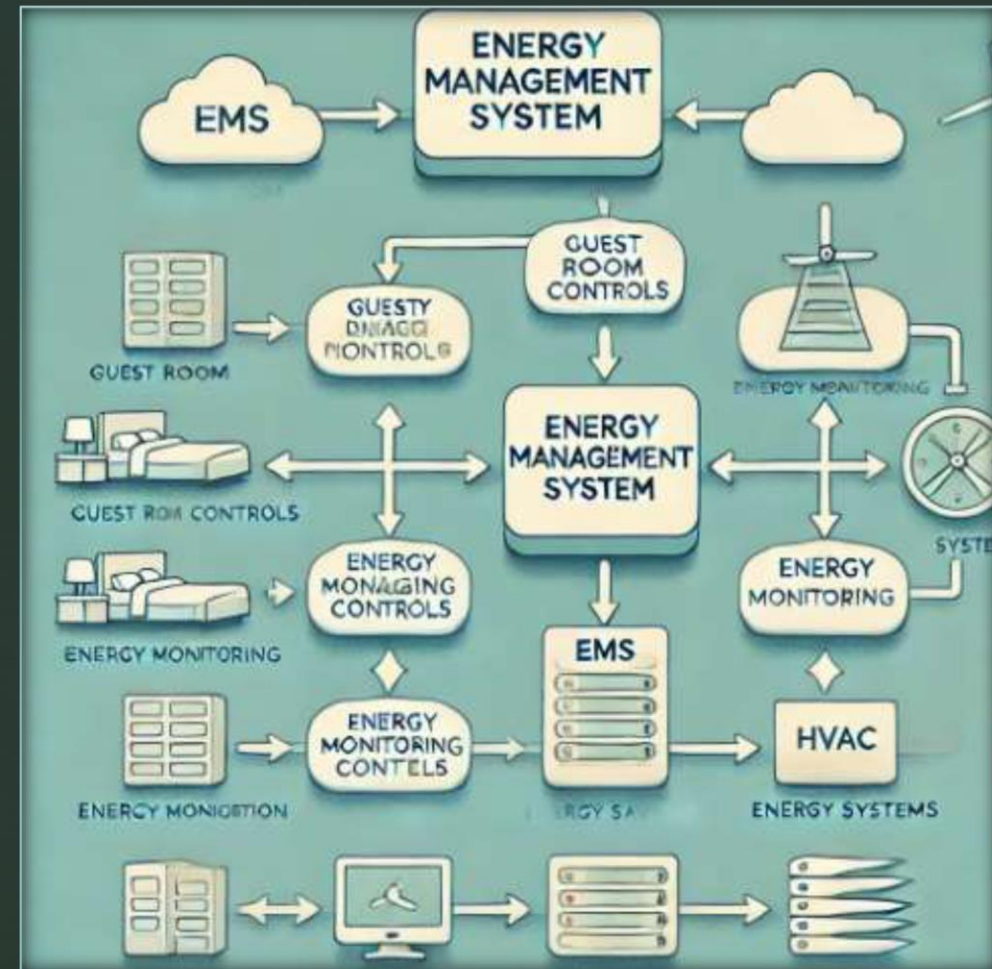


TECHNOLOGICAL ADVANCEMENT

Smart building
technologies

Energy
Management
Systems (EMS)

Integration with
HVAC systems



ROLE OF RENEWABLE ENERGY



Transition to solar
and wind power



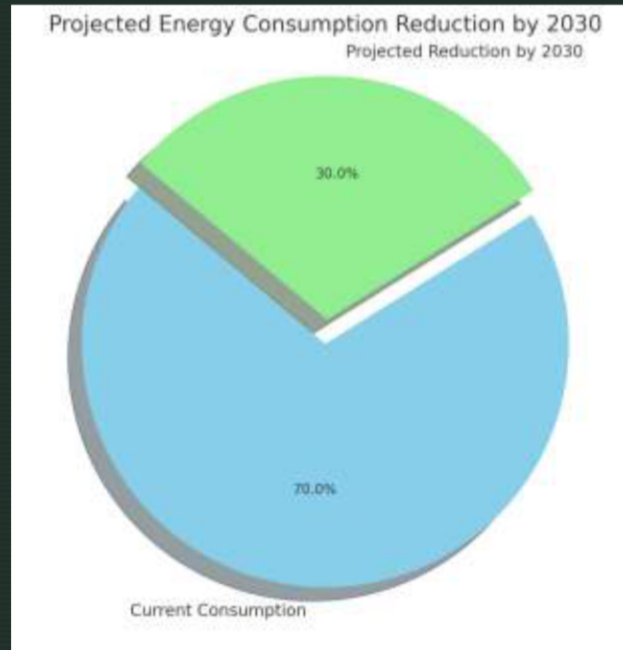
Government
incentives



Projected
reduction in
energy
consumption (60%
to 30% by 2030)

Renewable energy
increases sustainability

Government incentives
encourages
implementation of
sustainable practices



Survey estimates
reduction of 30% by
2030

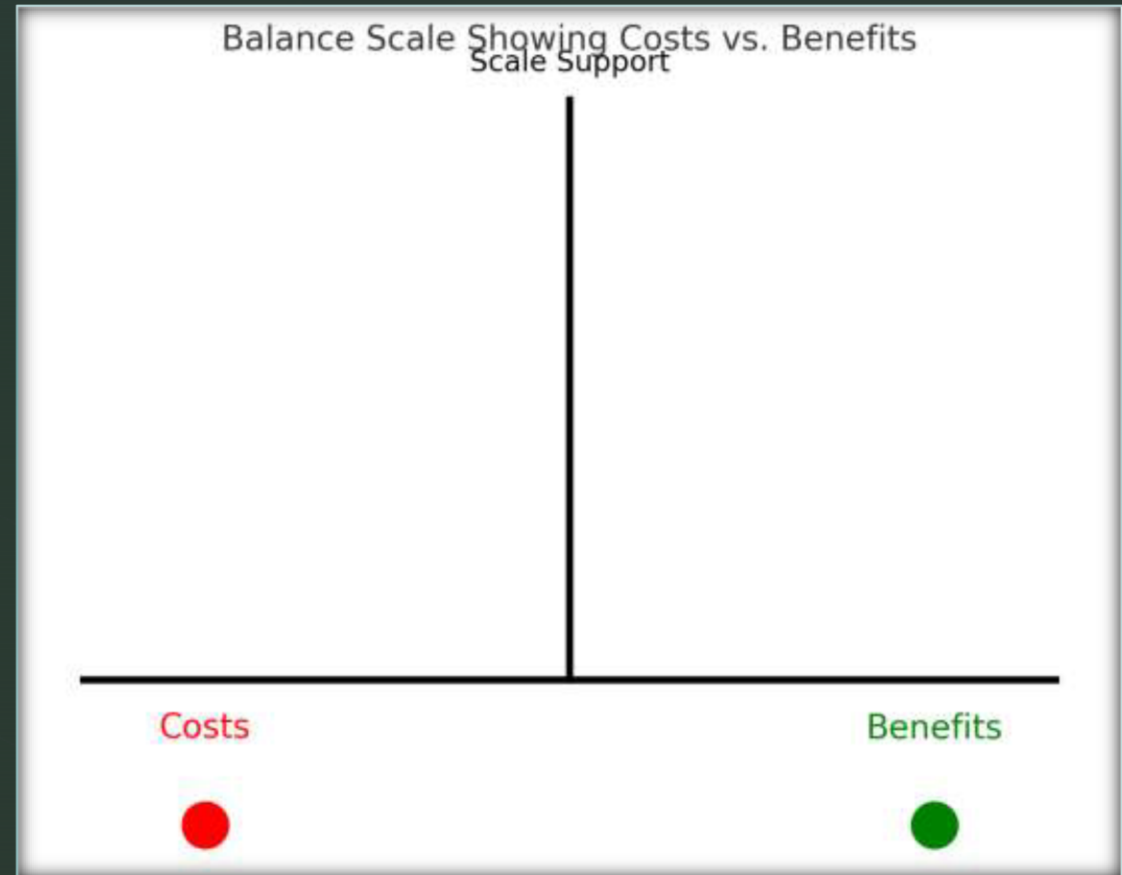
PESTLE ANALYSIS



- Regulations related to government policies and taxation laws are implemented tend to implement operation strategical approaches that will be beneficial for sustainability factors (Chen, H. 2020).
- Inflation rate and exchange rates directly impacts the travel demands for consumers they are likely to spend their time in hospitality sector (Deng, X., Xu, 2021).
- Social trends are changing as well as their sustainable travel preferences as well.
- Mobile cheque insurance and checkouts as well as artificial intelligence have a tendency to personalise

CHALLENGES IN IMPLEMENTATION

- High initial costs
- Staff training needs
- Guest engagement without compromising experience



FUTURE POLICY DIRECTIONS



Stricter carbon
reduction targets



Potential carbon
taxation



Water conservation
policies



Waste management
regulations

Govt's have more ambitious strategies towards implementing carbon reduction goals so that they can combat the climate change and reduce any kind of greenhouse gas emission (Gössling, S. 2021).

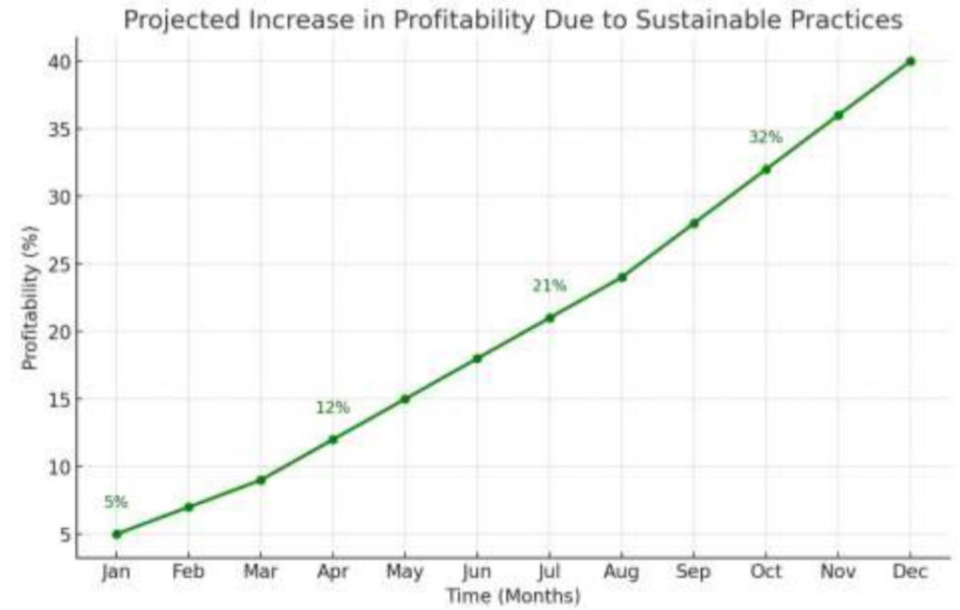
The potential carbon taxation will be imposed on the companies to incentivize the reduction in carbon emission.

Effective policies used to promote efficient water use to reduce waste of water and protect the resources of water (Mzembe, A.N. 2020).

New regulations being implemented to improve the waste disposal practises implemented that leads to recycling (Kim, J. 2019).

ECONOMIC IMPACT

- Operational cost reduction
- Increased profitability through sustainability.



CONCLUSION

Sustainability has an important role within the hospitality sector it moves beyond the fundamental requirements of sustainability. It is important to balance the luxury with the responsibility of environmental factors because it is important now in order to meet the expectations of the guests. The future of hospitality is dependent upon the innovation that is continuous as well as on artificial intelligence including technological advancement.



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