

Environmental Sustainability in the Hospitality Industry

Student name: Johanna Hershey Macalma

Student number: 1351413

Lecturer: Robyn Griffiths

Submission date: 28th April 2023

Environmental Experience

Environmental Experience

Introduction

This essay explores the various theories and concepts impacting Premier Inn's sustainable operation. The strength and weakness analysis are essential to achieve strategic sustainability, which work across internal departments and stakeholders to achieve and manage their long-term sustainable business value to be competitive.

Main Body

Sustainability is diversely defined by several theorists, but most of them associated this with the environment. Frankel (1998) suggested that there is a link between the environment, economy and social equity. He mentioned that this concept can be applied to organisations and society. Gilding (2000), however, disagreed with Frankel as sustainable development is a complex, new idea and paradigm which considers other factors impacting both organisations and the environment. Another theorist, Ehrenfield (1999), believed that being sustainable must satisfy human's essential basic needs including justice, freedom and dignity.

According to Chen et al. (2009), the hospitality industry is one of the largest sectors generating income, creating employment and contributing to the country's economy. Nonetheless, hotels and commercial buildings can have tremendous effect on the environment, culture and societies (Gardetti and Torres, 2016). Despite all these, Chen stated that there is a rise in hotels being committed to reducing carbon footprint and addressing social concerns. The industry now has an increased awareness and accountability for their sustainable practice and policies, improving the lives of consumers and contributing to the business' growth. Sustainability is considered as an important factor in the business strategy as this helps determine the company's success and competitiveness in the marketplace.

In 1992, the United Nations Framework Convention on Climate Change (UNFCCC) embedded the concept of intragenerational equity as a founding principle on sustainability. They suggested that the environment and climate system must be protected and conserved for present and future generations (Letcher, 2019). Considering

fairness and equal rights when developing sustainable strategy and incorporating both in decision-making can affect the future generation's perception on environment conservation as explained by Weiss' (1992) journal.

The Premier Inn, as part of Whitbread, is committed to promoting sustainability and cutting greenhouse gas emissions intensity by fifty percent by 2025 and eighty-eight percent by 2050. The company has set a science-based carbon target (SBT) and the advocacy is part of the company's wider initiative. The 'Force for Good' programme demonstrates their strategy on commitment to the environment, people and the planet. This creates employment opportunities for everyone and can make positive contributions to the community and economy (Premier Inn, 2018). The hotel's strength is to ensure they operate responsibly and sustainably by recognising and addressing the impacts of their business to the environment. They are moving towards green gas, maintaining renewable electricity and installing solar panels on all sites. Premier Inn believes that having clear values and strong ethical principles will drive the business to be successful and sustainable. The brand has limited global presence compared to its competitor, Travelodge. This is restricting the company to adapt sustainable ideas and policies from global aspect that may improve the quality of hotels' internal and external environment.

Conclusion

Sustainability is essential to business as it leads to a more sustainable economy. Promoting ecological practices allows small scale industry to flourish by utilising greener technologies. Overall, sustainability brings a positive impact to the environment by conserving energy and natural resources and at the same time prevents pollution, which improves the population's living condition. Incorporating sustainability as one of the business strategies not only boosts the company's reputation but also expands the resources. Endorsing such practices encourages employers to value their people, similar to Premier Inn's current ethical principles.

References

Textbooks

Chen, Joseph S., Sloan, Philip, & Legrand, Willy (2009). *Sustainability in the Hospitality Industry: Principles of Sustainable Operations*. Oxford, UK: Elsevier.

Ehrenfield, J. R. (1999). Cultural Structure and the Challenge of Sustainability. In Ken Sexton, Alfred A. Marcus, K. Williams Easter & Timothy D. Burkhardt (eds). *Better Environmental Decisions – Strategies for Governments, Business, and Communities*. Washington: Island Press.

Frankel, C. (1998). *In Earth's Company*. Gabriola Island: New Society Publisher.

Gilding, P. (2000). Sustainability-Doing. In D. Dunphy, J. Benveniste, A. Griffiths, & P. Sutton (eds). *Sustainability – The Corporate Challenge of the 21st Century*. St Leonards: Allen & Unwin.

Gardetti, A. M. and Toress, A. L. (2016) Sustainability in Hospitality. How innovative hotels are transforming the industry.

Letcher, T. M. (2019) Managing Global Warming. An Interface of Technology and Human Issues. Elsevier.

Websites

Premier Inn (2018) Our Earth Day commitment to cut our carbon emissions intensity by 50%. Available at: www.premierinn.com/gb/en/news/2018/world-earth-day.html#:~:text=For%20us%20and%20all%20the%20Whitbread%20brands%2C%20we,Invest%20in%20efficient%20appliances%20to%20reduce%20gas%20consumption. (Accessed 12th April 2023).

Journals

Weiss, E. B. (1992) In Fairness to the Future Generations and Sustainable Development. *American University International Law Review* 8, no. 1. pages 19-26. Available at: www.futuregenerations.gi/uploads/docs/Edith%20Brown%20Weiss.pdf

Fiscal and Economic Incentives

Fiscal and Economic Incentives

Executive Summary

Overview

Incentives and grants are one of the primary strategies used by the government to promote a sustainable and environment friendly economy. Premier Inn, as one of the leading budget hotels in the UK, advocates a greener platform to combat environmental hazards.

Problem Statement

Despite the campaign to a greener planet, there are hotels and employees who are still adamant to apply sustainable practices in the workplace. A lack of awareness on available incentives is a huge factor that inhibits the success towards sustainability.

Recommended Solution

The government needs to promulgate stronger mandates for businesses to be eco-friendly. Benefits and incentives should be clearly disseminated across the board to encourage companies and householders to capitalize in renewable energy technologies.

Solution Value

Understanding the steps taken by the government to go green, Premier Inn can cascade the message to its employees to have the initiative to cut down unnecessary expenditures and promote sustainable practices in the workplace.

Evaluation

Economic incentives for environmental protection can help businesses to cut down energy costs, improve efficiency and decrease environmental threats.

Introduction

This study analyses the importance of fiscal and economic incentives to the organisation. Environmental phenomenon, such as rising temperature, pollution, natural disasters and other effects of climate change, forced the government to promote and develop sustainable measures and policies. Offering incentives to encourage organisations and people to embrace a more sustainable lifestyle is an approach that the government utilised to address the concern.

Main Body

The government plays a massive role in strategically sustaining the business by making monetary and fiscal policy. According to PwC Global (2017), there are green incentives including cash grants and tax incentives that allow organizations' tax liabilities to be reduced. This encourages investments to effectively manage pressure on mitigating environmental impact. Green taxes are imposed on activities that damage and pollute the environment. Carbon tax penalises firms that emit carbon dioxide which is a harmful gas to the atmosphere. There are other aspects that green taxes are added on, including fuel consumption and waste production and disposal (Tamplin, 2023).

The UK government has invested almost five billion pounds of funding to aid organisations to become greener and economically friendly. This is part of their awareness campaign and commitment to reach net zero emissions by 2050 (Gov.uk, 2022). The hotel industry benefits from this as they can take drastic measures to lessen the impact it has on the environment by assessing its waste disposal methods. Financial relief is given to organisations that introduce a green environment. Countries like Italy and Spain charge tourist tax to reduce carbon neutrality due to tourism. Reneging on promises can lead to 'green washing' that misleads customers (Linkedin, 20203a).

The Premier Inn can benefit from the application of circular economy, a model of production and consumption that involves repairing and recycling materials that can be reused and minimising waste products. This concept is essential to safeguard the environment and reduce raw materials demands. Some countries rely on other countries

to supply raw materials including batteries for various appliances (European Parliament, 2023).

Conclusion

The hospitality industry creates massive employment opportunities and contributes to the country's economy, but this sector has drawbacks and harmful effects on the environment as well. Transportation system involving air, rail and via road is the leading cause of air pollution due to carbon dioxide emission. Mishandling proper disposal of waste can generate pollution, health issues for humans and damage wildlife and natural resources. As a result, legislations and policies on environmental standards of sustainability have been one of the government priorities in the last years in order to reduce the unfavorable effects on the environment

Recommendation

The Premier Inn can use a systematic and proactive approach to mitigate the environmental impacts of waste disposal. For example, the managers can identify the waste streams and types of waste that the hotel generates. It is important to classify waste whether it is hazardous, or non-hazardous and recyclable or non-recyclable as this will identify required regulations including the right permits and licenses for the business. A tracking system and waste audit tool to collect, manage and analyse information can be utilised. Furthermore, using tools such as impact assessment to measure the effects of waste generation, energy use and emissions to the environment can facilitate the evaluation of waste disposal options to compare risks and impacts to the environment.

References

Websites

PwC Global (2017) Green Taxes and Incentives Tracker. Available at www.pwc.com/gx/en/services/tax/green-tax-and-incentives-tracker.html. (Accessed 17th April 2023)

Tamplin, T. (2023) Green Tax. Available at www.financestrategists.com/tax/green-tax/#:~:text=The%20benefits%20of%20green%20taxes%20are%3A%20They%20promote,a%20green%20economy%20powered%20by%20renewable%20energy%20sources. (Accessed 17th April 2023)

Gov.uk (2022) Find funding to help your business become greener. Available at www.gov.uk/guidance/find-funding-to-help-your-business-become-greener. (Accessed 17th April 2023)

Linkedin (2023a) How do you assess and mitigate the environmental risks and impacts of your waste disposal methods. Available at: www.linkedin.com/advice/1/how-do-you-assess-mitigate-environmental-2c. (Accessed 17th April 2023)

Regulatory Affairs

Regulatory affairs

Introduction

This essay focuses on the current environmental regulations aimed at the hotel industry. The three key environmental issues that impact the sector are waste, water and energy. Each of these issues comply with different laws to mitigate the risks of climate change. These laws help managers to understand their current position in the marketplace and create action plans for improvement. According to NASA (2023), 'a world leader in climate studies and Earth science' believes that their role is to provide strong scientific data needed for the government and organisations decision-making in producing solutions and setting climate policy. This shows that NASA's role is as important as the governments in terms of implementing a new set of laws.

Main Body

Post COVID-19 pandemic, the hospitality industry has become more resilient and cautious of their operation in sustaining the business' internal and external environment. Whitbread Company suggests that understanding the importance of decision-making will greatly impact the future of stakeholders, business and the environment (Whitbread, 2023). Furthermore, eHotelier (2021) suggests that the hospitality sector is currently introducing new changes in design and practices to a more sustainable manner. Organisations should have initiatives to go beyond government targets and accept the notion of sustainability.

Most businesses are dependent on regulations and environmental policy makers in disposing of their excess material and waste. These laws are regulated to protect consumers, employees, businesses and to ensure fairness and safe treatment of the environment (BBC, 2023).

The EU Water Framework Directive established a framework to protect all types of waters including inland surface, transitional, coastal and groundwater. Their aim is to promote sustainable water use and reduce water pollution, to mitigate the effects of floods (Kurrer, 2022). This suggests that when businesses manage water resources properly, both community and government will benefit. Water management links to hotel's water and

sewer costs, better sanitation and irrigation controls especially during summer, and less energy waste. Implementing effective water management is essential to provide clean and safe water, protecting public health. However, challenges can arise when tackling this complex issue as it can be complicated and difficult to adhere to, especially when certain places are in more danger without clean access to water, resulting in chaotic water management.

The Premier Inn uses materials and products such as bleach and paint that are harmful to employees and consumers, once exposed. The Control of Substances Hazardous to Health (COSHH) Regulations 2002 requires businesses to control measures reducing harmful effect to health. This law provides instruction and training for all employees to properly dispose of these substances as safely as possible (HSE, 2002). COSHH strategy is important to ensure that stakeholders are protected and valued, maintaining the wellbeing of everyone and health and safety must be the main priority of all organisations. According to EFPIA (2016), 'Environment, Health, Safety and Sustainability (EHS&S)' referred to common practices protecting the health and safety of employees, consumers and the environment. Complying with applicable regulations is as important as effectively managing EHS&S to continuously improve and learn environmental system.

Conclusion

This report shows the importance of government laws and environmental policies in businesses when it comes to operating sustainability. Aiming for green or eco-friendly practice is attainable if organisations consider all forms of views and perceptions, including professional organisations such as the World Health Organisations (WHO), working widely together with other health services promoting health, safety and serving vulnerable. Apart from achieving good health outcomes, aiming towards financial sustainability and protection gives businesses the opportunity to work between customers and investors increasing transparency, trust and clarity, and greatly provides better work environment.

References

Article

Kurrer, C. (2022) Water protection and management. Available at: www.europarl.europa.eu/factsheets/en/sheet/74/water-protection-and-management#:~:text=The%20EU%20Water%20Framework%20Directive%20establishes%20a%20framework,and%20mitigate%20the%20effects%20of%20floods%20and%20droughts. (Accessed on 17th April 2023)

HSE (2002) COSHH basics. Available at: www.hse.gov.uk/coshh/basics/index.htm.

Website

BBC (2023) The impact of legislation on businesses. Available at www.bbc.co.uk/bitesize/guides/z49xyyc/revision/1. (Accessed 17th April 2023)

EHotelier (2021) Why sustainability in the hospitality industry must be our top priority. Available at: insights.ehotelier.com/insights/2021/05/19/why-sustainability-in-the-hospitality-industry-must-be-our-top-priority/. (Accessed 17th April 2023)

EFPIA (2016) Environment, Health, Safety and Sustainability. Available at: efpia.eu/about-medicines/development-of-medicines/regulations-safety-supply/environment-health-safety-and-sustainability/#:~:text=Environment%2C%20Health%2C%20Safety%20and%20Sustainability%20%28EHS%26S%29%20refers%20to,of%20environmental%20impacts%20and%20health%20and%20safety%20hazards. (Accessed 17th April 2023)

NASA (2023) Responding to climate change. Available at climate.nasa.gov/solutions/adaptation-mitigation/. (Accessed 17th April 2023)

Whitbread (2023) Our Strategy and targets. Available at: www.whitbread.co.uk/sustainability/our-strategy-targets/. (Accessed 17th April 2023)

Guest Experience

Guest experience

Introduction

The Premier Inn and other hotels' market value determines their ability to resolve any environmental issues. Guest expectations are changing and rising due to various elements such as reliability, efficiency and friendliness of service that contribute to their decision-making on which facility to utilize. There are other factors that arose where companies need to meet or exceed the guests' expectations. For instance, the recent Covid-19 pandemic has changed the consumers' outlooks and behaviors when it comes to purchasing services and products.

It has been a current trend that consumers are becoming more challenging as they wanted to be more involved and well informed before they can even connect with a brand. The population is now keen to pay a premium product known to be sustainable and socially responsible. The concept of sustainability is emerging, and businesses need to tackle this issue and find solutions to stay ahead of the competition (O'Connor, 2023). This results in hotels increasing their brand visibility to give guests a better experience, improving customer loyalty.

Main Body

The company's sustainability journey includes stakeholders, especially the customers. It is essential to encourage and involve guests, being the main consumers, in conserving resources like water and energy. Employers must disseminate the hotel's sustainability policies and its intention to protect the environment by educating people. Guests' participation in the campaign provides optimism to promote responsible behaviour (Hospitalitynet, 2022).

Hospitalitynet also added that more food businesses, such as McDonald's Chains, support the strategy by reducing the use of plastic straws, cups and cutlery and switching to more eco-friendly reusable items such as metal and paper straws and bamboo cutlery. On the other hand, Ma (2018) accentuated that paper is biodegradable and can be broken down into smaller pieces and can decompose naturally. However, there are chances that

paper straws can end up floating in the ocean damaging the ecosystems and impacting the water quality.

According to Oppenheim and Bonini (2008), most consumers want to purchase 'green' products or services that could reduce the impact on the environment, but their decisions to support sustainability campaign change due to higher costing. A survey showed that eighty-seven percent of consumers are environmentally conscious and concerned about the social implications of the products and the rest want to be green and eco-friendly, but they are expecting businesses to lead the way.

Deloitte (2022) supported the latter statement and stated that consumers need to have greater access to information regarding sustainability and must be offered affordable and sustainable options. Deloitte explained that the main reasons for consumers not adopting and nurturing a more sustainable lifestyle are related to lack of interest, cost and unawareness of the concept. Additionally, more customers are willing to take more responsibility if they are given enough information on the right disposal of their waste, how to recycle an item and the importance of sustainability commitments (Han and Kim, 2010).

The Premier Inn Company ensures that all sites are focusing on sustainable practices to enhance guest experience. Its hotels are using one-hundred percent renewable energy and light-emitting diode (LED) lights that are installed in every room and heat recovery is installed in the bathroom. To provide an eco-friendly experience to its customers, the hotel switched their standard lightbulbs into cutting carbon emissions LED lamps. Guests are suggested to turn off the lights, when necessary, and the rooms have one-switch lighting control system to avoid energy wastage.

Conclusion

In conclusion, a customer's purchasing decision is an integral part of the company's long-term strategy and success. There is an upsurge in number of individuals who are becoming more aware about the detrimental effect of the company's unethical practices to the environment. Public concerns on ecology has escalated which drive the hotel

industry to implement greener schemes. As a result, a lot of hotels are now becoming more eco-friendly and are joining the green advocacy.

References

Articles

Hospitalitynet (2022) Why Adopt and Foster Sustainability in Hospitality Industry. Available at: www.hospitalitynet.org/news/4113962.html. (Accessed 19th April 2023)

Ma, J. (2018) Are paper straws really better for the environment than plastic ones? Available at: www.scmp.com/yp/discover/lifestyle/features/article/3056589/are-paper-straws-really-better-environment-plastic. (Accessed 19th April 2023)

Oppenheim, J. and Bonini, S. (2008) Cultivating the Green Consumer. Available at: ssir.org/articles/entry/cultivating_the_green_consumer. (Accessed 19th April 2023)

Websites

Deloitte (2022) How consumers are embracing sustainability: Adoption of sustainable lifestyles is on the rise, but consumers need more help. Available at: www2.deloitte.com/uk/en/pages/consumer-business/articles/sustainable-consumer.html. (Accessed 19th April 2023)

O'Connor, N. (2023) 5 ways to bridge the customer service expectation gap in 2023. Available at: www.intercom.com/blog/meeting-customer-support-expectations/. (Accessed 19th April 2023).

Journals

Han, H. and Kim, Y. (2010) An investigation of green hotel customers' decision formation: developing an extended model of the theory of planned behaviour. Pages 547-764.

Brand Image

Brand image

Introduction

This essay shows the importance of incorporating the concept of sustainability in hospitality brands by using marketing as part of their strategy, as it would result in more profitable business and create a stronger brand image. Implementing an effective approach must foster and adopt sustainability contributing to the company's longevity.

Main Body

In recent years, consumer behaviour is changing, and their buying habits are more environmentally conscious. Brands are improving their marketing campaigns and enhancing their image to meet market demand (Bretous, 2022). Bretous suggests that sustainable marketing is a key principle to promote a business' mission more than its product or service. O'Rourke (2005) agreed with Bretous' statement and believes that communications campaigns strategy could influence how the audience perceives the value of the business' sustainable products and services.

Kotler and Armstrong (2008) defined the concept of sustainable marketing (SM) as meeting the needs and wants of current consumers without compromising the future generations' ability to experience what they are experiencing now. Organisations must plan for a sustainable future by ensuring that social and environmental impacts are analysed and re-evaluated thoroughly before posting marketing campaigns that can affect stakeholders' decision making.

Green marketing (GM) is different from SM. It is an effective strategy to improve brand perception and ensures messages perceived by consumers will have a positive environmental impact. Its focus is to align with the concept of corporate social responsibility (CSR). To gain competitive advantage, it must include green branding and highlight the use of recycled materials (Emeritus, 2022). Green branding embraces repairing and reusing of products instead of purchasing brand new ones.

Versace and Absy (2022) research found out that Millennials and Gen Z population are more eco-conscious and concerned about the environment as they purchase more

environmentally friendly products. Nielsen (2021) agreed with Versace and Abssy as seventy-five percent of younger generation are willing to spend more to buy sustainable brands. They believe that offering sustainable services are more important than brand names. Consumers are getting more passionate in utilising green materials such as recycled plastics turned into reusable shopping bags. Moreover, Arnett (2021) suggested that businesses must avoid 'green washing' their audiences, making false claims that business is offering sustainable product or service when they are not. This results in failing to win the consumer's trust, loyalty and decline in brand reputation and awareness.

Companies that practice sustainability are more pressured to meet customer demands and maintain their strong brand image and this translates to more profitable business in the long term (Henisz et al, 2019). The 5 P's (people, pleasure, planet, passion and prosperity) approach are all important for sustainable growth and development. This concept can create more awareness about the practices needed to effectively sustain the business (De Croft, 2017).

The Premier Inn has a strong and positive brand image over the years. They have a unique selling point (USP) of 'Good Night Sleep' guarantee where people can get refunds if they have disruptions during stay. The company is committed to cleanliness, sustainability awareness and to provide great and comfortable sleep. The brand has won many awards and recognitions throughout hospitality sector, including the 'Best Budget Hotel' brand of the year, at the Business Travel Awards 2021 (Premier Inn, 2023).

Conclusion

This essay showed the importance of marketing strategy in building a positive image of all brands pursuing the concept of environmental sustainability. Clearly, organisations must lead by example and show audiences how to be environmentally friendly. Incorporating green marketing into business campaigns and raising awareness would create a positive impact on people's lives. Individuals' perception on products and services depends on the company's way of delivering their campaign. Organisations are constantly creating new ways to maintain their 'green' image by using recycled and eco-friendly components without damaging the planet.

References

Textbooks

Kotler, P. and Armstrong, G. (2008) Principles of Marketing. 12th ed. California: Pearson Prentice Hall

Blog

Bretous, M. (2022) Sustainable Marketing: Key Principles & How to Leverage It. Available at: blog.hubspot.com/marketing/sustainable-marketing. (Accessed 18th April 2023)

Accredited websites

Arnett, D. C. (2021) Marketing to Eco-Conscious Millennials: Dos and Don'ts. Available at: wickedbionic.com/blog/marketing-to-eco-conscious-millennials-dos-and-donts. (Accessed 18th April 2023)

Emeritus (2022) How Green Marketing Helps Brands Build Loyalty While Saving the Planet. Available at emeritus.org/blog/sales-and-marketing-green-marketing/. (Accessed on 18th April 2023)

Nielsen (2021) in Arnett, D. C. article Marketing to Eco-Conscious Millennials: Dos and Don'ts. Available at: wickedbionic.com/blog/marketing-to-eco-conscious-millennials-dos-and-donts. (Accessed 18th April 2023)

Premier Inn (2023) Stay with confidence. Available at www.premierinn.com/gb/en/why/stay-with-confidence.html. (Accessed 18th April 2023)

Versace, C. and Abssy M. (2022) How Millennials and Gen Z are driving growth behind ESG. Available at www.nasdaq.com/articles/how-millennials-and-gen-z-are-driving-growth-behind-esg. Accessed on 18th April 2023

Journals

Henisz, W. J., Koller, T. and Nuttall, R. (2019) Five ways that ESG creates value. McKinsey Quarterly. Available at: www.mckinsey.com/~/media/McKinsey/Business%20Functions/Strategy%20and%20Corporate%20Finance/Our%20Insights/Five%20ways%20that%20ESG%20creates%20value/Five-ways-that-ESG-creates-value.ashx. Accessed 18th April 2023

O'Rourke, D. (2005), "Market movements: Nongovernmental organization strategies to influence global production and consumption", Journal of Industrial Ecology, Vol.9 No. 1/2, pp. 115-128

Staff Awareness

Staff awareness

Introduction

This report aims to evaluate the importance of staff awareness on the present-day environmental issues. Whilst investing in the hotel's equipment and maintenance are essential to the company's operations, staff mindfulness and involvement in every decision-making process are equally imperative to increase human capital.

Main Body

An efficient way to embed environmental sustainability in an organisation is by engaging the workforce in the creation of sustainable practices. There are many companies that have significant employee involvement in tackling sustainability issues (Polman and Bhattacharya, 2016). Marks and Spencer clothing brands have 'sustainability champions' role that encourage individuals to perform the best in reaching targets. The company believes that people are the pride and the key to long-term growth (Marks and Spencer, 2023).

Bhattacharya et al (2011) suggests that besides the financial benefits, there is an increase in employee retention, productivity and engagement if the staff participates in the development of sustainable practices. Moreover, Compare Your Footprint (2017) believed that the company should provide green incentives at work as these can be key drivers for employees to practice sustainability by ensuring lights are off during daylight hours, segregating waste products from bio-degradable to non-biodegradable and printing less. Staff must be educated on how the company promotes green advocacy within the workplace. Financial incentives such as gift cards and vouchers, can be introduced to compensate everyone who is practicing eco-friendly activities. Incorporating these into their job would increase their work performance.

The cycle to work scheme is the government's way to encourage employees to have healthier lifestyles and reduce environmental footprint by paying less on bike and accessories (Cyclescheme, 2023). The scheme is good for the economy and a great way to boost competitiveness and improve corporate social responsibility credentials. According to Hermes (2014), employees' support and enthusiasm are essential to fully

reach the company's sustainability goals. Employers can raise employee awareness by creating posters and leaflets that summarise plans and objectives on conservation of water and energy. Furthermore, regular meetings and training about climate change and recognising employees' efforts on mitigating risks of this issue can boost profits and staff morale.

The Premier Inn is investing in sustainability awareness by training and developing its employees to promote eco-friendly practices like turning off heaters and lights as necessary. Hotels are shifting to more environmentally friendly cleaning products that are chemical-free and contain refillable solutions to reduce waste, such as reusing plastic spraying bottles. Staff are aware of the company's commitment to sustainability by donating almost one million meals worth of surplus food to charity in 2020 and aims to cut food waste by 2030 (Premier Inn, 2023). Premier Inn's statement advocates that they are improving every point in their supply chain by working with different suppliers, shareholders and operational teams to reduce waste and eliminate the impact of any environmental issues. Employees are always involved in every step of developing an environmentally friendly and sustainable agenda.

Conclusion

Introducing eco-friendly practices to employees and compelling them to align with the company ethos can be difficult to achieve due to their varying views, beliefs and preferences in sustaining the environment. It is proven that providing green incentives to staff brings positive effects on their lives and sustainable practices would go beyond the workplace, where practices may be brought into homes leading to a greener and healthier lifestyle. When staff are aware and are involved, employee engagement will thrive, drive job satisfaction and most importantly, reduction in environmental footprint. Employees, being the company's asset, need to participate in all the company's decision-making processes to help the business grow and fulfil its objectives and mission. Consequently, employees can provide innovative ideas and practices that can solve any organisational problems affecting the environment and will reach targets and offer high quality customer service.

References

Textbooks

Bhattacharya, CB., Sen, S., and Korschun, D. (2011). Leveraging Corporate Responsibility: The Stakeholder Route to Maximising Business and Social Value. Cambridge, England: Cambridge University Press.

Articles

Hermes, J. (2014) 18 Ways to Raise Employee Awareness About Sustainability. Available at: www.environmentalleader.com/2014/01/18-ways-to-raise-employee-awareness-about-sustainability/#:~:text=1%20Print%20up%20posters%20that%20summarize%20the%20company's,where%20sustainability%20info%20is%20rotated%20monthly.%20More%20items. (Accessed 19th April 2023)

Polman, P. and Bhattacharya, CB (2016) Engaging Employees to Create a Sustainable Business. Available at: ssir.org/articles/entry/engaging_employees_to_create_a_sustainable_business. (Accessed on 19th April 2023)

Websites

Compare Your Footprint (2017) Available at: www.compareyourfootprint.com/ways-give-employees-green-incentives/. (Accessed 19th April 2023)

Cyclescheme (2023) Save money on cycling with Cyclescheme. Available at: www.cyclescheme.co.uk. (Accessed 19th April 2023)

Marks and Spencer (2023) Sustainability. Available at: corporate.marksandspencer.com/sustainability. (Accessed 19th April 2023)

Premier Inn (2023) Serving up 200 tonnes worth of food for UK charities. Available at: www.premierinn.com/gb/en/news/2020/fareshare.html. (Accessed 19th April 2023)

Technology

Technology

Introduction

This report assesses the importance of incorporating technology into the hotel sector to have a sustainable competitive advantage. Technology is driving businesses to sustain the planet by implementing modern technology systems increasing efficiency and reducing costs associated with daily operations. Organisations are carefully assessing various effective technologies they can put into practice (Sloan et al, 2009a).

Main Body

Over the last decade, technology has become an essential part of people's daily lives. Employers are improving their technology literacy in terms of managing and analysing its usage in a more safe, effective and responsible way.

There are software and systems that help monitor and reduce wasteful practices which benefits the business' operational processes (Hospitalitynet, 2022a). Additionally, Hospitalitynet mentioned the use of technology gives advantage to hotel operators. Contemporary trends such as moving towards advanced hotel rooms with smart thermostats, where guests can control their room temperature, are saving energy and costs on utility bills. There are other key features, such as, bedding and linens with sustainable materials and most hotels are utilising their spaces and adding technology-enabled water dispensers to reduce plastic waste from selling bottled water.

The UK Government is actively planning and supporting the country's research and development of modern technology required to meet the Net Zero target. Introducing further innovations may require a higher budget to acquire a lower carbon future and can be difficult to achieve by many businesses when money is involved (HM Treasury, 2021). Technology plays a vital role in most hotel companies to increase competitiveness by using data and automation such as conveyors or robots to optimise and separate waste more accurately (Linkedin, 2023; Sloan et al, 2009b).

According to Gov.uk (2021), monetary funding is awarded to organisations investing in green technologies to reduce carbon emissions and promote sustainable practices. Most hotels are incorporating technological advancements and applying automation into their operations, such as, using a phone application to check-in online instead of plastic made key card (Hospitalitynet, 2022b).

Premier Inn is constantly inventing new technologies to improve customer service and help guests experience the perfect stay. Plumb (2023), the Commercial Marketing Director for Premier Inn mentioned that 'What3Words' is a location identifier available on their website to give guests 'a direct route to check in desk, no matter which Premier Inn they are visiting'.

Conclusion

In conclusion, technology greatly impacts how managers apply sustainable practices into their organisations. Software and systems are helping businesses to be more economically friendly, strategically sustainable, and competitively successful.

References

Textbooks

Sloan, P., Legrand, W. and Chen, J. S. (2009a) Sustainability in the hospitality industry: Principles of Sustainable Operations. (1st eds). Oxford: Elsevier, pp.9-10

Sloan, P., Legrand, W. and Chen, J. S. (2009b) Sustainability in the hospitality industry: Principles of Sustainable Operations. (1st eds). Oxford: Elsevier, pp.10

Accredited websites

Hospitalitynet (2022a) How Technology can help incorporate sustainability into the Hotel Business. Available at www.hospitalitynet.org/news/4112510.html#:~:text=How%20Technology%20Can%20Help%20Incorporate%20Sustainability%20into%20the,Bottom%20Line%20...%206%20Hotelogix%20Editorial%20Desk%20. (Accessed on 18th April 2023).

Hospitality net (2022b) Why adopt and foster sustainability in the hospitality industry? Available at: www.hospitalitynet.org/news/4113962.html. (Accessed on 18th April 2023)

Linkedin (2023) How do you use data and technology to optimize your waste management processes? Available at: www.linkedin.com/advice/0/how-do-you-use-data-technology-optimize?trk=article-ssr-frontend-x-article_more-articles_related-content-card. (Accessed 18th April 2023).

Gov.uk (2021) Find funding to help your business become greener. Available at: www.gov.uk/guidance/find-funding-to-help-your-business-become-greener. (Accessed 18th April 2023).

Plumb (2023) Premier Inn adopts addressing technology what3words. Available at www.premierinn.com/gb/en/news/2019/what3words.html#:~:text=Premier%20Inn%20has%20adopted%20what3words%20location%20technology%20to,provide%20guests%20upon%20booking%20with%20a%20what3words%20address. (Accessed 18th April 2023)

Journals

HM Treasury (2021) assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/1002578/20210630_UK_Government_Green_Financing_Framework.pdf

Ethical Responsibility

Ethical Responsibility

Introduction

This section focuses on the ethical aspect of environmental sustainability (ES) and how it is impacting both organisations and stakeholders. Ethical responsibility (ER) plays a vital role in sustaining a business and is intrinsically linked with the environment. Due to the complexity of ES, managers must ensure that any changes made are long-lasting to avoid difficulties in putting them into practice.

Main Body

The hotel sector has ethical obligations and responsibilities to their employees and guests by establishing awareness of the company's code of conduct and ensuring it is enforced. Sustainable ethics consider moral values across all subgroups by identifying the basic human needs and whether future generations are going to be affected by it. The idea of ethical tourism is to be environmentally and culturally sustainable ensuring reputation, morale, accountability, fairness and respect for others are all considered before making changes (Smith and Duffy, 2003).

In this competitive day and age, maintaining ethical standards is essential to avoid low performance becoming the norm. According to Vaughn (2008), the term ethics means “the philosophical study of morality, and morality consists of beliefs concerning right and wrong, good and bad...doing ethics is inescapable.” Vaughn suggests that one must know whether beliefs are morally right or wrong. Attaining excellency in business involves many issues in holding up a respected brand image where people can trust.

There are many kinds of ethical issues that can arise when implementing and developing new ideas. This results in management needing to be more flexible and aware of these dilemmas. Managers must consider the effects of their actions and decisions on people and the environment, now and in the future (Hawkins and Bohdanowicz, 2012a).

Furthermore, Bloomberg (2002) believes that resilient and responsible businesses have a lifespan of forty years and to survive in the long term, one must be prepared for the future. There are companies such as Premier Inn that found out ethics and maintaining a

'clean' image is an effective selling strategy. A study by Tearfund (2000) revealed that twenty-seven percent of UK tourists felt that firm's ethical policies were seen as a 'highly important' factor to them when choosing travel operators. However, TUI (2010) survey suggested that price and value for money are still at the top consideration in making decisions.

The importance of ethical responsibility in developing a sustainable environment cannot be underestimated. In business, it is ethically important to make policies that force consumers to promote and support conservation of resources and biodiversity. Management must operate in a setting where it is ethically responsible and sustainable (The Impact Investor, 2022). Similarly, when ER is paired with ES it can prevent and reverse any damage caused by pollution and other factors affecting the environment.

It is proven that consumers as well as employees are increasingly looking for employment that adopt ethical business practices and integrate moral dimensions into the workplace. Employees would seek employers that align with their own social responsibility values, if not, they would consider leaving work (Hawkins and Bohdanowicz, 2012b).

When economic growth is considered as an important factor supporting the advancement of technology, it can have negative consequences as well when community or the environment's health and safety is at risk. Organisations must find a healthy balance between making enough profits and sustaining the environment that allows present and future generations to succeed.

The Premier Inn is taking the initiative to work responsibly with the environment and the people around them. They are working closely with various shareholders and environmental groups across the country to reduce the impact of environmental issues. The company believes that responsible sourcing of materials and suppliers with the same values are essential. They are ensuring that the human rights of workers across their value supply chain are well protected and respected (Premier Inn, 2023).

Conclusion

This essay provides various reasons on consumer behaviour around sustainability when purchasing products and services. People are most likely to make ethical decisions in

choosing brands they seem important, buy most frequently and align with their personal choices. Nowadays, consumers are becoming more socially and environmentally conscious when deciding on food and beverages, such as, only buying seasonal and local produce, and less consumption of meat and animal products.

Additionally, clothing and footwear seem to be viewed as sustainable factors as well, fixing clothes instead of buying new ones and choosing brands and companies based on their ethical practices. Hotels and restaurants raise the same level of concern, using sustainable packaging and reducing recycled materials are ways of committing to ethical working practices.

References

Textbooks

Hawkins, R. and Bohdanowicz, P. (2012a) Responsible Hospitality: Theory and Practice. Oxford: Goodfellow

Hawkins, R. and Bohdanowicz, P. (2012b) Responsible Hospitality: Theory and Practice. Oxford: Goodfellow

Smith and Duffy (2003) The Ethics of Tourism Development. (1st eds). London: Routledge

Vaugh, L. (2008) Doing Ethics: Moral Reasoning and contemporary Issues, New York: W. W. Norton.

Websites

Premier Inn (2023) We're a Force for Good. Available at: www.premierinn.com/gb/en/why/force-for-good.html. (Accessed 19th April 2023).

The Impact Investor (2022) How Does Ethical Responsibility Play a Role in Environmental Sustainability. Available at: www.theimpactinvestor.com/ethical-responsibility-in-environmental-sustainability/. (Accessed 19th April 2023)

Tearfund (2000) Tourism: An Ethical Issue: Market Research Report. Available at <http://tilz.tearfund.org/webdocs/Website/Campaigning/Policy%20and%20research/Policy%20-%20Tourism%20Market%20Research%20Report.pdf>. (Accessed 19th April 2023).

TUI (2010) TUI Travel Sustainability Survey 2010. Available at torc.linkbc.ca/torc/downloads1/Sustainability%20Survey.pdf. (Accessed 19th April 2023)