

BMIH5006

Sustainable Hospitality and Tourism Management

Week 2

HOSPITALITY
AND
TOURISM
MANAGEMENT

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



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Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Assignment 1 - Essay

- Students are required to include a definition of what green practices/sustainable practices are. Students are required to identify a GAP in the green initiatives – not discussing what green practices the hotel already implements
- Students are required to provide a plausible response to the gap in the green/sustainable initiatives, a solution. Students are required to provide industry examples, other hotels and industry businesses that have utilised the initiative.
- Students are required to provide positive aspects and the benefits of implementing the identified solution. Students are also required to provide any negative aspects of the identified solution.

Assignment 1 - Essay

- Must be written in the correct format – ESSAY. No headings, no subheadings
- 2000 words
- In text citations throughout
- ALL of the required criteria must be included
- Spelling and grammar check
- Ensure the essay flows and is clear
- Numbered pages



- In recent decades, consumer awareness of social and environmental issues has increased markedly.
- Companies are progressively integrating sustainable development into their growth strategies for both ethical and profitable reasons, especially if they are to continue attracting the **younger, socially active customer**.
- Many companies base their targets around the **UN Sustainable Development Goals**.

A tide of green...

A study by Harvard Business Review (2019) found that for sales in 90% of the observed Consumer Packaged Goods categories, brands that were marketed as **sustainable** were **growing faster** than traditional competitors.

Truly impactful changes to the ways in which businesses operate tend to be rewarded by the public through a rise in popularity and consequently, sales.

40% of millennial respondents had chosen an employer because of their sustainability performance. **70%** of millennials answered that they are more likely to stay with a company with a strong environmental reputation and policy (Governance & Accountability Institute, 2019).

CSR Defined...

Using the chat function, please post
an explanation of what CSR is and
what it means

Corporate Social Responsibility (CSR)

- Businesses are under mounting pressure to offer solutions
- Helps companies to:
 - use energy and natural resources more efficiently
 - reduce greenhouse gas emissions and pollution
 - create and maintain jobs
- Meet the UN's Sustainable Development Goals (SDGs) – particularly **Goal 12: Sustainable Consumption and Production**



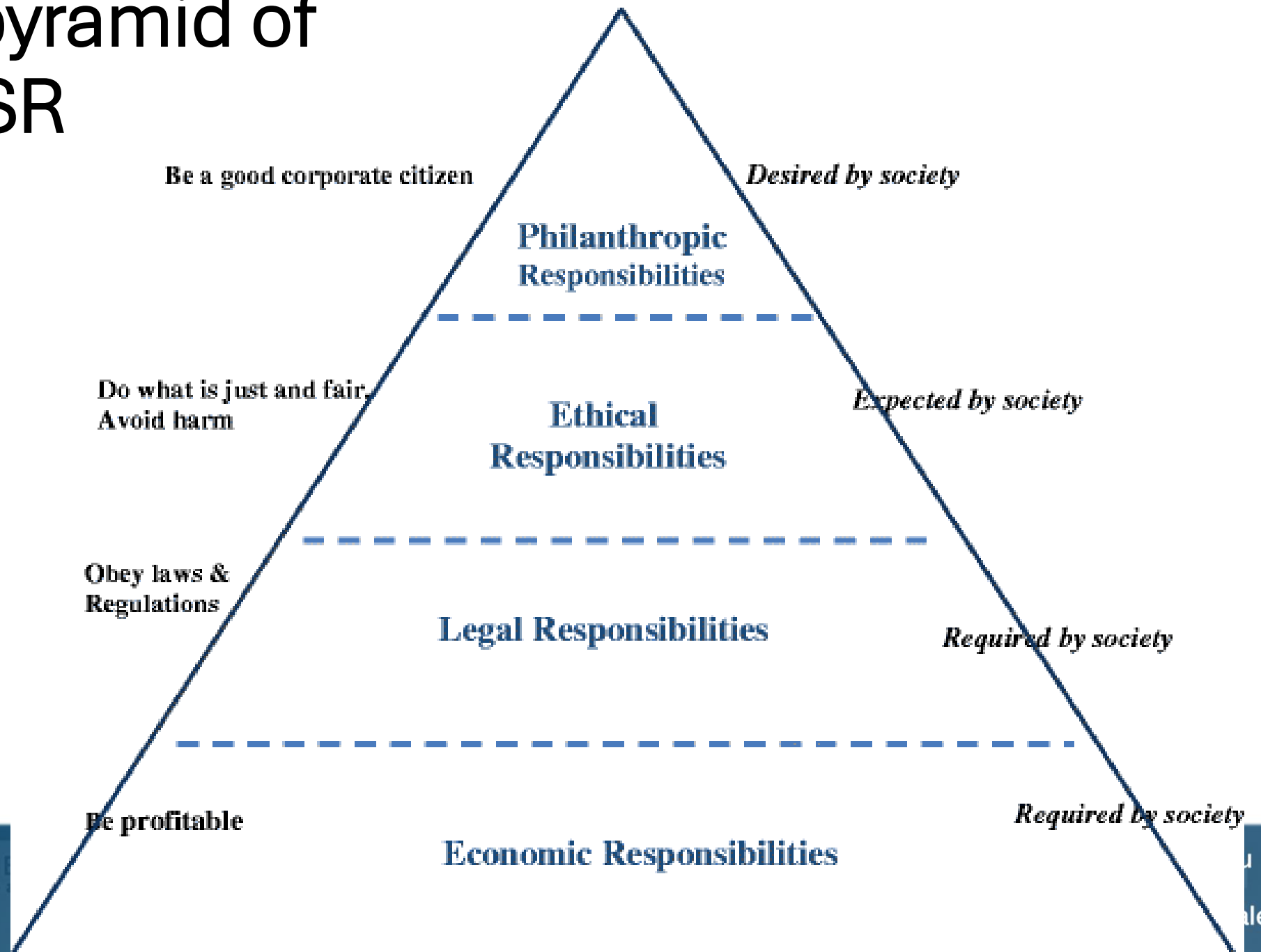
CSR defined and debated

- CSR encompasses the **economic, legal, ethical and philanthropic** expectations that society has of organisations at a given point in time. (Carrol, 1979)
- CSR is a view of the corporation and its role in society that assumes a **responsibility** among firms to **pursue goals in addition to profit maximisation** and a responsibility of the stakeholders to hold the firm responsible for its actions. (Freeman, 1984)

CSR defined and debated

- Business decision making linked to **ethical values**, compliance with legal requirements, and respect for people, communities, and the environment around the world (Aaronson, 2003)
- Strategic CSR as ‘the incorporation of a holistic CSR perspective within a firm’s strategic planning and core operations so that the firm is managed in the interest of a broad set of stakeholders to achieve maximum economic and social value over the medium to long term’ (**Chandler, 2017**)

Carroll's pyramid of CSR



(Carroll, 2016)

Carroll's Corporate Social Responsibility Pyramid

tutor2u



BUSINESS TOPIC VIDEOS

Carroll's Corporate Social Responsibility Pyramid

A Level / IB Business

Hosted by Jim Riley



CSR - positive/negative

- Clear policies
- Commitment and agreement on objectives
- Resources made available
- No conflicts with other policies
- Coordination of efforts and communication by a committee or problem-solving group
- Rising costs of operations
- Locking horns with stakeholders
- Public Image/Risk to reputation
- Increased Accountability
- Losing sight of what matters

Starbucks

It's not just about hotel brands themselves. What about the products that they serve?

Take coffee, for example. Where does it come from? How is it sourced? What are the ethical values of the supplier in question?

Guests are becoming more sustainably aware every day. If a hotel guest asked a Team Member if the coffee is ethically sourced, would the Team Member be able to respond?

Partnerships between sustainable brands and hotels are increasing. Let's take a look at Starbucks' sustainable journey.



<https://stories.starbucks.com/stories/2019/leading-in-sustainability/>



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ACCOR
Arora
GROUP



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Institute
Quality

EAT SLEEP & DRINK
WHITBR



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Activity

- You will be divided into groups
- You are required to identify a hotel and research the CSR strategy it implements
- Research the information
- Provide a PowerPoint slide to present the information



LINEAR ECONOMY



TAKE

MAKE

WASTE

CIRCULAR ECONOMY



LINEAR ECONOMY

Take
↓
Make
↓
Use
↓
Waste



RECYCLING ECONOMY

Take
↓
Make
↓
Use
↓
Waste
↑
Recycle
↑
Make



CIRCULAR ECONOMY

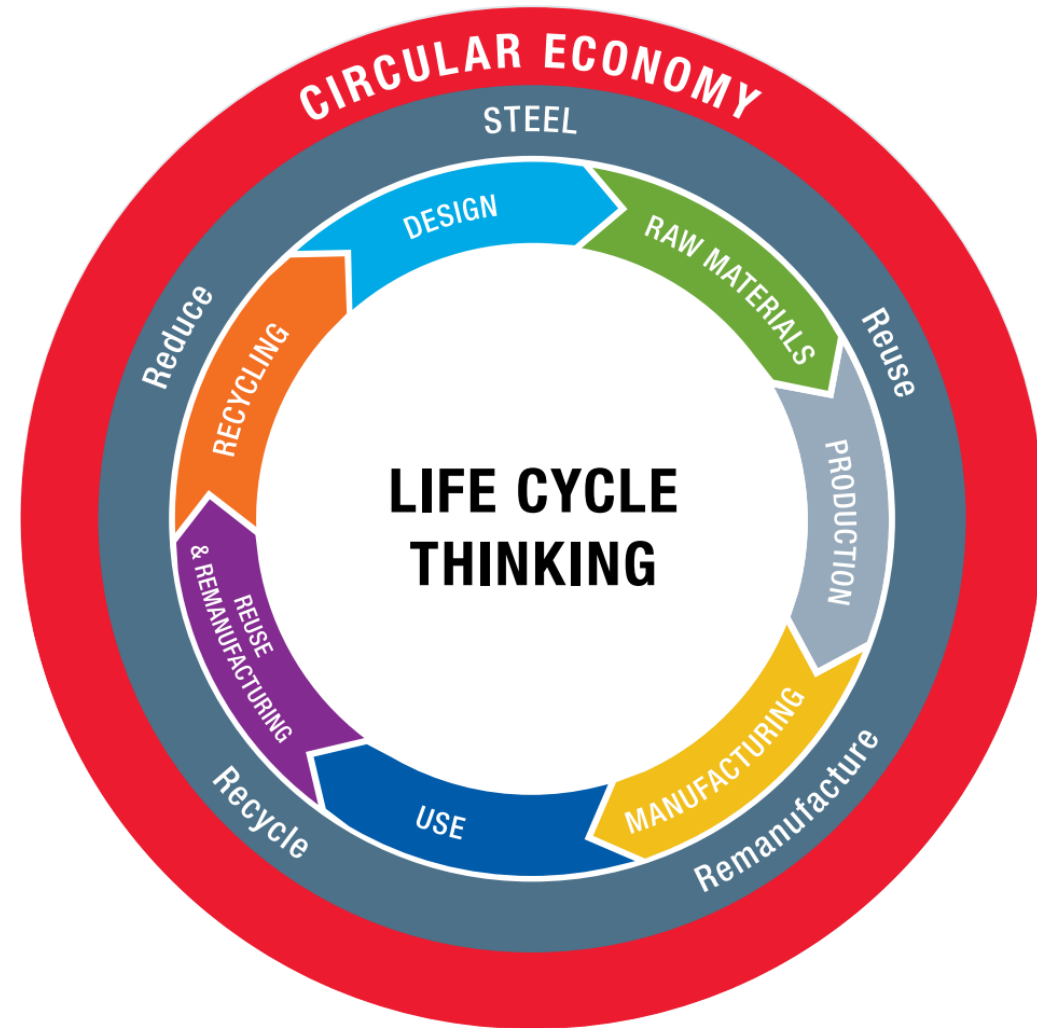
Take
↓
Make
↓
Use
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Repair
↑
Recycle
↑
Make
Return
↑
Reuse
↑
Use



What is the Circular Economy?

The circular economy is defined as a **'regenerative system in which resource input and waste, emission, and energy leakage are minimised by slowing, closing and narrowing material and energy loops.**

This can be achieved through long-lasting design, maintenance, repair, reuse, remanufacturing, refurbishing and recycling'
(Geissdoerfer et al., 2017:764).



Re-thinking progress



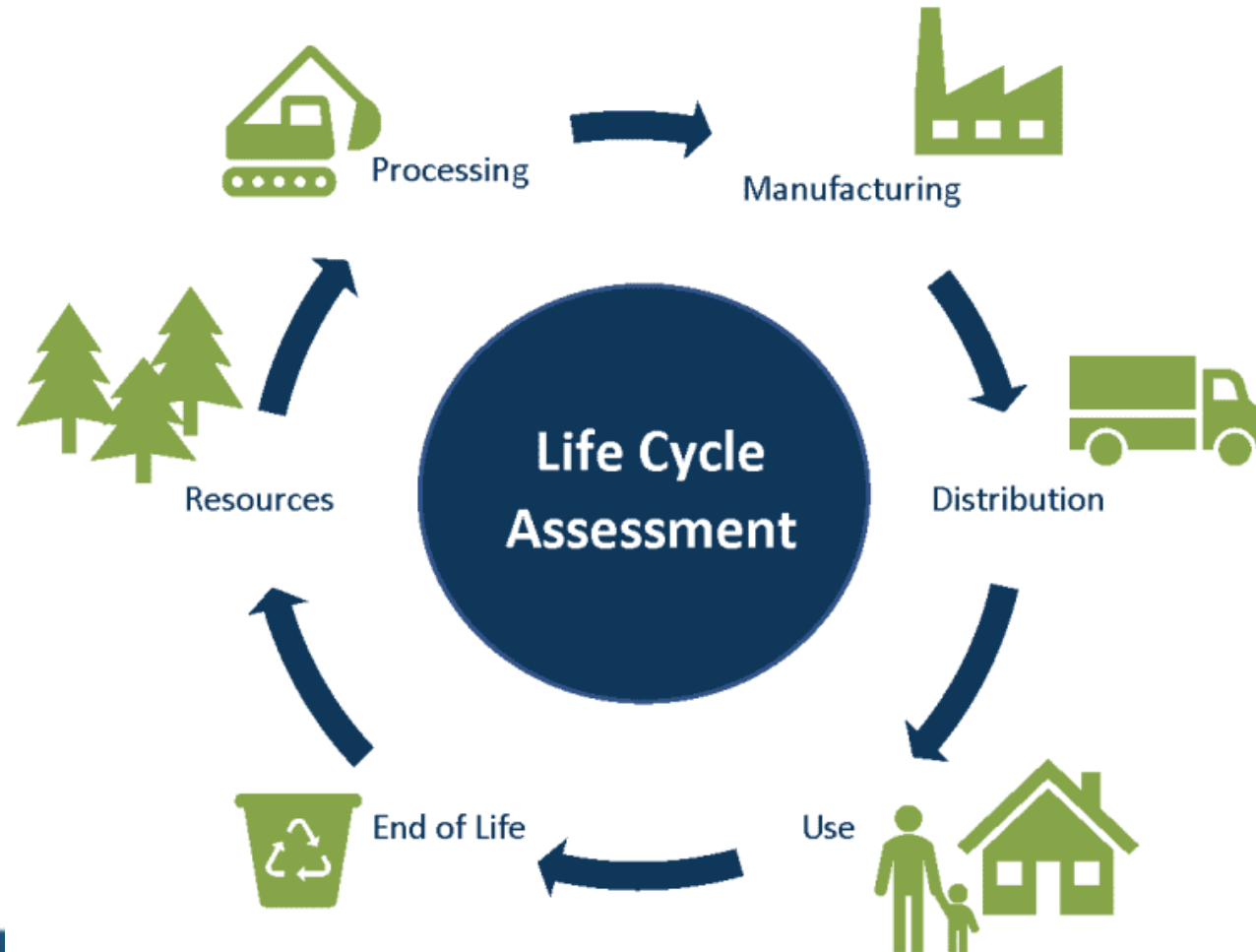
ELLEN
MACARTHUR
FOUNDATION



The Benefits

- In a survey by the [World Business Council For Sustainable Development \(WBCSD\)](http://www.wbcsd.org):
(www.wbcsd.org)
 - 40% of companies implementing the circular economy referenced growth and competitiveness as key business cases.
 - In all, eight business cases for going circular are identified.

Cradle to Grave





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Conclusion

- The economy was pictured until recently as linear, with a strong tendency to satisfy the consumers' needs with brand new products, somehow to give them a feeling of exclusivity.
- **However, a full range of environmental, socio-demographic and economic indicators, mostly alarming, created the need to change our consumption and production habits.**
- One of the main and current issues discussed in the media is climate change, of which a principal source is, according to studies, households' consumption, thus including consumption of tourism.
- To tackle this problem, new ways of thinking appeared over the course of a few years, in particular in developed countries, and the [circular economy](#) embodies most of them.



SEE YOU NEXT WEEK

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References

- Carroll, A.B. (2016) Carroll's pyramid of CSR: taking another look. *Int J Corporate Soc Responsibility* 1, 3 .
<https://doi.org/10.1186/s40991-016-0004-6>
- Sloan, P., Legrand, W. and Chen, J.S. (2017) Sustainability in the hospitality industry : principles of sustainable operations. 3rd edn. London: Butterworth-Heinemann.
- Harappa (2023) *Disadvantages of Social Responsibility*. Available at: [Disadvantages Of Corporate Social Responsibility - Harappa](#) (accessed: 06 October 2023).

I look forward to seeing you next week.

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

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