

Sustainable Hospitality and Tourism Management (BMIH5006)

Assignment 2 - Report

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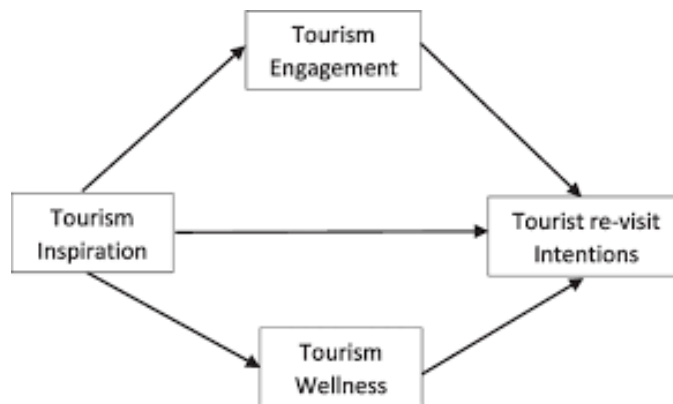
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Introduction

In recent years, sustainability has become an important and more prominent concept within the hi-tech global hospitality industry as organisations keep on recognising sustainable activities as central to the sustainable improvement and growth of the natural environment of the business destinations and as a means that can be used to transform the appearance of the hospitality business establishments (Cozzio, 2019). Sustainability

in tourism and hospitality, therefore, is not limited to the conceptual focus on the environment of a touristic hotel but also inherently deals with social and economic sustainability as integrated aspects of businesses' management strategies. As part of this green revolution, most hotels are following this path to attain environmentally friendly certifications like the Green Key certificate (Fukey, Issac, 2014). This certification is a testament to their environmental consciousness while signifying a commitment to preserving and sustaining the best practices they have in place.



Source: (Hou et al. 2023)

Implementation of sustainable practices for sustainable accreditation

To achieve such accreditation as the Green Key certificate, the hotels need to embrace numerous changes, which should be an all-around approach that encompasses all departments and activities within the hotel, mentioned below.

1. Energy Management:

It is expected that hotels will incorporate efficient energy features such as efficient lighting systems, heating, and air conditioning systems, among others. Modern thermostats and energy management systems can cut energy consumption significantly (Ayub et al. 2022). Moreover, choosing energy sources such as solar energy for heating water or utilising wind energy for electrical energy in the hotel will help to reduce the premises' carbon footprint.

2. Water Conservation:

Water management is one of the most crucial aspects of conservation, requiring the use of low-flowing faucets, showers, and toilets (Biggs, 2017). Therefore, greywater must be utilised and promoted for other non-portable uses. Rainwater harvesting systems can also provide other uses of rainwater, such as Watering plants and toilet flushing.

3. Waste Reduction:

Viable approaches to waste disposal are of utmost importance. This comprises environmentally friendly recycling initiatives such as recycling bin systems and managing food waste and plastics (Burgess et al. 2021). With more hotels adapting to the philosophy of producing no waste, more have implemented recycling bins for food waste and banned non-recyclable plastics with plausible biodegradable or reusable substitutes.

4. Sustainable Sourcing:

Policies should be implemented in favour of sustainable procurement, namely, choosing products that are not only locally produced but also organic and fair-trade (Fisher and Corbalán, 2018). This includes meals and beverages in food facilities and most products in guest rooms. Sustainable practices help sustain the local communities while also eliminating issues like transportation expenses from distant locations.



Source: (Lal, 2024).

5. Staff Training and Guest Engagement:

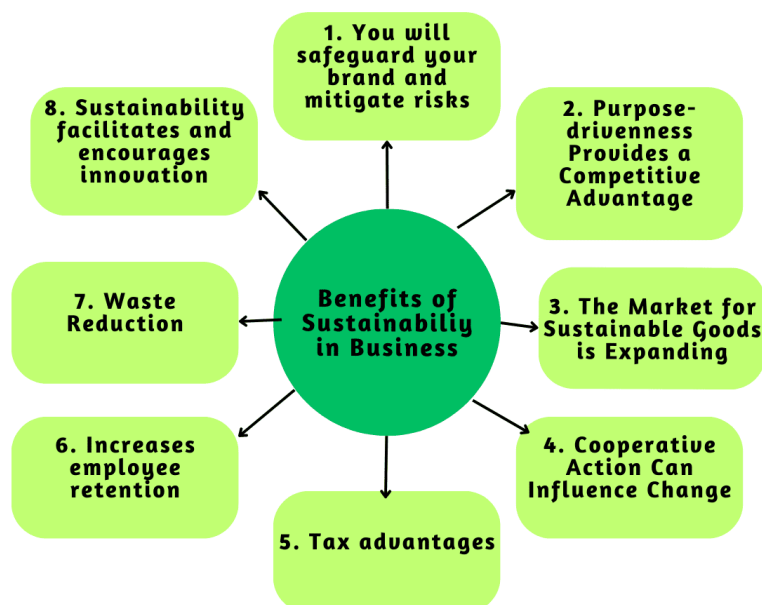
Awareness and sensitisation of the staff are pivotal if one is to ensure the adoption of more sustainable measures (Ampratwum et al. 2017). It will be useful to limit consumption and, for instance, ask guests to participate by explaining their sustainability activities and providing them with pages where they can read about the hotel's ideas on sustainable development or similar issues.

6. Continuous Improvement and Monitoring:

To retain eco-certification, the industry needs to demonstrate that it is effectively practising sustainable tourism by inspecting and adjusting its practices frequently (E'Lisha, Duffy, 2018). Also, environmental management performance, whether at the regional or annual level, shall be audited, and policies will be reviewed while new technologies and practices are developed.

Benefits of integrating sustainability into daily operations

There are various benefits of integration of sustainability into the daily operations of hotel as mentioned below.



Source: (Tancredi, 2023).

1. Cost Savings:

Cost savings over time can be claimed for sustainable practices and activities manifold when instituted. Measures such as energy-efficient appliances and systems reduce electricity consumption, while the same can be applied to water through its conservation (Soda et al. 2015). Good waste management can also help decrease the cost of removal and bring in some revenue through recycling initiatives.

2. Enhanced Guest Experience:

The importance of liberal principles of environmental stewardship cannot be underestimated, especially for hotels that are frequented by travellers and tourists (Wondirad, 2018). Providing organic linens and natural food choices will enhance the customers' comfort, and therefore, the business's rating will improve through recommendations and revisits by the customers.

3. Improved Brand Image and Competitive Advantage:

Certification by eco-friendly agencies thus gives a hotel a competitive edge since it can label its products as environmentally friendly (Kuo et al. 2022). This may help consumers and companies who value and care about the environment and thus may be willing to pay a premium in a bid to cut down on an organisation's carbon footprint.

4. Regulatory Compliance and Incentives:

As the world progresses, it becomes very rigorous on the environmental standards it sets, and any infringement attracts penalties; hence, integrating sustainability ensures compliance. Moreover, many places have it legal sometimes to require hotel companies to invest in green measures; at the same time, such places offer otherwise painful incentives such as tax credits or subsidies for green activities, thus financially rewarding hotels.

5. Employee Satisfaction and Retention:

Social responsibility, which is the company's intention to work sustainably, can increase loyalty and satisfaction among its employees. This, in turn, leads to increased retention levels and the ability to attract personnel who are responsible employees.

6. Contribution to Local Communities and Conservation:

Sustainability strengthens communities by making local products and services accessible and encouraging patrons to return. It can beautify a community through the preservation of fauna and flora or the provision of cultural sites for tourism (Teshome et al. 2023). Water conservation, for instance, through eco-tourism, also contributes to the social significance of the hospitality business.

Challenges of integrating sustainability into daily operations

1. Initial Investment Costs:

While adopting sustainable technologies and practices may make them cheaper in the long run, they may entail a large initial outlay (Eshun, Tichaawa, 2019). The installation of new systems or equipment in older structures, such as upgrading energy-efficient structures or purchasing organic and locally produced items, can be costly, which is likely to discourage some hoteliers.

2. Complexity of Implementation:

Applying an extended sustainable framework in Acme requires a series of actions on different operational steps, from housekeeping to procurement operations (Doorasamy, 2015). Integrating all these aspects with the achievement of sustainability objectives may be a struggle, particularly for massive hotels or those that already have set patterns in their daily operations.

3. Guest Participation:

Although numerous tourists support environmentally friendly activities, getting them to engage in such schemes (for instance, they had 5 days of service and did not take towels, or they just threw a can instead of placing it in a recycling bin) might be challenging. This can suggest that even if guests fully understand the hotel's commitment to sustainable practices, they are not necessarily ready to alter their conduct. The hotel administrators' responses to the inquiry that which stakeholders influence the Environmental Sustainability Performance Plans (ESPPs) of the hotels. are condensed in the figure below. For independent hotels, having many proprietors might be a challenge for hotel administration due to the potential divergence of directives and perspectives among them.



Figure 1: Stakeholders influencing environmental sustainability in hotels

Source: (Khatter et al., 2021).

4. Balancing Sustainability with Luxury:

Luxury hotels, for example, face what might be considered a paradox: Engaging in sustainable practices is undermined by customers' expectations of luxury. Therefore, guaranteeing an optimal guest experience while potentially seeking to minimise water usage or energy seems counterintuitive (DeBoer et al. 2021).

5. Staff Training and Adaptation:

Retraining staff to adapt to new sustainable practices and ensuring they continue to engage with such pledges in a positive way takes time and money. Making everybody, from top management to Floor personnel, embrace these practices can often be quite a challenge.

6. Maintaining performance:

Implementing and eventually testing the efficiency of sustainable strategic management practices requires resources and management attention. Establishing the right core and

set can become even more difficult and time-consuming, enabling frequent performance audits to ensure sustainability.

Future of hotel & hospitality industry

The present and future of the hotel and hospitality industry depend on forces such as technology, customer tastes, and globalisation. Exploring these aspects critically presents a vision of this young and rapidly evolving industry phase.

1. Technology Integration and Automation:

Looking ahead, industry analysts opine that the industry will continue to embed new technologies to deliver better experiences and operations. (Bostrom et al. 2015) explained that AI and IoT will become the two key elements for providing a fully customised guest experience, including smart rooms that would be configured to guests' preferences, voice-recognition-based concierge, etc. Further, technologies such as check-in/check-out by kiosks and reliance on automaticity, technologies for cleaning, and robots to support many mundane tasks will possibly become more incorporated.

2. Sustainability as a Standard:

Sustainability will fast become not an advantage, but a norm expected from every business. To stay competitive within this design, hotels will have to show not just that they conform to some environmental standards and best practices but that they regularly outperform them. This covers areas such as architecture and construction, energy efficiencies, waste, and the local supply chain. Guest decision-making behaviour: The modern perspectives on certifications in sustainability and the stance we take in relation to transparency will shape guest choice and loyalty (DeBoer et al., 2021). Hotels can find it difficult to meet these needs as the very nature of sustainability is more dynamic and may shift from one aspect to a completely different area, for example, affecting social aspects like inequity or lack of community involvement.

DO SUSTAINABLE ACCOMMODATIONS MATTER TO TRAVELERS?

Share of global travelers who intend to stay in a sustainable accommodation at least once in the upcoming year 2016-2022



Source: (Liu, 2022).

3. Health and Wellness Focus:

The positive trend of consumer health and wellness will further lead hotels to incorporate wellness into their fundamental service offerings. This could include the wellness-oriented design of the premises, as well as wellness and fitness services, wellness-oriented sessions, wellness holidays, or programs oriented towards both healthy mind and body. An important aspect will be to continue to bring new concepts to the table and to constantly position the beers as relevant to the health-conscious lifestyle of guests.

4. Changing Demographics and Inclusivity:

It is an ever-evolving market, and the plateau is currently experiencing demographic shifts among consumers, therefore shifting towards more elderly people, multicultural diversity, and various cultures and identities (Chandran, Bhattacharya 2021). This entails designing with the aim of making it easy to suit the physically challenged's access and providing flexible language facilities and services that consider cultural diversity. This is also true concerning the personnel selection policy, where the company should employ as many diverse employees as possible since they will improve the service and bring innovation.

5. *Economic Fluctuations and Political Factors:*

Industry has a vulnerability to changes in the global economic and political climate that may affect things such as policies on cross-border travel and trade, as well as employment laws. There are stark conclusions that claim to stay truly pertinent: hotel chains need to evolve; they must learn how to change their stripes in the wake of economic shocks and switch to other priorities and markets (Sen, 2024). Continuity in political succession will also influence the mobility of people; hence, political stability will be an important factor that hotel players will need to manage appropriately to provide continuity and growth.

There is great potential in the future, but there are also significant threats and challenges facing the hotel and hospitality industry. It will call for creativity, adaptability, and appreciation for the dynamics of the global business environment and the differences in business culture from country to country.

Conclusion

To conclude, various dynamics and trends of the global economy have influenced the hotel and hospitality industry, where advancements in technology, awareness of the natural environment, and changing consumer preferences are notable forces that currently define the destination. The strategies include sustainability. The industry should follow sustainability to ensure that high-quality services are offered to customers to satisfy its targets in a competitive world market. Nevertheless, there are formidable challenges in maintaining a due measure of technology without mitigating the human factor that gives hospitality its essence while ensuring adjustments according to the economic and political changes and providing for the multiple needs of clients across the world. Further, issues linked with health & wellness and the effects of new working styles, such as remote work owing to the current pandemic, also provide new avenues and challenges that need specific approaches.

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