

Module Nr: BMIH5006

Module name: Sustainable Hospitality & Tourism Management

Lecturer's name: Kathryn Roberts

Student name and Id Nr: Cosmin Blaj 2124188

Destination Management

The future of hospitality and is it profitable to be green?

Table of Contents

Introduction	4
Is this still relevant today?	5
Does Finance come first?	7
Are businesses responsible for being environmentally sound or is it consumer driven?	8
Future recommendation	9
Can the hospitality industry ever be truly green?	10
Is financial resiliency a key to sustainability?	11
Butler's life cycle model and Doxey's irridex model to determine Butler's Life Cycle Model	12
Doxey's Irridex Model	13
Conclusion	14
References.....	15

Introduction

This is a business report on practicing sustainability in hospitality businesses of the UK to ensure economic growth as well as support the environment. Hospitality commercial enterprise companies of the United Kingdom can observe the triple backside line technique to deliver improvement in society with the aid of growing the engagement of the nearby neighbourhood in sustainable things to do as nicely as making sure worker well-being in the organisation. The hospitality enterprise of the United Kingdom started out to put in force unique verbal exchange schemes to make bigger profitability to make sure economic improvement as nicely as help the environment. (Clark et al, 2023)

Is this still relevant today?

The present age of business related to the hospitality industry is different from the previous idea because businesses now started to play the social and environmental responsibilities besides earning profit to maintain balance. Business organisations in the hospitality industry must ensure sustainability in business activities to perform better in future (Filimonau et al, 2023).

Balancing profit with social and environmental responsibility is today's paradigm

The future of the hospitality business industry largely depends on the environment because a large number of customers of the hospitality visit UK every year to explore different natural sites and places. Beautiful natural places and sites are considered as a resource for the businesses in hospitality industry so business organisations in this industry should practice sustainability activities by balancing the profitability to support the society and the environment to create opportunities in future. Hilton is a successful business organisation in the UK that ensures the use of green energy like solar power reduces the wastage of resources and reduces carbon emissions to operate business successfully (Srivastava et al, 2023).

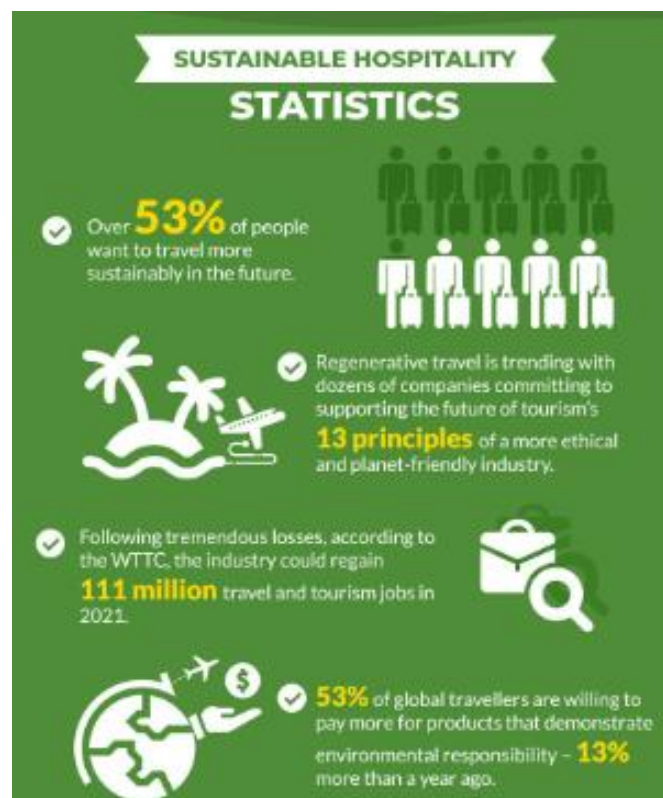


Figure: Sustainability practice in the hospitality business (Palermo et al, 2023).

Reflecting a broader understanding of corporate impact on society

The hospitality business industry always makes a huge impact on the society and local community by ensuring economic development, creating job opportunities, increasing access to local resources and developing the infrastructure. Hospitality businesses in the UK play a crucial role in ensuring cultural exchange with people from different countries and regions that increase the interest of people to visit the UK. Besides this, the hospitality businesses of the UK apply different eco-friendly initiatives recycling processes, green energy and the use of disposal materials in packaging to support the society and environment (Kapoor et al, 2023).

Data-driven and insight-driven consultative planning and Scheme creation

The hospitality business industry of the UK should work together with the government, local community and the environment to make sustainable business decisions by ensuring the practice of green energy to bring development in the industry. Different hospitality business organisations in the UK apply environment-friendly services to customers and offer different schemes to the customers to promote the environment to reduce their carbon footprint (Clark et al, 2023).

Does Finance come first?

Finance is crucial in business and it is an important part that is crucial for businesses in the hospitality industry. However, based on the present scenario of the hospitality business industry it is not that factor that comes first. The first thing that the businesses of the hospitality industry consider is practising sustainability in business to ensure further development (Filimonau et al, 2023).

Roles, responsibilities, and resources in the execution of the plan

The role of hospitality business organisations is huge in society to bring development and practice sustainability and ensure the better execution of the growth plan. In the UK, a successful hospitality business named Accor SA works with local suppliers and promotes local resources to provide services to perfectly execute the financial growth plan and sustainability (Srivastava et al, 2023).

Edit, rework, restructure and Manage Risk

The environment is changing rapidly because of global issues and pollution so businesses in hospitality need to bring changes in their sustainability plan and redevelop the structure of the organisation to perform better. Successful business organisation now relies on applying green energy and using local resources to manage risk related to practice sustainability (Palermo et al, 2023).

Communication Scheme

The hospitality industry of the United Kingdom started to implement different communication schemes to increase profitability to ensure financial development as well as support the environment. For example, Greene King is a hospitality business of the UK that practices different communication schemes like transparent sustainability policies, provides education to the employees and guests, and works collaboratively with local businesses to perform better (Kapoor et al, 2023).

Are businesses responsible for being environmentally sound or is it consumer driven?

The hospitality business organisations of the UK can apply the Triple Bottom line strategy in their business activities to ensure sustainable practice by supporting society, the environment and the economy. Below it is explained-

Social sustainability: Hospitality business organisations of the United Kingdom can apply the triple bottom line method to bring development in society by increasing the engagement of the local community in sustainable activities as well as ensuring employee well-being in the organisation. successful business organisations like Hilton always ensure fair payment to the employees ensure safety in the workplace and work collaboratively with local suppliers to ensure social sustainability (Clark et al, 2023).

Environmental sustainability: The hospitality business organisations of the UK always try to support the environment by ensuring the effective use of energy and reducing the wastage of resources. For example, Premier Inn is a business organisation that reduces the use of plastics, applies energy saving like LED lights and uses solar energy to ensure sustainability in the environment (Filimonau et al, 2023).

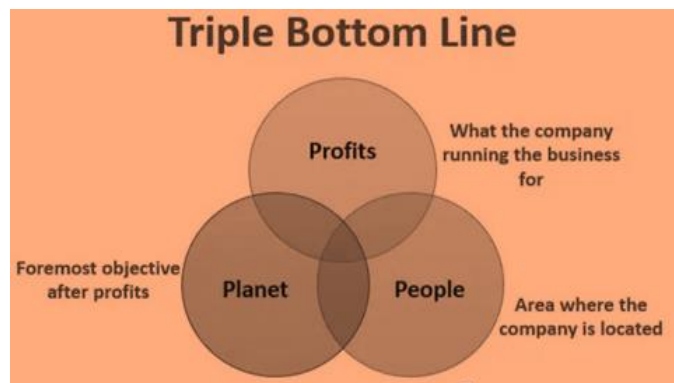


Figure: Triple bottom line (Srivastava et al, 2023).

Economic sustainability: Business organisations in hospitality need to focus on reducing costs to operate business activities and also focus on marketing differentiation to practice sustainability to bring development in the economy. Hospitality businesses can focus on modern technologies to reduce the use of energy and practice sustainability to ensure unique selling propositions in the organisations to ensure economic sustainability (Palermo et al, 2023).

Future recommendation

Promoting Sustainable Practices:

The UK government is trying to promote the sustainable practices as well as hospitality management. This will be a big milestone for the country's hospitality industry sector. This business includes hotels restaurants, and transportation (Ye, 2021).

Sustainable Infrastructure Projects:

The UK government is prioritizing the sustainable infrastructure project. The project which includes the green areas such as the hotel and restaurant with the green environment will be promoted first by the UK government.

Responsible Tourism:

Every year many tourists visit the UK for study purposes, business purposes and for travelling. The hospitality commercial enterprise constantly makes a massive have an effect on the society and neighbourhood by means of making sure monetary development, developing job opportunities, growing get right of entry to nearby assets and creating the infrastructure. This can be a positive for the hospitality sector by promoting green (Corbet, 2019).

Coordinated and Integrated Approach:

There are so many infrastructures in the UK that is green and this hotel and restaurant are related to hospitality. The future of the hospitality enterprise generally relies upon on the surroundings due to the fact a massive range of clients of the hospitality go to UK. This will be a revolution for the UK hospitality sector (Filieri, 2021).

Watching and Assessing:

The UK government are encouraging tourist and by this, the government can apply ecotourism which will help the hospitality sector maintain the green sector (Li, 2023).

Can the hospitality industry ever be truly green?

Efficiency: The UK government must invest in the tourist spot to make the tourist spot a green place and to support ecotourism. This will be a revolution for the country. The government can also use solar-powered cars on the road (Matar, 2019).

Renewable energy: UK hospitality sector should use renewable energy and this will save their money and earn an extra. This will be very profitable for the hospitality industry of the country. The sector of hospitality can use solar energy as renewable (SHENGNAN, 2019).



Figure: UK hospitality (Shinde, 2020)

Waste reduction: The hospitality sector of the UK should be careful about waste reduction. They must dispose of the waste before they through the waste into the environment. this will be a big revolution for the sector of hospitality in the UK. The government should support the sector in this (Ye, 2021).

Local sourcing: The UK hospitality sector must find local sourcing and give credit to them. This will encourage the locals to earn some money and they will be very much happy. This will be beneficial for both the government and the hospitality sector (Corbet, 2019).

Eco-friendly practices: The government of the UK supports tourism and the hospitality sector of the UK. For this, the government should start eco-friendly practices which will make them make eco-tourism and make the hospitality sector green. This will be a good idea for the country (Filieri, 2021).

Is financial resiliency a key to sustainability?

It fosters long-term stability:

The tourism sector will be sustainable for the UK in the long term. This will be profitable for the government of the UK. By using Doxey's index model and Butler's life series model, this can be guaranteed for the hospitality sector of the UK (Li, 2023).

Novel Technologies and Approaches:

The UK hospitality sector can use digital technology and approaches to make them one step ahead. This will be financial resilience for the hospitality sector of the UK. The UK government can use electric arc and solar in the road which will reduce the emission of gas.

Education and awareness:

UK Overbent should make education and awareness to the citizens of the UK and the hospitality sector of the UK which will help the government to be aware of ecotourism and they will support ecotourism. This eco-tourism will make the UK green and will save the ecology of the tourist places (Maxim, 2021).

Tourism, Local Government, and Transport Providers:

Beautiful natural locations and websites are viewed as an aid for the agencies in hospitality enterprise. The local government of the tourist spots, tourist, and transport providers should be aware of the tourism sector and this will bring benefit to the country and the hospitality sector (Matar, 2019).

Butler's life cycle model and Doxey's irrindex model to determine Butler's Life Cycle Model

Here is stat of the UK which is seen to solidify-

Consolidation Stage:

Every day a large part of tourist visits the UK and this number is increasing. In 2019, the number was 21.7 million which 3 present was more than the previous year 2018. The money spent by foreigners is also 7 present higher than the previous year (SHENGAN, 2019).

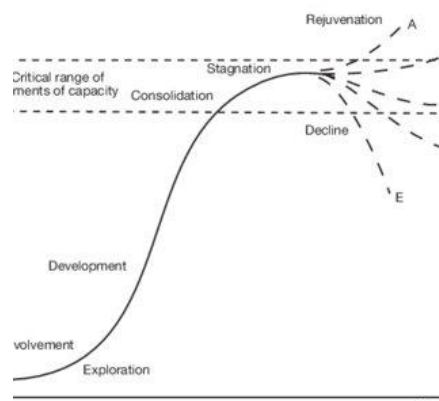


Figure: Butler's life cycle model (Shinde, 2020)

But the expansion of the UK is decreasing. Every day, the number of visitors is increasing to the UK and will increase. According to Butler's life cycle model, this suggests a decrease in the growth of the UK which will negatively impact the country (Ye, 2021).

Doxey's Irridex Model

In every tourist spot, there are interaction between the tourists and the locals and there are five factors of this interaction such as euphoria, antagonism, indifference, animosity, and aggravation. Tourists and visitors destroy a tourist spot and this is impactful for the locals. They don't get enough motivation to stay in their house. In 2019, the UK returned about 60% of total guests (Corbet, 2019).

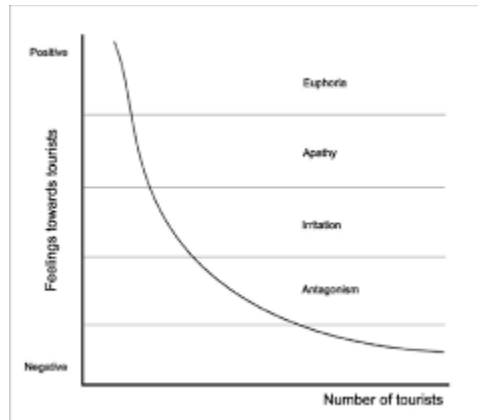


Figure: Doxey's Irridex Model (Filieri, 2021)

UK hospitality sector offers various interesting events and encourages people which are very much needed for the country. Travellers' money spent has increased from the previous year which has been reaching about 13.3 billion GBP in 2019 (Li, 2023).

Conclusion

Hospitality agencies in the UK play a critical position in making sure cultural change with humans from distinct international locations and areas that extend the pastime of human beings to go to the UK. The surroundings is altering swiftly due to the fact of world troubles and air pollution so organizations in hospitality want to deliver modifications in their sustainability graph and redevelop the shape of the agency to operate better. Successful Company now depends on making use of inexperienced strength and the usage of neighbourhood assets to control threat associated to exercise sustainability. Profitable commercial enterprise businesses continually make sure truthful price to the personnel make sure security in the administrative centre and work collaboratively with neighbourhood suppliers to make sure social sustainability. (Corbet, 2019)

References

- Clark, M., Kang, B. and Calhoun, J.R., (2023). Green meets social media: young travelers' perceptions of hotel environmental sustainability. *Journal of Hospitality and Tourism Insights*, 6(1), pp.36-51.
- Corbet, S., O'Connell, J. F., Efthymiou, M., Guiomard, C., & Lucey, B. (2019). The impact of terrorism on European tourism. *Annals of Tourism Research*, 75, 1-17.
- Filieri, R., D'Amico, E., Destefanis, A., Paolucci, E., & Raguseo, E. (2021). Artificial intelligence (AI) for tourism: an European-based study on successful AI tourism start-ups. *International Journal of Contemporary Hospitality Management*, 33(11), 4099-4125.
- Filimonau, V., Chiang, C.C., Wang, L.E., Muhialdin, B.J. and Ermolaev, V.A., (2023). Resourcefulness of chefs and food waste prevention in fine dining restaurants. *International Journal of Hospitality Management*, 108, p.103368.
- Fitch, A., Kuyer, J., Kharadi, N., Gower, J., Roberts, C., Dewey, N., ... & Jones, L. (2022). Under the influence of hospitality industry: The contribution of natural capital to tourism spend. *Plos one*, 17(6), e0269790.
- Kapoor, R., Singh, A. and Manchanda, G., (2023). Hospitality internships and green leaders: analysing the engagement of interns with hotel sustainable development practices. *Worldwide Hospitality and Tourism Themes*, 15(3), pp.295-307. Rifat_Tanim
- Kim, Y. R., Williams, A. M., Park, S., & Chen, J. L. (2021). Spatial spillovers of agglomeration economies and productivity in the hospitality industry: The case of the UK. *Tourism Management*, 82, 104201.
- Li, Y. (2023). Insights from Tweets: Analysing Destination Topics and Sentiments, and Predicting Tourist Arrivals (Doctoral dissertation, Durham University).
- Matar, H. (2019, July). A CONCEPTUAL FRAMEWORK OF ARAB TOURISTS'MOTIVATIONS TO VISIT LONDON, UK. In 9th ADVANCES IN HOPITALITY AND TOURISM MARKETING AND MANAGEMENT CONFERENCE (p. 472).
- Maxim, C. (2021). Challenges of world tourism cities: London, Singapore and Dubai.

Palermo, O., Sarwar, H. and Franzoni, S., (2023). Using relational leadership theory to magnify actors' dynamic participation: the implementation of corporate social responsibility practices in the hospitality sector. *Journal of Hospitality and Tourism Insights*, 6(2), pp.1066-1091.

SHENGNAN, Y., & Nedelea, A. M. (2019). ANALYSE LONDON TOURISM BY MARKETING MIX ~ 4PS™. *Ecoforum Journal*, 8(1).

Shinde, K. A., & Olsen, D. H. (Eds.). (2020). *Religious tourism and the environment*. Cabi.

Srivastava, S., Dey, S.K., Sharma, S. and Ratilla, M., (2023). Adoption of sustainable practices by Asian hotels: gaps in academia. *Worldwide Hospitality and Tourism Themes*, 15(3), pp.220-230.

Ye, Z., Newing, A., & Clarke, G. (2021). Understanding Chinese tourist mobility and consumption-related behaviours in London using Sina Weibo check-ins. *Environment and Planning B: Urban Analytics and City Science*, 48(8), 2436-2452.

