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Module title: Sustainable Hospitality & Tourism Management

Module code: BMIH5006

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Report about Green Practice

word count: 1953

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Executive Summary

This report examines what Greener Practice initiatives are applied to the Grand Hotel Eastbourne including advantages and disadvantages, effects on the environment and the hotel. The report shows what difficulties the initiatives might pose for the hotel and what possible solutions exist for these problems. It includes some comparisons with competitors in connection with Green Practices.

Nowadays, it is essential in the hotel industry to operate a hotel environmentally friendly because using Green Practices have a number of benefits. Nevertheless, some of them can be expensive, but it is worth applying them. Green Practice initiatives of the Grand Hotel Eastbourne are electric car charging points, recycling, reducing energy consumption , using home-grown ingredients, community engagement and GTBS (UK's top suitable tourism accreditation program). Thus, it has a positive effect on consumers, they are willing to pay more for eco-friendly hotels and trust them more. Therefore, Greener Practice influences the hotel's performance and respectability.

The hotel may face some challenges by using them, for instance, high costs of the equipment , more time, etc, but the proper solution can solve these problems.

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1. Introduction

The aim of this report is to identify a 'Green Practice' initiative by applying it to The Grand Hotel Eastbourne and identifying a gap in their sustainable practices providing a solution. This paper examines the benefits and challenges associated with integrating sustainability into their daily operations.

Green practices give the industrial sector a competitive edge and serve as a launching pad for environmental efforts aimed at sustainability. Businesses may now move their operations toward a sustainable agenda due to green practices such as environmental management, eco-friendly product creation and the application of environmental policies (Alves, Sila and Rodrigues, 2020).

The Grand Hotel Eastbourne, called 'The White Palace', is a 5-star luxury, Victorian hotel, which is located in East Sussex, the United Kingdom. It is situated on the shore and offers a breathtaking view of the English Channel and the Beachy head Rocks. Tasty meals, superb spa facilities, shaded patios and a variety of rooms and suites welcome the visitors. With its large rooms and striking building, The Grand Hotel Eastbourne has the heritage of the Victorian era, but it also has a modern appeal due to its classic decoration (SLH, 2024).

2. Main Findings

2.1. The Greener Practice Initiatives

The viability of the hotel industry depends on customer pleasure, flexibility in responding to changing lifestyle patterns and ongoing improvements in amenities and services. To maintain customer satisfaction and reduce their negative effects on the environment, hoteliers must establish sustainable plans that will allow their establishments to remain competitive in the market. The management of the business must take the initiative to involve both staff and visitors in the environmental management process in order to implement green projects (Khalil *et al.*, 2022).

In the hotel sector, sustainable practices have a favourable effect on the guest experience and improve the likelihood that they will return, both of which are

beneficial to the hotel. Employee pride and contentment are raised when sustainable practices are used and they feel more a part of the company. For both employees and guests, this fosters a pleasant atmosphere (Prakash *et al.*, 2022).

The Grand Hotel Eastbourne provides more Greener Practice Initiatives like electric car charging points, recycling of paper, glass, batteries, lamps, cardboard, reducing energy consumption, preserving the nation's heritage, using domestically produced ingredients, community engagement and GTBS (UK's top sustainable tourism accreditation program) (Grand Eastbourne, 2024).

Considering electric car charging points, there are six specific car charging stations in the Grand Hotel's parking. There is a £25 cost for resident guests who want to reserve parking in advance. In addition to recycling glass, paper, cardboard, batteries and bulbs, Tylney Hall also composts food waste and is working with a waste management business to develop mixed recycling (Grand Eastbourne, 2024). Recycled glass is used to make water bottles and damaged linen is repaired and recycled on-site. A 'fuel pod' technology is also being introduced by the corporation to turn cooking oil into bio-diesel for using in company vehicles and estate equipment. Regarding reducing energy consumption, to increase energy efficiency, hotels are making a number of adjustment. LED bulbs are being introduced and low-energy lighting is being employed. Housekeepers have the authority to identify alternate cycles and printers are double-sided now. In addition to proactively closing rooms during slower times, pool coverings are being added to outdoor pools. New heating controls and boilers are installed, along with timer switches and 'dusk until dawn' sensors. Daily linen delivery are no longer necessary because in-house laundries (Grand Eastbourne, 2024).

Similarly, for example, the Hartwell House & Spa in Buckinghamshire or Boringdon Hall Hotel in South Devon offer electric car-charging points (Offpeakluxury, 2024). Regarding The London Gatwick Hotel, has made it a priority to include resource management and conservation into everyday activities. By working with P&G professionals, their on-premise washing operations may cut water and energy use by 40% and 7% (Sandman Signature, 2024). They try to reduce the quantity of garbage produced by their everyday activities by recycling or composting as much as they can. They not only purchase equipment that aids in lowering resource use, but they also train employees on responsible resource resource management (Sandman Signature, 2024).

Additionally, comparing other hotels, Hilton Inc. and Clean the World have an existing agreement that aims to reduce plastic waste by recycling soap and toiletry bottles (Ramirez and George, 2019).

2.2. Benefits of the Initiatives



Figure 1: The 17 sustainable development goals (adapted from Abdou, Hassan and El Dief, 2020).

Figure 1. shows the road map for a more sustainable and better future for all. They tackle issues like poverty, inequality, environmental degradation, climate change, peace and justice among other global concerns (Abdou, Hassan and El Dief, 2020).

According to Anitha and Suresh (2020), people have to become more environmentally conscious and generally aware. Green hotels are becoming more and more necessary. Nevertheless, in the present chaotic and dangerous economic times, the path to environmental sustainability is too opulent to pursue.

One of the benefits of Greer Practice initiatives is that the Grand Hotel Eastbourne is more competitive as a result of consumers anticipating environmental qualities.

Moreover, the customer's experience at the lodging, consequently, their level of satisfaction is positively impacted by environmental sustainability. Prominent global hotel groups are making sustainability a top priority and incorporating it into their business goals (Abdou, Hassan and El Dief, 2020). For example, Intercontinental Hotel Group prioritizes supporting the UN Sustainable Development Goals by using its worldwide presence and size (Abdou, Hassan and El Dief, 2020).

In addition, compared to other hotels, through responsible hospitality across its value chain, Hilton Worldwide hopes to decrease its environmental effect and increase its social impact investment by 2030 (Abdou, Hassan and El Dief, 2020).

The association's intangible image worth will be bolstered by "green innovation" initiatives. Since it offers a range of preferences and maintains a strong position against competitors, developing a strong brand has consistently been the guiding goal (Chivandi, Sikhauli and Mlilo, 2023).

2.3.Challenges of Environment Sustainability

According to Khatter (2023), the industry is going to face a number of obstacles that businesses must overcome in order to adjust and prepare for the future. The effects of global warming and the resulting decline in biodiversity are two major issues facing the hotel sector. Financial gains, owners' interests, consumer satisfaction, marketing advantages and a dedication to environmental preservation are the primary drivers of environmental sustainability. However, there is a troubling trend in the business toward what we refer to as "green washing". This obviously undercuts international efforts to preserve the environment, which is essential to tourism, in fact, to all life (Khatter,2023). Even while visitors do not directly cause environmental damage, the goods and services provided by the hospitality sector, may have negative consequences on the environment. It could not be considered economically feasible to produce environmentally friendly products and services if doing so comes with greater expenses, especially if the organisation requires more time, money and effort to put such policies into place (Khatter, 2023). It has been difficult to put changes to the business model into practice. Even if there have been some noteworthy developments in the last 10 years, it is clear that more progress is still needed (Khatter, 2023).

Businesses that use green marketing must make sure that their operations do not deceive customers or the industry and do not violate any rules or regulations pertaining to environmental marketing (Kasliwal and Agarwal, 2019). This is one of the primary challenges associated with green concerns. Other obstacles can be identified, the majority of individuals do not know much about green products and services and their applications. They have little understanding of its relevance, even if they are aware. Most customers are unwilling to pay a premium for green products and services since they are expensive (Kasliwal and Agarwal, 2019). Today, consumers are not content with simply knowing that a product is environmentally friendly, they also demand more trustworthy and legitimate information about how products affect the environment. Green marketing presents both obstacles and chances to improve consumer markets, obtain a competitive edge, adhere to legal requirements and advance corporate social responsibility (Kasliwal and Agarwal, 2019).

Green, sustainable and eco-friendly methods can have drawbacks, such as being expensive to establish, requiring ongoing training, taking a lot of time, having a small selection of items, requiring a high degree of knowledge and being location-specific. Research, planning, stakeholder education and integrating sustainability into a hotel's strategic initiatives are all necessary for a truly eco-friendly hotel endeavor. By reducing costs overall, eco-friendly initiatives may establish a hotel as a hub for the community, the environment and visitors (Noli *et al.*, 2024).

The high cost of production and the desire for eco-friendly items make sustainable green products pricey, despite the fact that eco-friendly products are often more expensive than their rivals (Chivandi, Sikhauli and Milo, 2023).

One of the suitable solutions would be to use smart hotel solutions or intelligent hotel rooms with access control, significant energy savings and other services, is one way to reduce energy consumption in hotel rooms. By implementing smart rooms, energy management is improved, which ultimately results in savings. Additionally, customers receive higher-quality service, the system's safety is increased and hotel staff can constantly updated information (Floričić, 2020)

2.4. Benefits of the Initiative the Hotel and the Environment

According to Farid (2024), adopting the Greener Practice initiatives helps the hotel become more robust and competitive in the industry while also improving its financial and environmental sustainability. The hotel can successfully cut energy usage, as a result, utility costs by implementing energy-saving measures. The hotel can devote resources to other operational areas, make additional investments in sustainability projects or increase its bottom line by cutting waste and energy-related costs. In fiercely competitive marketplaces where companies can provide affordable services, have an edge, these savings might be very essential (Farid, 2024). By using green business practices are better able to comply with environmental impact regulations. Following these rules lowers a company's risk of fines and legal problems, which can have serious financial repercussions. Green practices have a favourable effect on worker productivity and engagement in the hotel and tourism industry. When they work for companies that care about the environment, employees frequently feel proud of their jobs and are more inclined to support sustainability initiatives (Farid, 2024).

According to Gedera and Wickramaratne (2024), the hotel may increase this sense of value by clearly communicating the advantages of the green project, lowering its negative effects on the environment and increasing operational effectiveness when it executes the work and communicates well. Adopting eco-friendly methods can help the company reach its full potential, lessen its influence on the environment and create a sustainable future. Environmental responsibility is becoming a top priority for all stakeholders and long-term success depends on incorporating sustainability into corporate operations (Kadymov, 2023).

3. Conclusion/ Recommendations

This report has shown the importance of using Green Practice initiatives, especially, in connection with the Grand Hotel Eastbourne including the drawbacks and benefits. It has examined what other hotels have implemented them and what kind of challenges the hotel has to cope with. The report has given some possible solutions for potential problems in line with green practice initiatives.

Some recommendations for better operation:

- To become a member of TripAdvisor's GreenLeaders program, which assigns eco-friendly hotels a bronze to platinum rating. Green hotels are listed by nation and vacation type on greentraveller.co.uk, an online travel agency for environmentally conscientious tourists (NatWest Group, 2020).
- Snacks like chocolates, almonds and crisps are available in many hotels' rooms and vending machines in the lobby area. By substituting reusable snack containers with dispensers that guests may use, the hotel can reduce the amount of plastic waste that results from food wrappers (Walter Geering, 2024).
- Use key card readers. It commonly occurs that guests leave lights on when they hurry to see all the sights. The solution for it is to install key card readers that turn off the lights when the card is removed (Walter Geering, 2024).

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