

Welcome to Sustainable Hospitality & Tourism Management

I will begin the Lecture at 9:30am, so use this as an opportunity to grab a hot drink and to ask me any questions that you have got.

When I start the lecture, can you please have your mic muted as there is a number of us in the meeting so it could cause a disturbance.



BMIH5006

Sustainable Hospitality and Tourism Management

Week 5

HOSPITALITY
AND
TOURISM
MANAGEMENT

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



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Before we start

As there are quite a few of us here, please ensure that your microphone is muted during all teaching until you are asked a question or there is a group discussion to prevent background noise.

You should attend every class and have a private space to work so that you can concentrate fully on the lesson.

You should not be at work, shopping, driving or caring for children.

Your camera must be always on during lectures please. -Use the Teams university background to protect your privacy.

YOU must join via a laptop or PC/MAC –No attendance permitted on phones or tablets

You will be removed from the session and logged as absent if you fail to adhere to these criteria.

This and all sessions will be recorded so that you can watch it again

Assignment 2 – Report

You are required to include headings and subheadings, graphics, bullet points, graphs etc. Ensure pages are numbered.

Executive Summary

This provides an overall summary of the report. It allows the reader an insight into the report without reading the whole document. This does not have to be a lengthy discussion, it should be a concise overview of what has been written in the report. The Executive Summary will need to be added when the report is complete. An executive summary is not included in the word count. For this Report the Executive Summary should be around **200 words**

Introduction

Time to introduce the concepts to the reader. This is the opportunity to introduce what Hospitality Transport is, define the term, an example, or more would assist. You may also introduce the mode of transport you will be discussing. You don't need to discuss what solutions you have identified, that will follow. The Introduction is included in the overall word count and should be around 10% - 200 words.

Assignment 2 – Report

Main Findings

This section is where the main discussion will take place. You are required to inform the reader of the mode of transport initiative you have identified – What does it entail? What impact is it having on the environment/landscape/community? How might this mode of transport be improved? It is cost effective? Is it realistic? How will the improvements benefit the environment? Please include industry examples when providing plausible solutions. You may use the discussion points as subheadings. The Main Findings are the bulk of the Report and will usually take around 80% of the word count – 1600 words.

Conclusion/Recommendations

This section will provide a brief and concise summary of what has been written in the report. No new information should be included here. Key factors only. You may include recommendations in line with the discussion in the Main Findings. This section should take around 10% of the overall word count – 200 words.

Full reference list required – 20 references.

Recap Activity

Please use the chat function to answer the following questions.. To gain a mark of attendance for this week, each student is required to answer all of the questions on a word document, attach them to an email and send them to their tutor, in addition to attending the whole lecture.

What is sustainability?

What are Green Practices? Examples required

What natural resources are used by the hospitality industry?

What is CSR?

What is the circular economy?

Name a legislation that links to the environment, these were discussed last week, please refer to your notes

Name a mode of transport – please included the negative and positive aspects in relation to the environment.

You have 45 minutes

Break Time



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Too many People?



How **population growth** impacts the planet

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

Where are we now – the big picture?

- Growing world population [World Population Clock: 8 Billion People \(LIVE, 2025\) - Worldometer \(worldometers.info\)](https://www.worldometers.info/world-population/) – **Why is population growth an issue when it comes to sustainability?**
- Climate crisis; Energy crisis
- Extinction Rebellion / Insulate Britain
- To preserve a liveable climate, greenhouse-gas emissions must be reduced to net 0 (zero) by 2050

Activity

- Who are Extinction Rebellion
- What do they do?

Please use the chat function for your answers



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Re-thinking progress



ELLEN
MACARTHUR
FOUNDATION



By 2050, hotels will need to reduce emissions by [90%](#)
to be in line with the Paris Climate Agreement

(Lissner, 2017)

The immense impact on a global scale and the great extent to which hospitality businesses are exposed to changes in the environment puts the industry in a position where a shift towards more sustainable practices becomes an ecological, economical and ethical necessity.

(Wich, 2020)

Activity

In line with the Paris Agreement where hotels are aimed to reduce carbon emissions by 90%, please answer the following questions:

1. What can hotels introduce to reduce their carbon emissions
2. What are the benefits of reducing their carbon emissions (Think environmental, social, public image etc).
3. What are the negatives (if any) of reducing their carbon emissions. Think about time, resources, adapting to change.

Put your findings into the chat.

30 minutes.



Drivers for Change



Successful responsible companies (social icons)



Consumer growing awareness and activism



Globalisation and free flow of information



Financial crises and the results of unethical behaviour

Greenwashing

1. What is greenwashing?
2. How can greenwashing harm a brand's reputation?

Answers in the chat.
10 minutes.



The Dangers of Greenwashing...



Greenwashing



The dark side of sustainability and sustainable travel, greenwashing is the practice of using powerful PR, marketing and advertising to make an unsubstantiated or misleading claim about the sustainability benefits of a product or service. Companies do this so that they appear to be more socially or environmentally sustainable than they really are – and so attract more buyers and make more profit.

Greenwashing has been going on for years, but the phrase was first coined by environmentalist Jay Westerveld in 1986 when we didn't have such easy access to public information via social media and the internet and it was far easier for companies to hide what they were doing. It's led to confusion and diminished our support of companies that are actually doing something sustainably good.

Today **greenwashing** is on the increase because more of us have started to demand that the products and services we use are genuinely sustainable. A Nielsen poll in late 2015 showed that 66% of global consumers are willing to pay more for environmentally sustainable products – among millennials, that number jumps to 72%.

(Jones, 2017)

The path to CSR for hotels?

The marketing also has to be **genuine, truthful and particularly non-consumerist** consumerism. Eco-friendly buyers do not want to be sold to. They want to be informed – even involved if they can. If you don't bring the information they desire to them, they will use the internet and social media to find out what they want to know.

Planet Friendly Hotels



Individual Activity

- What is the most 'sustainable' hotel in the world?
 - Search online and put your answer in the chat box. Why are they sustainable?
 - Also think about the criteria being used.



References

Gentinetta, J. (2020) *11 Examples Of CSR Practices In The Hospitality Industry*. [online] Hospitalityinsights.ehl.edu. Available at: <https://hospitalityinsights.ehl.edu/csr-practices-hospitality-industry> [Accessed 24 January 2021].

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Jones, C. (2017) *What Is Greenwashing?*. [online] NOW. Available at: <https://www.itmustbenow.com/feature/our-big-questions/greenwashing-explained/> [Accessed 24 January 2021].

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Wich, S. (2020) *Is 2020 The Year Of Sustainable Business In Hospitality?*. [online] Hospitalityinsights.ehl.edu. Available at: <https://hospitalityinsights.ehl.edu/sustainable-business-in-hospitality> [Accessed 24 January 2021].

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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