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Executive Summary

In recent years, sustainability has taken on a critical relevance. It is also referred to as the "triple bottom line" since its meaning may be interpreted to apply to people, the environment, or even financial gain. Economic growth, agriculture, water, energy and resources, climate, health and lifestyle, and a growing variety of other fields have all recognized the need for sustainability. Businesses in the modern day are under more scrutiny to demonstrate ethical behaviour and guarantee a net beneficial effect on society and the environment without compromising their bottom line. Generally speaking, consumers are in favour of these initiatives and are open to adopting personal decisions that are consistent with a more sustainable stance. However, a large body of research suggests that this isn't necessarily reflected in consumers' actual decisions to make a purchase. It is often observed that consumers place a higher priority on price, convenience, and quality than they do on sustainability. Some people recognize that sustainability is good for society as a whole but has no direct personal advantages for them. According to the available data, those with higher levels of education and income are more likely to be environmentally conscious. There was also a correlation between age and socioeconomic rank. Multiple studies have also shown the power of societal norms in shaping individual behavior. It is suggested that if customers start acting sustainably, businesses would have to follow suit.

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Introduction

Shared features that link sustainability, hotels, and green initiatives? Hotels may take steps toward sustainability by implementing "green initiatives." To reverse global warming, sustainability advocates cutting down on carbon dioxide emissions and other greenhouse gases while increasing the use of renewable energy sources like solar and wind power. Though individual hotels won't be able to halt climate change, they can all do their part. This is why hotels in the modern market should make sustainability more than simply a fad (Aznar et. al. 2019). Significant progress is being made in the travel and tourism industry toward more sustainability and net-zero business practices. However, many hotel chains and individual properties still face significant obstacles in kicking off their sustainability journeys, typically as a result of limited financial and human resources (Rezaee and Choi, 2021). It's crucial to encourage and equip these parties to get out on their sustainability journeys in a coordinated and purposeful manner. The international hotel industry has collaborated to determine the most important first measures that all hotels, regardless of size, resources, or degree of sustainability achieved to date, can and should do to raise the bar for sustainability worldwide.

Importance of sustainability within the hotel industry

Hotels are responsible for 1% of world emissions, according to the UN World Tourism Organization. Since this figure is only expected to climb as the hotel industry expands to meet rising demand, establishments must take steps to improve their environmental performance (Gazija, 2019).

Sustainability strategies are an essential way for hotels to attract new customers and reduce their environmental effects. Booking.com found that 68% of its customers were interested in finding eco-friendly hotels, and 87% of all tourists wanted to travel sustainably (Wynn and Jones, 2022).

Sustainability in the hospitality industry is also crucial for fostering connections with locals and preserving the natural environment and biodiversity of the area. Adding a regional flavour to a hotel's services and amenities stands out from the competition, generating a memorable stay for guests and giving the hotel its distinct personality.

Most common sustainability practices for the hotel industry

Numerous options exist for hotels to become more resourceful with their energy, water, and trash management, but they aren't the only methods often used (Tarkang Mary, and Ozturen, 2019). High-efficiency water faucets and LED lighting are just two examples of the kinds of technological advancements that hotels often use to improve their bottom lines. Let's go through the most popular eco-friendly hotel procedures one by one.

List out the suitable ways and products

First, they must determine what goods and services they will need for the property. Location, cost, materials availability, and usability are just a few of the variables that might affect this. To harness wind power as a renewable energy source, hotels need a certain amount of open land, proximity to agricultural areas, and a certain elevation. If none of these conditions hold, then proceeding with this stage is a waste of time and resources.

Let us look at yet another case in point. Bedding made from bamboo cloth, cleaning supplies made from plants, and infrared saunas are just some of the organic things that are both expensive and hard to come by. Because of this, not every hotel can afford to

use these organic options. Therefore, take into account the above-mentioned elements before finalizing your sustainable hotel practices list.

Form a green team

Skill is unquestionably required to implement eco-friendly hotel procedures. They need to form a group consisting of a subject matter expert and a few enthusiastic workers from throughout the organization. After sufficient training, they may be sent out into the field to serve as guides for others and monitor whether or not established procedures are being adhered to.

However, having highly driven team members is crucial. To explain why I bring this up, consider that at first everyone is enthusiastic about the notion of becoming environmentally friendly. However, the desire to continue doing so wanes after a while.

Avoid Plastic

The "ban plastic" movement has gained traction in recent years. Only a select few cities, however, have the potential to become completely plastic-free. All people are aware that plastic does not break down easily since it is not biodegradable. Reducing one's usage, reusing it, or recycling are all viable options.

Plastic-free options are available. Cotton and jute bags may replace polythene, and terracotta storage pots can be used in place of plastic boxes. In reality, plastic is a threat to the health of the planet and all its inhabitants. It would be preferable if we could get rid of it right away.

Automation for the conservation of water and energy

More and more public bathrooms in places like shopping centers, airports, and movie theatres are equipped with automated faucets. Sensors in these fixtures detect when a human hand is nearby and activate the water flow. That's a practical way to save water, particularly if you have a steady stream of visitors. They may significantly reduce water use by utilizing the hotel's motion-activated faucets.

Key Ways to Improve Hotel Sustainability

Utilize Rainwater

Rainwater is great for hotel gardens and golf courses. Storing rainwater in tanks for plant irrigation prevents wasting potable water. It also reduces the dry-season environmental effect.

Prefer local and seasonal produce

Costa Rican bananas, Uruguayan beef, South African hake... One has sampled all these delicacies, but has anybody considered how transporting them over the Atlantic pollutes their waters? Local and seasonal meals help hotels decrease their carbon impact (Alipour et. al., 2019).

Avoid disposable products

Glasses, plastic cutlery, disposables, and water bottles... If we're honest, how many tons of plastic do hotels use every month? Replace them with glass bottles or bamboo to decrease hotel trash.

Don't throw leftovers away

They may have leftovers from breakfast, lunch, and supper. Consider buying a composting machine to recycle wastes and peels into fertilizer for the hotel's gardens and green areas. If their hotel doesn't need it, locate a city council to utilize it for parks and serve the neighborhood.

Go paper-free

Invoices, coworker notes, internal inquiries, orders... They don't require daily paper-use reminders. Instead of paper, they propose sophisticated software that can save every note and reminder (Preziosi et. al., 2022).

Prefer natural, eco-friendly cleaning products

Find eco-friendly fabric detergents and room and common area cleaners. These natural cleaning solutions are safer for humans and the environment. Win-win!

Conclusion

All areas of operation, from cleaning to operations to the hotel's dining room, should take an integrated approach to sustainability. Guests should be invited to play an active part in the effort, to inspire them to make environmentally friendly decisions during their stay at the hotel and in the surrounding community, such as using locally owned tour companies and purchasing things made in the area. More than ten standard sustainability measures already in use by the hotel industry may be used on a systemic level to cut down on the industry's carbon footprint. By reducing energy use and waste, hotels may save money via these measures, but doing so can also set your establishment apart from the others. Hotels need to be able to cater to environmentally conscientious guests as the number of such guests increases.

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