

"A Vision of Change: Sustainability in the hotel industry"

Module: Sustainable Hospitality & Tourism Management

Module code: BMIH5006

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It is generally agreed that business success in the 21st century requires a focus on sustainability. Sustainability, often known as social responsibility, is rapidly rising on the list of priorities for both public and commercial sectors, including the hospitality business. However, the hotel industry may distinguish out by adopting sustainable practices. Sustainable practices are today essential to diners, hotel guests, retailers, and tourists (WBCSD, 2022). Customers are increasingly concerned about whether or not the businesses they engage in ethical business practices respect the community, its members, and the environment. In the hotel industry, establishments prioritising sustainability stand out from the crowd. Young adults born between 1980 and 2000 are the most environmentally conscious generation. They're prepared to pay more for items and services that reduce their environmental effect. Today's culture is increasingly influenced by "green thinking," To fulfil their primary mission of providing visitors with a memorable experience, hotels must adopt sustainable practices. Hotel industry organisations may help solve global challenges by adopting and implementing

CSR into their strategic plans, which has been shown to raise corporate competitiveness, foster innovation, and improve overall organisational effectiveness.

Sustainable development is defined as meeting present needs without harming the ability of future generations. Environmental, human, and ecological health are prioritised in a sustainable approach, promoting innovation and maintaining current living standards. What this idea stands for is based on the concepts of sustainability. The economy, society, and the environment are the pillars of sustainability. Profit, people, and planet are alternative names for these ideas. Historically, sustainable development has been described as "development that fulfils the demands of the present without jeopardising the ability of future generations to satisfy their requirements," as stated in The Brundtland Report. As defined by the UN World Tourism Organisation, sustainable tourism is "tourism that takes full account of its current and future economic, social, and environmental ramifications, satisfying the needs of visitors (Prakash et al., 2022); the tourism industry, the environment, and host communities." The sustainability issues that need to be sometimes solved only get one of the pillars of attention. However, a multidimensional approach is necessary for sustainable tourism. Environmental, social, and economic sustainability are interconnected and mutually supportive.

More and more nations are investing in the tourism industry, which has far-reaching effects on the environment, consumer habits, pollution levels, and social structures. Responsible and sustainable planning and management are crucial to the whole sector's continued success. Sustainability, or the sparing use of a resource so that it is neither depleted nor harmed, is critical in the hospitality sector (University of South Wales, 2022). For tourism to thrive, natural and cultural landmarks must be protected by hospitality businesses. Adverse outcomes are possible due to failure to comply (Ouyang, Wei and Chi, 2019). For example, the government closed one of Thailand's most popular tourist destinations, Maya Bay, for three years in 2018 due to the damage caused by an average of 5,000 visitors each day. The industry that served tourists in the area collapsed.

Sustainability refers to the potential of natural ecosystems to provide for human needs indefinitely. The hotel industry is a significant consumer of energy and other natural resources. Beautiful scenery, sandy beaches, turquoise waters, mountains, waterfalls, coral reefs, and fresh air are not only great for visitors but also essential to the tourism

business. As a result, the hospitality industries risk undermining the foundation on which hospitality rests. Hotels have been further encouraged to include sustainability in their business strategies by raising costs, increasing regulatory expectations, and competitive activities. As a result, customers are becoming more aware of sustainability and demanding that hotels take accountability for the situation.

Consumer-led campaigns against plastic straws have prompted many businesses in the hospitality industry to either find viable alternatives or outright prohibit single-use plastics (Murthy, 2014). However, at present, location and cost remain the primary factors when it comes to selecting a hotel. Governments are also ramping up the pressure by using taxes and laws. One recent example is the European Union's decision to ban some single-use plastics by the year 2021. Similar prohibitions are being enacted in other US states. In addition, more than 45 nations have either implemented or are planning to implement carbon pricing programmes, which go well beyond plastics. By 2020, all newly constructed European Union (EU) structures will be required to use no more than 50 per cent of the energy typically used in a typical building. Under the EU's Energy Performance of Buildings Directive, all preexisting buildings must be upgraded to NZEB by 2050. Finally, self-regulation and voluntary codes of behaviour are seen as attractive means of tackling sustainability concerns in the hotel sector but have mixed effectiveness. Travel and tourism are now crucial to achieving the 17 Sustainable Development Goals (SDGs) and 169 related objectives set by the United Nations. Tourism is one of the most important industries in the developed and developing worlds. In addition to bolstering international harmony, it helps to create new economic possibilities, fight poverty, advance gender equality, protect and promote natural resources, and more (Khan, Hassan, Fahad and Naushad, 2020). The United Nations identified tourism as one of the top ten industries that may help communities transition to a Green Economy (UN). The three pillars of sustainable development—equity, environmental protection, and economic growth—look to this sector for significant contributions, which is why it was featured in the Rio +20 Outcome Document (social, economic, and environmental).

Many businesses prioritise sustainability, and the hotel sector is no exception (WRAP, 2022). Although various academics have shown that the rapid expansion of the hotel industry has significantly contributed to global environmental degradation due to the industry's excessive use of energy and water for heating, cooling, and lighting, some hotels have implemented environmental policies to specifically encourage

environmental preservation in the hope of improving the quality of human lives. The news, governments, and customers are increasing pressure on hotels to increase their sustainable practices as demand for environmentally friendly development ideas grows. Bender looked into the data from a poll done by TripAdvisor and found that around 62% of tourists think about ecological concerns while choosing a hotel. There are two ways in which hotels may gain from embracing sustainable practices: first, by reducing their environmental impact via increased energy and water efficiency, and second, by using these initiatives as a marketing tool to draw in guests with a similar interest (Camilleri, 2017). To demonstrate its commitment to sustainability, the hotel sector has undertaken several efforts, including using eco-labels, adopting sustainable practices, and using environmental management systems. However, the hotel industry won't be able to progress into the future if it doesn't make sustainability and resource conservation central to its business culture. This is because pollution may destroy the foundation for further industry growth. By installing energy-efficient appliances and implementing renewable energy programmes, reducing water intake through the insertion of water-efficient devices and equipment, and managing and reducing waste through recycling programmes and durable item replacement costs, "green hotel practises" aim to eliminate the need for fossil fuels. Top hotel groups worldwide put sustainability at the centre of their business strategies.

The Ellen MacArthur Foundation, which has been active since 2010, is responsible for popularising the term "circular economy," which it defines as a "regenerative system" that reduces the use of finite resources, the production of unnecessary waste, the release of harmful byproducts (World Economic Forum, 2022), and the loss of helpful energy through the elongation, closure, and restriction of material and energy loops. To this end, applying techniques like durable design, management, repair, reuse, reprocessing, refurbishing, and recycling may be possible. There is a growing connection between CSR (corporate social responsibility) and the circular economy (McCulloch, 2021). The notion of the circular economy forms the basis for the non-financial reporting of social responsibility initiatives, which in turn helps to increase the degree of transparency of circular strategies. A large portion of the different activities of CSR has to do with projects related to sustainable development (Ardito, Carrillo-Hermosilla, del Río and Pontrandolfo, 2018), which the United Nations defined in 1987 as the capacity to meet the needs of the currently given interaction without jeopardising the needs of future generations. This is what distinguishes CSR from

other forms of corporate responsibility, which focus on merely minimising or avoiding adverse impacts. To generate a restorative and regenerative model of production and service provision, the circular economy promotes a shift in the model and technology of production and the productive system (Morea, Fortunati and Martiniello, 2021). This strategy utilises renewable energy to lessen the impact of climate change, lower environmental toxicity, and boost biodiversity. The three R's of resource management—rethink, redesign, and recycle—form the backbone of the circular economy's approach to managing technology nutrients. One should follow the five R's while dealing with waste: reduce, repair, renew, recover, and reuse. The Salutation Hotel, a member of the Strathmore Hotel Group, conducted a pilot programme to track and eliminate food waste over eight weeks (Esken, Franco-García and Fisscher, 2018). The project was a success, resulting in a 36% decrease in food waste per cover and annual savings of almost £10,900. If these cost-cutting measures were implemented at each of the seven hotels in the chain, annual food waste could be reduced by 29 tonnes, and the firm could save £76,000. Through careful analysis and adjustment, Strathmore Hotels reduced its food expenditures by 18 per cent. Efforts are being made to better the whole group.

Ecological, social, and economic well-being are the three cornerstones. Sustainable development strategies are developed for businesses with a primary emphasis on these three areas. As a bonus to its cooperative nature (Gavin, 2019), it is also dedicated to environmental responsibility. The "guilt-free" luxury offered by the El Nido Resorts in the Palawan archipelago is the result of the resorts' innovative take on the "eco-friendly" idea. The resort has a desalinisation facility and a rainwater collection system and utilises water through low-flush toilets to supply sprinklers and water plants. Composting facilities on-site provide organic fertiliser for resort gardens and organic farms, whereas state-of-the-art wastewater treatment plants and solar panels substantially reduce pollution and conserve energy (Holcomb, Upchurch and Okumus, 2007). These outstanding green projects are supported by ongoing actions like beach cleanups and a marine mammal protection programme. Suppose you're looking for water activities in El Nido. In that case, you won't find any that include motorised boats or jet skis since the company doesn't want to cause unnecessary disturbance to the local ecosystem.

The sustainability of tourist attractions, restaurants, hotels, and stores is becoming more vital to today's visitors and consumers. Products and services that don't harm the environment, deplete natural resources, or damage people or animals will command a higher price from millennials and members of Generation Z. Sustainable practices distinguishing hospitality companies. Today, sustainability is important to tourists, diners, hotel guests, and shoppers. As "green thinking" evolves in today's culture, hotels must embrace sustainable concepts and regulations to deliver a remarkable guest experience. Sustainable business methods promote a company's reputation, brand image, guest experience, profits, and customer loyalty. If hospitality firms embrace and incorporate CSR into their strategy, they may foster innovation, enhance competitiveness, and help solve global challenges. Long-term, CSR will increase earnings.

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