

Sustainable Hospitality & Tourism Management (BMIH5006)

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Executive Summary

This research aims at examining the idea of green practices' implementation in the context of the hospitality industry with the reference to The Savoy restaurant in London. The study underlines the significance of sustainable development due to the fact that hotels increase the concern to solve environmental issues and fulfil the constantly rising demand by consumers. Energy and waste management, together with other green initiatives, not only save resources but also improve organisational image and performance, as well as environmental legal requirements (Jauhari, 2021).

This paper focuses on waste minimisation plans relevant to The Savoy, a restaurant and hotel service firm based in London, as an overall sustainability plan. Integral waste management plays a vital role in the Sustainable America White Paper reducing the environmental impact of The Savoy, which in return reflects consumer preference for eco-friendly policies and procedures as well as compliance with upcoming ecological legislation. In the current report, the author focuses on reviewing the advantages, constraints, and management strategies of improving waste systems at the Savoy concerning food waste management, recycling strategies, and circular economy concepts (Hussain *et al*, 2019). Through procuring waste solutions, The Savoy can further establish loyalty and credibility, increase production productivity, and prevent legal issues relating to waste management, all while advancing the goals of the SDGs and, more importantly, the triple bottom line.

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1. Introduction

Organisation and management of waste is one of these sustainable practices that have become crucial in managing the capabilities of the hotel industry. Waste management in luxury hotels such as The Savoy London is a relevant practice in line with sustainable tourism, which can fundamentally support sustainable operational and brand value. In its location on The Strand in London, there is no reason why The Savoy cannot be at the forefront of this particular kind of innovation (Cooper, 2021). In this report, the benefits and drawbacks of waste management for The Savoy London will be identified, and strategies to support waste reduction policies will be offered. Additionally, the plan for the adoption of integrated waste management systems in The Savoy has been suggested here, which should lead to sustainability, brand value, and guest satisfaction (Cooper, 2021).

2. Waste Management

2.1 Understanding Greener Practices in Hospitality

Garbage disposal is among the leading themes of sustainable development within the context of the hospitality industry, targeting the reduction of the negative impact on the environment, the costs of waste disposal, and improved guest experience. By incorporating efficient waste management, the Savoy would be able to support sustainable hospitality and world standards (Pereira *et al*, 2021).



Figure 1 Green Hospitality (Costa and Costa, 2022)

In the context of the hospitality industry, waste management means minimising the consumption and disposal of waste which is produced in the course of hotel activities, with a focus on food and plastic waste. Since waste plays a havoc in polluting the environment by emitting methane gas from the dumping sites, increased importance has been put on waste management (Costa and Costa, 2022). For The Savoy, the implementation of these ideas coincides with global practices of sustainability, such as Triple Bottom Line, which focuses on the value of environmental, social and economic aspects, and Sustainable Development Goals (SDGs), where the aimed position is linked to the SDG12 (Responsible Consumption and Production).

Waste management solutions help with environmental concerns since they reduce wastage that is dumped in landfills, add economic value by conserving the cost of running the business, and address the social problem of sustainability from guests (Olya *et al*, 2021). In light of the UK government's recent requirements for all businesses in the hospitality sector to follow even tighter policies on waste by the year 2025, it is

advantageous for The Savoy to pay particular attention to stray waste management strategies (Adams *et al*, 2022).

2.2 Key Benefits of Waste Management for The Savoy London

Waste management strategies in The Savoy have various advantages; these include controlling Green house emissions, enhancing the image of the brand and the general working of the hotel business (Haski-Leventhal, 2018). These advantages are in harmony with Savoy's strategy of preserving delicate environmental safety standards in relation to consumers' tastes.



Figure 2 Advantages of Recycling E-Waste (Abdou et al., 2020)

Reduced Environmental Impact: The specific benefits of waste minimisation include less greenhouse gas production, such as methane, from the decomposition of organic waste and landfill sites through the implementation of recycling measures at The Savoy (Foster *et al*, 2019). This reduction also furthers the aims of The Savoy's sustainability targets linked with the fight against climate action (SDG 13) and the maintenance of an environmentally sustainable brand image.

Cost Savings: Waste elimination measures like recycling food waste and other materials can help to reduce the costs of waste disposal. Using intelligent waste management systems such as Winnow, which analyses the pattern of wastage in the kitchen, The Savoy can cut down other costs, for example, purchasing food and perishable goods (Szóka, 2022).

Enhanced Brand Image: Customers always prefer to dine at places that pay attention to sustainability. Through the implementation of a sound waste management plan, The Savoy establishes itself as a responsible luxury brand that is in an excellent position to attract guests for whom environmental issues matter in a competitive luxury hospitality market (Cooper, 2021).

The Savoy would benefit from waste management on different fronts, which include its image, environmental EMAS audit and general compliance with the law, all of which re-affirms the company's policy on sustainable luxury (Abdou *et al*, 2020).

2.3 Challenges in Waste Management Implementation

Waste management has lots of positive effects, but its application presents many difficulties as costs, changes in operations, and adjustment of people, both staff and guests. These are the challenges fully appreciated; they will help in realising strategies to ensure that The Savoy winds up implementing effective waste management integration seamlessly.



Figure 3 Complexities in Waste Management (Guruge, 2022)

Initial Investment Costs: Technologically driven waste management strategies mostly call for first-time capital investments. Examples may be the costs incurred in procuring equipment used in composting, the expenses incurred in establishing the facilities used in recycling items, as well as the costs incurred in installing monitoring tools that are in the form of electronics (Kim *et al*, 2019).

Operational Disruptions: New waste management systems cause operational interference because they become incorporated into operations. For instance, replacing old recyclable chutes or providing compost bins for food waste in a production kitchen will cause some disturbances that must be well coordinated (Guruge, 2022).

Staff Training and Engagement: Recycling programs require the cooperation of committed staff who know and buy into recycling. Educating workers on how to sort the waste properly, minimising food wastage, and managing waste management systems can prove to be cumbersome and expensive, especially where there is a high employee turnover, as is the case with the hospitality industry (Inkson and Minnaert, 2018).

Guest Adaptation: Some guests who are used to the lavish of luxury products will initially frown upon environment-friendly measures that may include the use of reusable shampoos or razors or the use of small to no plastic products (Sloan *et al*, 2017). Retaining guest satisfaction will only be a challenge if an effort is made to involve guests and explain to them the advantages of the change.

It is solving all these challenges with a proper structure that will ensure that The Savoy gains most of its sustainable success in the long run, all the time ensuring that there are not many disturbances, probably resulting in poor services and unsatisfied customers (Cooper, 2021).

2.4 Proposed Practical Steps for Implementation

In order to achieve efficient waste control, The Savoy should engage in implementing the following practicable measures – composting and recycling of food stuffs and the use of digital technology which avoids the use of paper products (Akhtar and Najar, 2020). The following steps will ensure efficient and effective utilisation of the resources apart from demonstrating the hotel's commitment to sustainable development.

Food Waste Reduction and Composting: Now, it is possible to implement a procedure for controlling the amounts of food waste, like the corresponding application, Winnow, which works with AI to detect tendencies in garbage. Some of the leading causes of food waste may be eliminated by cutting overspending and optimising the storage of goods (Oriade *et al*, 2021).

Recycling Initiative: Place waste bins in vital human and public areas with clear labels that show what is expected of the people who use those bins (Atiku *et al*, 2024). Recycle with vendors to ensure that these items are correctly disposed especially of plastic glasses and papers.

Digital Waste Management Solutions: Shift from using single-use papers and paper products for services like menus, check-in through QR codes and paperless billing. Such measures help to save on paper and, at the same time, become more beneficial to the guests (Kim *et al*, 2019). Procure automatic systems of tracking waste so as to be in a position to gather information that can lead to the minimisation of waste generation.

Supplier Partnerships and Sustainable Procurement: Order suppliers to delete unnecessary packaging materials and replace them with biodegradable ones. For instance, they are replacing plastic use in the packaging of toiletries or small items like shower gel, shampoo or soaps with eco-friendly packaging (Abdou *et al.*, 2020). Local suppliers should be preferred in a bid to minimise transport-related emissions and achieve the company's sustainable procurement policies.

Implementing these functional elements of waste management will help The Savoy reduce the sustainability-related processes, involve the personnel and visitors, and become a model of environmentally friendly operations in the sphere of quality lodging (Hussain *et al*, 2019).

2.5 Anticipated Outcomes and Long-Term Impact

Successful waste management at The Savoy can yield significant outcomes, including cost savings, regulatory readiness, and enhanced brand loyalty. These anticipated benefits will reinforce The Savoy's position as a sustainable luxury hotel.



Figure 4 Going Green (Guruge, 2022)

Sustainable Cost Savings: Waste management efficiency is effective in reducing waste disposal charges and possibly the cost of purchasing since organisations avoid purchasing raw materials in large amounts only for them to end up discharging them as waste (Guruge, 2022). The digital solutions make the overall picture even more efficient, thus reducing the costs even more.

Increased Guest Satisfaction: So, with developing proper waste management policies that may link to the guests' favourable attitudes toward environmental protection, more customers will remain loyal to The Savoy, and increasing numbers of guests worldwide are searching for green tourism experiences (Fernández-Robin *et al*, 2019).

Regulatory Readiness: Relative to the Savoy Hotel, the hotel will be ready to shift its operations as soon as the laws on waste management in the UK 2025 Year come into force. It also puts The Savoy in a better position to respond to any new and upcoming policies for market and organisational development that are sustainable in the future (Stephenson, 2023).

Enhanced Triple Bottom Line: By addressing environmental concerns, enhancing social performance, and improving profitability, The Savoy may formulate and implement sustainable development solutions that enclose a three-dimensional value proposal for luxury hospitality facilities (Foster *et al*, 2019).

This paper also discusses Sustainable Fashion commitments at The Savoy, as well as the long-term benefits of effective waste management there, as well as guest preferences and a sustainable, cost-effective model that sets The Savoy apart in the luxury market (Jauhari, 2021).

3. Conclusion and Recommendations

The effort made by The Savoy to improve waste management further depicts a new dawn on effective waste management in the luxury hotel business. With a proper waste management plan in place, the hotel is well placed to minimise impacts on the environment, improve operations and create a competitive advantage to attract environmentally conscious guests. Waste management activities also ensure that The Savoy complies with the international trend towards sustainability and is ready for new UK legislation as well as the changing demands of guests who want to stay in eco-friendly hotels. These actions solidify what has already been a long-standing commitment at The Savoy to be a sustainable hospitality company and leave positive social and environmental impacts.

Recommendations

Implement Advanced Food Waste Management: Buy an automation system like Winnow to ensure sustainability to reduce food wastage in your organisation. By doing so, the firm can reduce the cost of the food and, at the same time, reduce its wastage, implying a more efficient supply chain at The Savoy (Spreicer, 2021).

Strengthen Recycling and Composting Programs: Install and maintain compost bins and ensure that recycling containers are well placed in familiar workplaces, respectively. Sources of compostable waste should be obtained from local farms and recycling vendors for the management of garbage where little or no chance of being reused again is available (Atiku *et al*, 2024).

Enhance Guest Education and Engagement: Educate guests about the hotel's waste management through its website and social media, through left in-room collateral and intern staff if necessary. Promote the concept of waste waste-friendly environment by rewarding the guests for their contribution to waste reduction by giving them possible loyalties or likeable rebates (Oriade *et al*, 2021).

By doing this, The Savoy will have achieved its initiative of cutting down its negative impact towards the environment as well as the Sustainable Development Goals and the set strict regulations in the near future, making The Savoy an ideal luxury green hotel.

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