

Sustainable Urban Oasis: A Unique Eco-friendly Hospitality Concept

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Assignment one

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Part 1:

Introduction:

In an era where determined travellers seek more than just a place to lay their heads, the hospitality industry undergoes a standard change (Kramer, 2021). In response to this evolving landscape, Sustainable Urban Oasis emerges as a groundbreaking concept, precisely crafted at the intersection of innovation, sustainability, and a thoughtful understanding of market dynamics. This essay charts the course for this visionary venture, presenting a comprehensive proposal for the "Sustainable Urban Oasis" by leveraging the strategic framework of the Business Model Canvas (BMC).

Environmental Sustainability: A Pledge Beyond Green

Sustainable Urban Oasis is more than just a name, it is a commitment to environmental responsibility. Through innovative design and responsible operational practices, the venture aims to minimise its carbon footprint (Kramer, 2021). The incorporation of renewable energy sources, energy-efficient technologies, and sustainable building materials positions the establishment as a sign of eco-conscious living (One, 2023a). The essay will dive into how each of these elements aligns with the broader sustainability goals and how local suppliers play a pivotal role in realising this vision.

Community Engagement: Beyond Walls, Embracing Neighbourhoods

Beyond the physical structure, Sustainable Urban Oasis predicts becoming an integral part of the local community. Engaging with local businesses, collaborating with environmental organisations, and contributing to the well-being of the neighbourhood are not just strategies, they are fundamental principles (One, 2023b). This section of the essay will explore how partnerships with local entities contribute to a sense of community, how joint activities benefit both the venture and its surroundings, and how such engagement look after a unique identity.

Seamless Integration of Technology: A Modern Approach to Luxury

The digital age demands more than just brick-and-mortar establishments. Sustainable Urban Oasis recognises this reality and embraces technology as an enabler of a personalised and modern hospitality experience (Akshay, 2023). Through an insightful mobile app, guests gain control over their stay, from room preferences to accessing curated local guides (Consultants, 2023). This part will discuss how technology enhances customer satisfaction, contributes to operational efficiency, and positions the venture at the forefront of contemporary hospitality trends.

As we unravel the layers of Sustainable Urban Oasis within the BMC framework, we aim to highlight not just a hospitality venture but a transformative concept that responds to the refined needs of today's conscious traveller. The following sections will dive into the specifics of each BMC component, elucidating the key choices made and demonstrating them with contemporary examples and industry insights.

Business Model Canvas Overview:

The Business Model Canvas, introduced by Alexander Osterwalder and Yves Pigneur, is a strategic management tool that provides a holistic view of a business's key components (Group, 2023). The canvas is divided into nine building blocks, each representing a crucial aspect of the business concept.

Business Model Canvas		BMIH5001	Mohammed Oliur Rahman	
Key Partners Establishing partnerships with local suppliers, farmers, and eco-friendly businesses will be crucial to the Sustainable Urban Oasis (Zajac, 2023). Collaborations with environmental organisations, government bodies, and sustainability influencers will also contribute to the business's credibility and reach (Capital, 2023). Local Suppliers: - Local farmers, food producers, and suppliers of organic and sustainably sourced products (Zajac, 2023). - Cost-effective, dependable, and sustainable sourcing (Zajac, 2023). Green Technology Providers: - Supply and maintain eco-friendly technologies (Kenton, 2022).	Key Activities The key activities involve continuous efforts towards sustainability, including waste reduction programs, community engagement initiatives, and the incorporation of new green technologies (Sustainability in hospitality: How industry leaders can help 2022). Regular training sessions for staff on sustainable practices will be conducted to ensure the business's commitment to environmental responsibility (Sustainability in hospitality: How industry leaders can help 2022). Implementing sustainable architecture and technologies to minimise the environmental impact of the establishment (<i>Sustainability in hospitality: How industry leaders can help</i> 2022). Developing and organizing eco-friendly experiences, such as guided nature tours and sustainability workshops, to enhance the	Value Propositions The core value proposition of the Sustainable Urban Oasis lies in providing a unique blend of luxury and sustainability (Akshay, 2023). Guests will experience a peaceful environment, modern amenities, and personalised services while being assured that their stay minimises environmental impact. To achieve this, the hotel will implement innovative sustainability practices, such as energy-efficient design, waste reduction, and a focus on locally sourced, organic products (Akshay, 2023). For example, the use of solar panels, rainwater harvesting systems, and partnerships with local farmers for fresh produce.	Customer Relationships Personalised customer relationships will be a key focus, aiming to create a sense of community and engagement (Consultants, 2023). The hotel will use technology for efficient booking processes and personalised guest experiences (Consultants, 2023). An integrated mobile app will allow guests to customize their stay, control room settings, and access local eco-friendly guides. Expect a partnership-based relationship, involving engagement in local events and collaborations that benefit the community. Positive relationships contribute to word-of-mouth marketing through satisfied customers, enhancing the effectiveness of online and offline distribution channels. The cost of delivering personalised services and eco-friendly experiences may be moderate	Customer Segments The Sustainable Urban Oasis targets environmentally conscious travellers and local community members seeking a sustainable and immersive hospitality experience (Estate, 2023). This includes eco-conscious tourists, digital nomads, and individuals who appreciate a green lifestyle. Who are the customers? The most important customers for Sustainable Urban Oasis are eco-conscious tourists who prioritise sustainability in their travel choices (Estate, 2023). These customers are likely to appreciate the unique value proposition of an eco-friendly luxury experience and contribute significantly to the venture's success. Niche Market: Sustainable Urban Oasis primarily targets a niche market of environmentally conscious travellers who

• Long-term cost savings, expertise in technology (Kenton, 2022). • Installation, maintenance, and upgrading of green technologies within the hotel (Cvent, 2020). Environmental Organisation: • Non-profit environmental organisations, local eco-friendly initiatives (Kenton, 2022). • Collaborative environmental awareness campaigns, community workshops, and sustainability education (Kenton, 2022). Motivation for partnerships: • Cost-effective solutions, shared expenses (Capital, 2023). • Access to essential resources, expertise, and a skilled workforce.	overall value for guests (Capital, 2023). Regularly updating and optimising the official website, ensuring a user-friendly experience, and leveraging social media for marketing and engagement (Capital, 2023). Regularly analysing market demand and adjusting room rates to optimise revenue from room bookings (Capital, 2023).	(Cvent, 2020). However, the benefits in terms of customer satisfaction and loyalty can outweigh the expenses.	actively seek and value sustainable practices in their accommodations (Estate, 2023).
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	Key Resources Key resources for the Sustainable Urban Oasis include a sustainable design and construction team, partnerships with local suppliers, and a resolute staff trained in eco-friendly practices (One, 2023b). The use of renewable energy sources, smart technologies, and sustainable building materials will be critical to the business's success.		Channels The business will leverage both online and offline channels for marketing and customer acquisition. An interactive website, social media platforms, and partnerships with sustainable travel agencies will be applied to reach potential customers (Akshay, 2023). Additionally, collaborations with local businesses and participation in eco-friendly events will enhance the business's visibility within the community.

Cost Structure

While the initial investment in sustainable infrastructure might be higher, the long-term cost savings from energy-efficient systems and waste reduction initiatives will balance the cost structure (Perin et al., 2020). The focus on local suppliers will minimise transportation costs and support the community.

Infrastructure and sustainable design:

The initial investment in creating an eco-friendly infrastructure with sustainable design elements, energy-efficient technologies, and renewable energy sources can be substantial. Quality, eco-friendly materials also contribute to the overall expense (Perin et al., 2020).

Local and Sustainable sourcing:

Partnering with local suppliers and farmers for fresh, organic produce and sustainable products may incur higher costs compared to mass-produced alternatives.

Community engagement and partnerships:

Collaborating with environmental organisations, local businesses, and tourism boards involves costs related to joint campaigns, workshops, and community events.

Revenue Streams

Revenue will be generated through room bookings, eco-friendly experiences (such as guided nature tours and workshops), and partnerships with local businesses (Michalis, 2023). Additionally, the hotel will offer memberships for sustainability enthusiasts, providing exclusive access to events and discounts.

In the hospitality realm, understanding what customers truly value is fundamental to crafting revenue streams that resonate (Michalis, 2023). Sustainable Urban Oasis meticulously explores and aligns its revenue streams with the natural desires of its discerning clientele. Let us dive deeper into the dynamics of each aspect:

Value Customer willing to pay?

Customers are genuinely willing to pay for a seamless blend of luxury and sustainability. The commitment to environmental responsibility, coupled with a personalized and immersive experience, forms the crux of the value proposition (Wadhwa, 2023).

The attraction of curated eco-friendly experiences, such as guided nature tours and sustainability workshops, adds intrinsic value to the guest's stay.

What customers are paying for currently:

Traditional revenue streams through room bookings continue to be a primary source. Guests pay for the physical space and basic amenities (Elphick, 2024).

Conclusion:

The Sustainable Urban Oasis aims to redefine the hospitality industry by combining luxury with a genuine commitment to sustainability. Through the utilisation of the Business Model Canvas and in-depth research into local suppliers, competitors, and contemporary examples, the concept stands poised to address the evolving demands of environmentally conscious travellers. By creating a unique value proposition and leveraging technology for personalized experiences, the Sustainable Urban Oasis aspires to set a new standard for eco-friendly hospitality.

Part 2:

Word reflective essay

Engaging with the Gibbs Reflective Cycle, I navigated the measurements of my personality test results, focusing on Need for Achievement, Creative Tendency, Calculated Risk-Taking, Locus of Control, and the lower score in Need for Autonomy. This self-examining process not only explained aspects of my character but also provided insights into their effects for personal entrepreneurial and managerial skills.

Description: The moderate Need for Achievement score portrays a balanced drive to set and attain challenging goals. This trait is an asset in entrepreneurial pursuits, fostering ambition without turning into unattainable targets. As a manager, it allows me to establish motivating yet realistic objectives for both personal and team development.

The moderate Creative Tendency score signifies a degree of openness to innovation and flexibility. For entrepreneurship, this creativity is a basis for problem-solving and strategic thinking. In managerial roles, improving a creative environment stimulates innovation within the team, enhancing adaptive approaches to challenges.

Feelings: Exploring the Calculated Risk-Taking dimension, I recognised a willingness to embrace risks when potential benefits are obvious. This trait is pivotal in entrepreneurial ventures, where uncertainty is essential. As a manager, a calculated risk-taking approach aids in decision-making, ensuring a balance between caution and seizing strategic opportunities.

The moderate Locus of Control score revealed a belief in personal agency, vital for entrepreneurial endeavours where individuals shape their paths actively. In a managerial context, this internal locus of control fosters responsibility and accountability within the team, contributing to a positive and self-driven work environment.

Evaluation: The lower Need for Autonomy score prompts reflection on the value placed on collaboration and structure. While beneficial for managerial roles, where teamwork is essential, entrepreneurial pursuits often demand autonomy for innovation. This insight urges a nuanced approach, recognising situations that warrant autonomy to foster agility and creativity.

Analysis: Examining these traits through the lens of entrepreneurship and management unveils a nuanced understanding. Need for Achievement, Creative Tendency, and Calculated Risk-Taking are assets in entrepreneurial endeavours, driving innovation and strategic decision-making. The internal locus of control aligns with the initiative-taking nature needed in both roles. The lower Need for Autonomy score invites a balanced approach, leveraging collaboration while recognising the value of autonomy in entrepreneurial pursuits.

Conclusion: In concluding this reflective exploration using the Gibbs Reflective Cycle, I am struck by the richness of insights gained from exploring my personality dimensions within the realms of entrepreneurship and management. The combination of Need for Achievement, Creative Tendency, Calculated Risk-Taking, and Locus of Control paints a strong picture of my potential strengths, laying the groundwork for intentional development.

Armed with this newfound self-awareness, I recognise the need for a nuanced approach to harnessing these traits effectively. The entrepreneurial landscape beckons with its call for ambition, creativity, and calculated risk-taking. Simultaneously, managerial roles demand collaboration, structure, and a keen understanding of team dynamics. Striking the delicate balance between these aspects is the key to unlocking my full potential in both spheres.

This journey of self-discovery is not a destination but a continuous evolution. I am poised to leverage these insights as stepping stones, navigating the complex landscapes of entrepreneurship and management with resilience, innovation, and a steadfast belief in personal agency. With each stride, I embrace the opportunity for growth, recognising that the fusion of these traits forms a unique and potent recipe for success in the dynamic tapestry of professional endeavours.

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