

Assignment 2:
Contemporary Themes -
Conference Presentation

Module: BMIH6001

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Contemporary Presentation Sustainability



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Sustainability

Focus Area: Sustainable construction

AIM: Explore the significance of sustainability of constructions within the hotel and hospitality industry



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Introduction

What is contemporary?

Refers to a topic that is relevant to a certain subject and has the potential to influence business practices and performance (Cooper and Hall, 2012).

What is sustainability?

Sustainability means that our society can live and grow without using up all the natural resources that future generations will need to live.

Fair, environmentally friendly, and good for business

(Cegarra-Navarro et al., 2019).



Energy-saving techniques, waste reduction strategies, and ethical sourcing programs

(Cegarra-Navarro et al., 2019).

Why Sustainable Construction?

- ✦ The hotel and hospitality sector has significant importance in the global economy
- ✦ It's a strategic advantage for hotels
- ✦ Energy-efficient designs, sustainable operations, and eco-friendly initiatives not only attract environmentally conscious guests but also reduce operational costs and increase the property's value
- ✦ Recycled wood, steel, and energy-efficient insulation are eco-friendly building components, according to Kibert (2016). Due to energy efficiency and carbon emissions reduction, these materials also cut operational costs



Leading brands – Examples already in place

- Accor Group – Utilise eco-friendly construction materials and furniture (Accor Group, 2023).
- Marriott - Promotes sustainable resources, locally made materials, recycled steel, and recovered wood. Marriott prioritises energy-efficient design, particularly on insulation and HVAC systems (Marriott, n.d., p.28).
- Hilton - Sustainability in construction by using efficient building design strategies Structures integrated with architectural components which promote sustainable system solutions and performance (Hilton, 2023, p.28).

Benefits of Adopting Sustainable Building Materials



- ✧ Provides guests with an environmentally conscious establishment
- ✧ Gains increased support from the local community
- ✧ Promotes sustainability practices
- ✧ Commitment to the well-being and safety of both staff and guests
- ✧ Implements biophilic design principles
- ✧ Enhanced air quality
- ✧ Controls waste production
- ✧ Reduces resource consumption

(Artone, 2023; Morrison, 2023)

Future Policy and Management

- BREEAM regulation (Build Energy, 2023; Ministry of Justice, 2021)
- Essential to encourage sustainable construction and address the building sector's environmental and social impacts (Bregroup, 2023)
- BREEAM attempt proves that sustainability is strategic and moral
- Eco-friendly practices may help enterprises combine economic development with environmental conservation, creating a resilient and responsible model



Conclusion

- ✧ Sustainable building in hospitality is not a trend but a fundamental shift towards responsible practices
- ✧ Eco-friendly materials and designs lead to substantial reductions in hotels' environmental impact
- ✧ Sustainable practices meet evolving customer expectations, enhancing marketability among eco-conscious travellers
- ✧ Sustainable building is a strategic investment in the enduring prosperity of the construction sector
- ✧ It contributes to environmental stewardship, social responsibility, and economic sustainability
- ✧ The shift towards eco-friendly approaches acts as a catalyst for positive transformations, driving innovation in the sector



QUESTIONS AND ANSWERS



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