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Group Presentation



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Overview

(3)

Syed Abu Mazhar
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- **Introduction**
- **Sustainability Environment and Globalization**

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- **Leadership and Entrepreneurship**

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- **community participation (locally and nationally).**
- **An example of community participation**
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- **General factors**
- **conclusion**

Selected organization

- HOTEL HILTON





Introduction

- Competition in globalized industries
- Existing and natural resources
- Different Factors to help sustainability and globalization
- Leadership + Community Participation in Organizations
- General factors

Sustainability Environment and Globalization

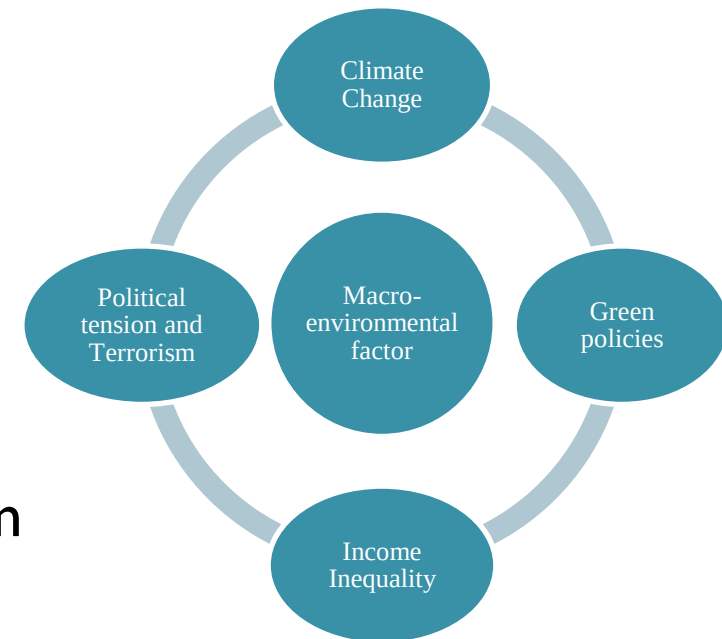
The term “Global Citizen”

- A person or a citizen who used to consider them as a part of the world
- Global citizens should have the responsibilities and the rights to understand what should be the best process for sustainability of the environment.
- Global citizen explains that a citizen should have to think about the best process for sustainability of the environment

Sustainability Environment and Globalization

Hilton's macro environmental factors

- Climate change
- Green policies
- Income inequality
- Political tension and terrorism



The two examples of sustainable projects at Hilton

- Cultural and traditional commitment
- Environmental commitment:
- **The two examples of environmental sustainability**
- Use of solar energy
- Use of wind energy

Leadership and Entrepreneurship



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Example of good practice of Leadership in Hilton

- It has been noticed that they are using less energy consuming lights which are helping to keep the natural resources intact (hilton.com, 2017).
- They have policies to involve the right people in the right work. Thus, there is a well-maintained service quality available to serve their guests. As per the statements of Wilson and McCalman (2017), leadership quality always distinguishes an organization from others relevant organization. Thus, it has been observed that in Hilton, good practices are maintained regarding leadership quality.

Leadership and Entrepreneurship

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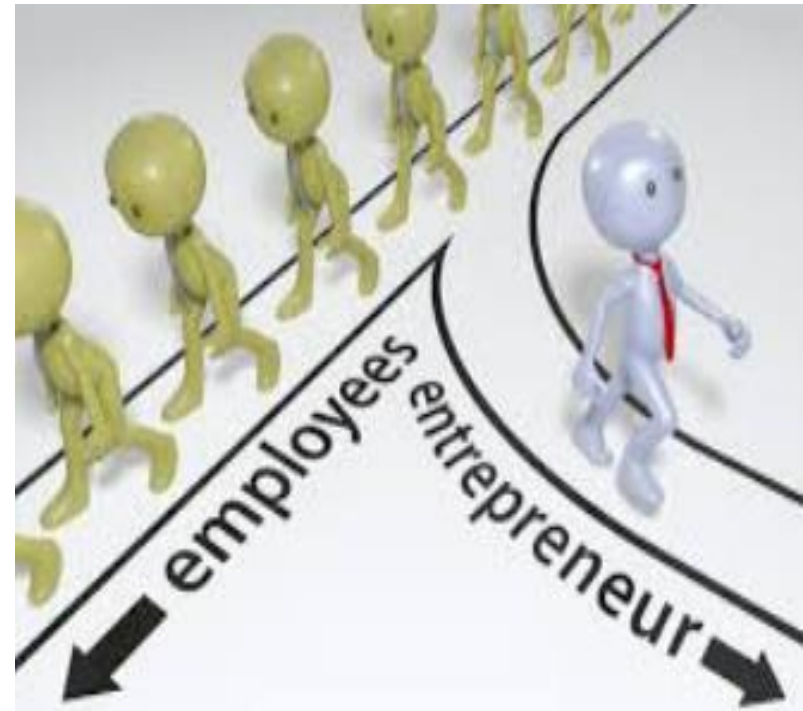
- some of the relationships between Entrepreneurship and Leadership
- Though, both the term have nearly the same meaning, however, there is some distinction available for these terms.
- A leader will always focus on the development of their team and for that, they have to influence their team members.
- On the other hand, entrepreneurs should have the set of skills and attributes through which they can start or possess their business.



Leadership and Entrepreneurship

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- **Community participation (locally and nationally)**
- community participation in tourism
- Benefits of community participation



An example of community participation in the chosen sector

- An example of community participation in tourism can be local communities which can provide all the necessary help to guests and the tourists.
- So that they will not face any issues.
- It has been observed by the research that local communities around the Hilton hotels are very good and their behavior is very polite to the tourist (hilton.com, 2017).



- **The benefits of community participation of Hilton**



- In order to develop the tourism industry, there is very much need for participation from the local and national communities. As per the statement of Voegtlin and Scherer (2017), there can be a lot of benefits if the local and national communities are coming forward to participate in the development of tourism.
- Both the local and national communities should help tourists to provide them with all the necessary help. Thus the tourist can be encouraged and they can be more attracted by the place. Thus, ultimately the hotels will be benefit from this.

General factors



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- After Having researched on hotel Hilton my main impressions I would like to explain
- From the understanding, it has been observed that in order to maintain the natural resources intact, every organization or the hotels should have to use the renewable energy sources.
- It has been observed in the case of Hilton that they are using less energy consuming lights (hilton.com, 2017). It can be mentioned that in order to develop the current environment, there is a need for getting responses from the local and national communities.
- In terms of my findings that surprised me and the reasons are: When doing the research it looked as if Hilton had all the facilities to attract their tourists. However, the surprising thing was that in spite of having all the facilities they were unable to get enough tourists. This is mainly because of the lack of strategies by the hotel, as a result of which it failed to attract adequate tourist (hilton.com, 2017).

General factors

- in terms of the group Record and state my experiences of working together in our group in terms of the challenges and learning curve from this experience I would like to address that
- Group work is always effective as it provides the advantages to work with different views and opinion. As opined by Tilman and Clark (2014), at the time of any work everyone should consult with three or more co-workers just to produce an effective result. The experience of the group work is very good and it helps to gather more number of information.



Conclusion

- From doing the research it can be concluded that for the development of environmental sustainability, natural and existing resources are very important.
- It has been noticed that in tourism industry there is a need for participation from the local and national communities also for maintaining the natural and existing resources properly, every organization or the hotels should have to use the renewable energy sources.
- On the other hand it can be said that for globalization competition is growing all around.
- In the tourism industry, the hotels should try to implement more number of renewable energy sources to sustain in the globalized market.

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Thank You

On the first day we met up as a group and chose our presentation topic. All members attended and there was no difficulty in choosing the topic. Most of the time all members were able to make it to the group meetings except on one occasion where one person was not able to come. We met up on 6 different days and also kept constant communication over the phone and in text messages. There were a few difficulties such as the time we met up in Costa where the internet connection was quite slow which limited the amount of work we could complete. Additionally, not all members were punctual so this was also a little barrier as we had lost a bit of time to work together. Overall, communication was good with the group although we all have our own families to look after and also work so we had to take time off from work to give this project some time. Not everyone did the same amount of work either. For example, one member was given the task of researching; another member was in charge of creating the presentation. In our group presentation the subject was Tourism-Hotel Hilton so mostly we research on Hotel Hilton official site and Hotel Hilton annual report and some other resource as well. In the end we achieved our goal and successfully completed our task. We also made a draft of our work to show our teacher and after receiving feedback, we met up once again to finalize our presentation so it was ready to present.

Date of meeting	Place of meeting	Time of meeting	Members attended	Topic	Outcome
30/10/17	London campus	13:30hrs-14:30 hrs	All	Executive summary & sustainability & global citizenship	Discussed about topic and agreed to choose Tourism-A hotel chain(Hotel Hilton
06/11/17	Costa Coffee Euston station	14:30 hrs-15:30 hrs	all	Discussed Macro environmental factor based on Hilton	We learnt how political tension and terrorism, and climate change effects hotel industry
06/11/17	Costa Coffee Euston station	14:30 hrs-15:30 hrs	all	Good practice of leadership in Hilton hotel.	Did research online and found Hilton has competent people on each position =. Therefore their service level is always excellent
13/11/17	Team member's house (Amin)	14:15 hrs-15:45 hrs	All	Good practice of leadership in Hilton hotel	Did research online and found Hilton has competent people on each position =. Therefore their service level is always excellent

15/11/17	Team Members house (Amin)	18:00 hrs-21:00 hrs	3 out of 4 members	Discussed about social responsibility and eco-tourism. And also local and national community participation	We found that Hilton uses eco-friendly resources in order to help greener environment. We also found they work side by side with local community to help tourism
20/11/17	Over the phone	Evening	All	Discussed presentation and if there's more research to be completed	Drafted and edited presentation
26/11/17	Team leader's house (Salim)	After lunch	All	Discussed general factors and put together our work to design the PowerPoint. Finalised presentation to get feedback from tutor	At the beginning we found the task to be quite challenging but after the research & lectures, we overcame the difficulty and managed to reach our objective.
29/11/17	Team member's house (Jamil)	13:30 hrs-20:00 hrs	All	Got together to finalise our work after feedback from tutor	Finally we managed to put our hard work together, ready to present

Supporting notes and appendices

Introduction

In the current globalized industry, competition between the organizations is increasing day by day. In this context, there is necessary to keep the existing and natural resources intact. At the same time, the hotel's authorities have to think about the substitutes to implement. Communities also play an important role in the development of sustainability. In addition to these, there should have leadership quality within the hotel authorities to make proper decisions at the right time. In this assignment, the responsibilities of different peoples and authorities will be discussed

Explanation of 'Global Citizen'

The term 'Global citizen' means a person or a citizen who used to consider them as a part of the world and generally contribute to building the values of communities and practices. Global citizens should have the responsibilities and the rights to understand what should be the best process for sustainability of the environment. As per the term global citizen, it describes that there should be only one term, that is humanity, which means every person should have to consider themselves as a citizen of broader class. The term global citizen explains that a citizen should have to think about the best process for sustainability of the environment.

It also describes that irrespective of country, society all the human beings have to contribute to the betterment of the world. As opined by Benn, Dunphy and Griffiths (2014), there should not be any prejudices among the human beings and the human beings should have to care precisely about the term international human rights. Thus, at global basis, there will be equality amongst human rights. In Hilton, it has been observed that all the employees are working for their hotel to make their mark in a globalized industry (hilton.com, 2017).

Explanation of macro-environmental factor in Hilton

There are certain numbers of macro-environment trends such that economical, political, social or environmental. Several numbers of macro-environmental factors can be identified for the tourism industry. As mentioned by Bruce (2015), there exist a lot of external factors which are affecting the business of tourism

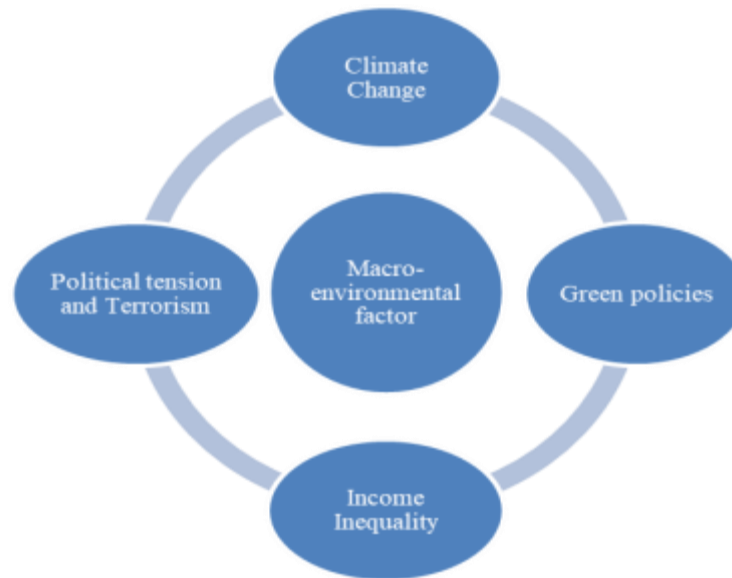


Figure 1: Macro- environmental factor

(Source: Created by the author)

Climate change: It has been observed that the climate around the Hilton changed suddenly and that is why the climate over there is so unpredictable that it is directly effected in the life of the guests and the tourist of the Hotel. As mentioned by Crane and Matten (2016), climate change always a barrier for the profit of a tourism industry.

Green policies: All hotels have to maintain the customer's satisfaction and have to provide the needs of the guests. It has been observed in the Hilton that there are well-maintained rooms are available for different types of persons and along with that recently they are using energy efficient lights and bulbs which are less energy consuming (hilton.com, 2017). The attractive facilities which are available in Hilton have made the hotel distinct from the others.

Income Inequality: In Hilton, it has been noticed that there is well availability of rooms and facilities for different class families. As stated by Opp (2016), in a hotel there should not be any gap between the different classes of the family.

Political tension and terrorism: Tension based on politics or any kind of terrorism is not desired for any kind of hotel like Hilton. As per the statement of Wilson and McCalman (2017), terrorism and political tensions create a direct impact on the mind of the guests. It has been observed after the research that there is no such record of terrorism and political tensions in Hilton, thus, the guests or the visitors of the Hilton are totally free from any tension like these (hilton.com, 2017).

Two examples of sustainable development in Tourism

In order to maintain sustainability in the development of tourism, there are two examples that can be mentioned.

- **Cultural and traditional commitment:** It is necessary to preserve the hotels and the heritage buildings and at the same time it is very important to build new hotels to meet the needs of the customers (Garnett et al., 2013).
- **Environmental commitment:** In the research, it has been observed that in the effect of globalization all the things are increasing day by day. Thus, there is a need for environmental commitment to keep the resources for the development of tourism.

Two examples of environmental sustainability

After the research, it can be mentioned that every hotel should use those kinds of things which are eco-friendly. Two examples of environmental sustainability can be:

- **Use of solar energy:** By using solar energy one hotel can be able to provide the needs of their guests easily.
- **Use of wind energy:** Wind energy helps a hotel to meet the needs of their guests by using the natural resources of the environment.

Leadership and Entrepreneurship

Example of good practice of Leadership in Hilton

It has been observed by doing the research that, in Hilton, there have well leaders available to use the eco-friendly resources. It has been noticed that they are using less energy consuming lights which are helping to keep the natural resources intact (hilton.com, 2017).

They have the policies to involve the right people in the right work. Thus, there is a well-maintained service quality available to serve their guests. As per the statements of Wilson and McCalman (2017), leadership quality always distinguishes an organization from others relevant organization. Thus, it has been observed that in Hilton, good practices are maintained regarding leadership quality.

Relationships between Leadership and Entrepreneurship

Though, both the term have nearly the same meaning, however, there is some distinction available for these terms.

A leader will always focus on the development of their team and for that, they have to influence their team members. At the same time, they have to provide a suitable working environment for their team members (Muangasame and McKercher, 2015).

On the other hand, entrepreneurs should have the set of skills and attributes through which they can start or possess their business. In this case, they hardly have any need to influence their workers.

Thus, it can be mentioned that entrepreneurship is little bit different from leadership.

Community participation (locally and nationally)

Example of community participation in tourism

As an example of community participation in tourism, it can be mentioned that local communities should have to provide all the necessary help to the guest and the tourist so that they will not face any issues. It has been observed by the research that local communities around the Hilton hotels are very good and their behaviour is very polite to the tourist (hilton.com, 2017).

Benefits of community participation

In order to develop the tourism industry, there is very much need for participation from the local and national communities. As per the statement of Voegtlin and Scherer (2017), there can be a lot of benefits if the local and national communities are coming forward to participate in the development of tourism. Both the local and national communities should have to help that tourist to provide them all the necessary help. Thus the tourist can be encouraged and they can be more attracted by the place. Thus, ultimately the hotels will be benefitted.

Main impressions of the understanding from research

From the understanding, it has been observed that in order to maintain the natural resources intact, every organization or the hotels should have to use the renewable energy sources. It has been observed in the case of Hilton that they are using less energy consuming lights (hilton.com, 2017). It can be mentioned that in order to develop the current environment, there is a need for getting responses from the local and national communities.

Did any of the findings were surprising and the reason behind that

After doing the research it has been observed that Hilton has all the facilities to attract their tourists. However, the surprising thing was that in spite of having all the facilities they were unable to get enough tourists. This is mainly because of the lack of strategies by the hotel, as a result of which it failed to attract adequate tourist (hilton.com, 2017).

Experiences of working in a group

Group work is always effective as it provides the advantages to work with different views and opinion. As opined by Tilman and Clark (2014), at the time of any work everyone should consult with three or more co-workers just to produce an effective result. The experience of the group work is very good and it helps to gather more number of information's.

Conclusion

After doing the research it can be concluded that for the development of environmental sustainability of natural and existing resources are very important. It has been noticed that in tourism industry there is very much need of participation from the local and national communities. It has been noticed that for maintaining the natural and existing resources properly, every organization or the hotels should have to use the renewable energy sources. As it has been noticed that for globalization competition is growing all around, thus in the tourism industry, the hotels should try to implement more number of renewable energy sources to sustain in the globalized market.

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