

Contemporary Themes in the Hotel and Hospitality Sector

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Introduction

- The following presentation will examine how sustainable practices are being implemented in the sector of hospitality and hotels, concentrating on the instance of Travelodge
- The study emphasises the growing significance of environmentally friendly practices in the sector as a result of rising consumer awareness of the environment.
- Hotels strive to give visitors holistic and sustainable vacations by fusing green practices and social responsibility programmes.
- The presentation will explain Travelodge's environmental programme, "Better Future," which focuses on three essential principles: care, consciousness, as well as inclusivity.
- The presentation will also list some modern theories and methods used in the business world to promote sustainability.



(Travelodge, 2021)

Overview of the literature



(Simon, 2022)

- Controlling carbon emissions as well as protecting the welfare of future generations depends on corporate sustainability.
- It seeks to minimise harmful effects on society and the environment while fostering a world in which individuals live in an environment that is healthy.
- Sustainability places a strong emphasis on defending and preserving the environment, cutting down on pollution, and preserving biodiversity.
- In general, sustainability in the lodging and tourism sectors supports a foundation for a prosperous future.

Sustainable concepts

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Economic viability

- Socioeconomic survival, also known as sustainability, emphasises preserving and enhancing economic success while taking into account a variety of long-term effects on society.
- This financial sustainability entails a number of measures that support environmental sustainability, such as reducing trash from the atmosphere and supporting innovation.



Environmental protection

- It emphasises the idea of protecting the natural environment and all kinds of natural resources.
- This is one of the fundamental pillars that supports numerous sustainable approaches.
- The future wellness of the populace and our planet's eventual well-being have been the goals of this conservation effort.

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(Fröberg, 2022)

Social equity

- The concentration on the health of individuals and their standard of life is aided by social fairness or social sustainability.
- Giving people social equality, justice, and inclusion are all part of this social equity, nevertheless.
- Social sustainability practises frequently take into account the demands and rights of both the present and future generations.
- As a result, it also aids in ensuring access to necessities like food, healthcare, and many others, including education.

Sustainable development theory

- The concept of sustainable development advocates addressing immediate demands without compromising the capacity of the next generation
- It highlights a well-rounded strategy that takes into account issues related to the economy, society, and the environment.
- The notion promotes resource stewardship, biodiversity preservation, and fair resource distribution.
- Its objective is to ensure the welfare of both individuals and the environment by building a sustainable and prosperous future for everybody.



(Allen, 2022)

Application to Travelodge



BETTER FUTURE

(Milo, 2022)

Better Future program

- As a preeminent hotel and hospitality organisation, Travelodge has adopted the ideas of sustainable development theories to direct its business practices
- Travelodge exhibits its dedication to reducing its environmental impact, developing social responsibility, and boosting economic viability by implementing numerous sustainable practices
- The "Better Future" programme is one of Travelodge's major sustainability efforts.
- By emphasising three crucial elements—Care, Consciousness, and Inclusivity—this programme is in line with the theories of sustainable development.
- By tackling these issues, Travelodge hopes to improve both its brand's reputation and its market position while offering its clients low-cost, cruelty-free services.

Environmental stewardship

- Travelodge exhibits its dedication to environmental care under the Care factor.
- The business actively looks for ways to cut back on waste production and carbon emissions.
- To maximise energy and water use, it makes investments in energy-efficient technology and puts these innovations into practice.
- These programmes not only lessen their negative effects on the environment but also help the business save money in the long run.



(NWOKIKE, 2022)

Social responsibility

- The Conscious factor highlights Travelodge's commitment to corporate citizenship.
- The business understands how crucial it is to interact with neighbourhood communities and advance social well-being.
- Travelodge encourages inclusivity and diversity throughout its workforce and upholds the principle of equal opportunity for all workers.

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(Crowther, 2022)

Inclusivity

- Another important component of Travelodge's sustainable strategy is inclusivity.
- The business works to foster a welcoming environment wherein everyone gets appreciated.
- With accessible rooms and services, Travelodge makes sure its facilities are usable by people with impairments.
- By embracing diversity, Travelodge not only improves its image but also helps to create a society that is more fair and inclusive.

Evaluation of future policy and management options for dealing with the issues

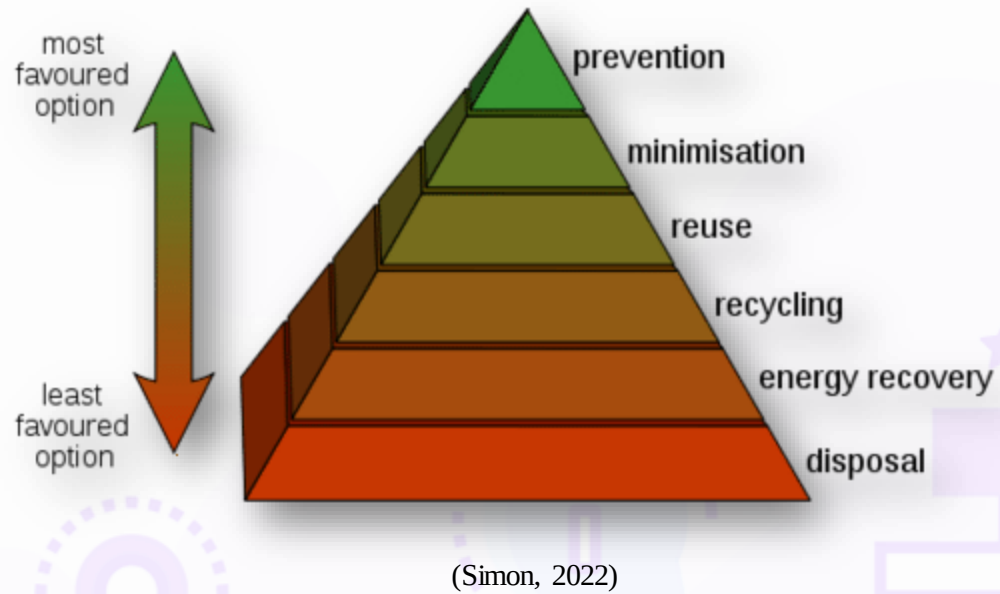
Renewable energy integration

- The integration of renewable energy across all of Travelodge's properties can be given higher priority.
- It is possible to lessen reliance on fossil fuels in addition to reducing carbon emissions by making investments in local renewable energy sources, such as solar or wind turbines.
- Travelodge's dedication to clean energy as well as environmental sustainability can be strengthened by looking for chances to buy renewable energy from other sources.



(Li, 2022)

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Enhanced waste reduction strategies

- To reduce waste production and increase recycling rates, Travelodge can put advanced waste reduction measures into practice.
- This can involve establishing precise trash reduction goals, offering visitors and staff clear signage and instructions on recycling techniques

Water conservation innovations

- By using cutting-edge tools and methods, Travelodge can maintain its focus on water conservation.
- This may entail the installation of water-saving appliances and systems, such as intelligent watering systems for horticulture and water conservation showerheads.

Stakeholder engagement and collaboration

- To establish a common dedication to sustainability, Travelodge should actively interact with all stakeholders, including consumers, staff, vendors
- Stakeholder acceptance and involvement can be increased by regularly explaining sustainable initiatives, offering educational resources, and soliciting feedback.



(Ozturen, 2022)

Continuous performance monitoring

- To monitor its progress towards sustainability objectives, Travelodge should set up effective monitoring and reporting systems.
- This involves tracking key performance metrics (KPIs) like energy use, waste production, water use, and carbon emissions on a regular basis.

Conclusion



(Lacalle, 2021)

- As a means to meet the current social, environmental, as well as economic concerns, corporate sustainability is essential.
- In order to build a profitable and sustainable future, it is crucial to strike a balance between community requirements, environmental preservation, and economic viability.
- As a model hotel and hospitality company, Travelodge has adopted sustainable development principles
- , Travelodge should think about incorporating renewable energy, improving waste reduction methods, putting innovative water conservation techniques into place

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