

Sustainability

Week 10

HOSPITALITY
AND
TOURISM
MANAGEMENT

*Man Geni Addysg Uwch yng Nghymru
Where Higher Education Began in Wales*



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Recap





What is the **purpose** of sustainability?

Sustainability looks to protect our natural environment, human and ecological health, while driving innovation and not compromising our way of life.

(Young & Dhanda, 2013).

1. No poverty
2. Zero hunger
3. Good health and well-being
4. Quality Education
5. Gender equality
6. Clean water and sanitation
7. Affordable and clean energy
8. Decent work and economic growth
9. Industry, innovation and infrastructure
10. Reduced inequalities
11. Sustainable cities and economies
12. Responsible consumption and production
13. Climate action
14. Life below water
15. Life on land
16. Peace, justice and strong institutions
17. Partnership for the goals

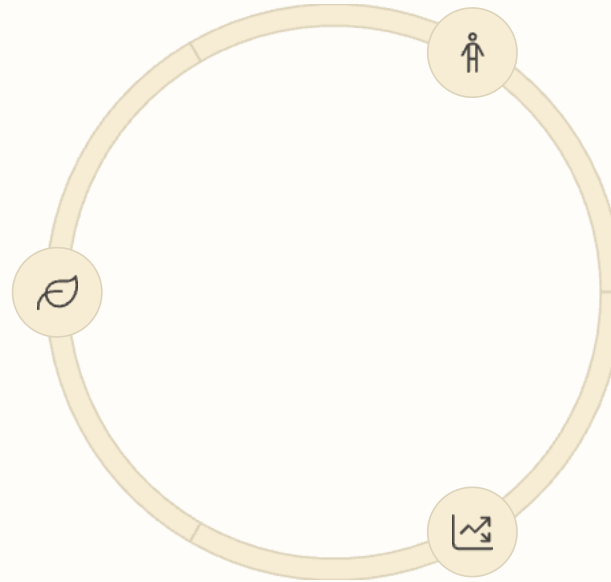


The Three Pillars of Sustainability: A Recap

Environmental

Focuses on reducing ecological footprint through resource efficiency and conservation.

- Energy and water conservation systems
- Waste reduction and management
- Biodiversity protection and enhancement



Social

Addresses social welfare, community integration and ethical practices.

- Fair labour practices and living wages
- Cultural preservation and celebration
- Local community engagement and support

Economic

Ensures business viability whilst creating shared value.

- Sustainable business modelling
- Local economic development
- Long-term financial sustainability



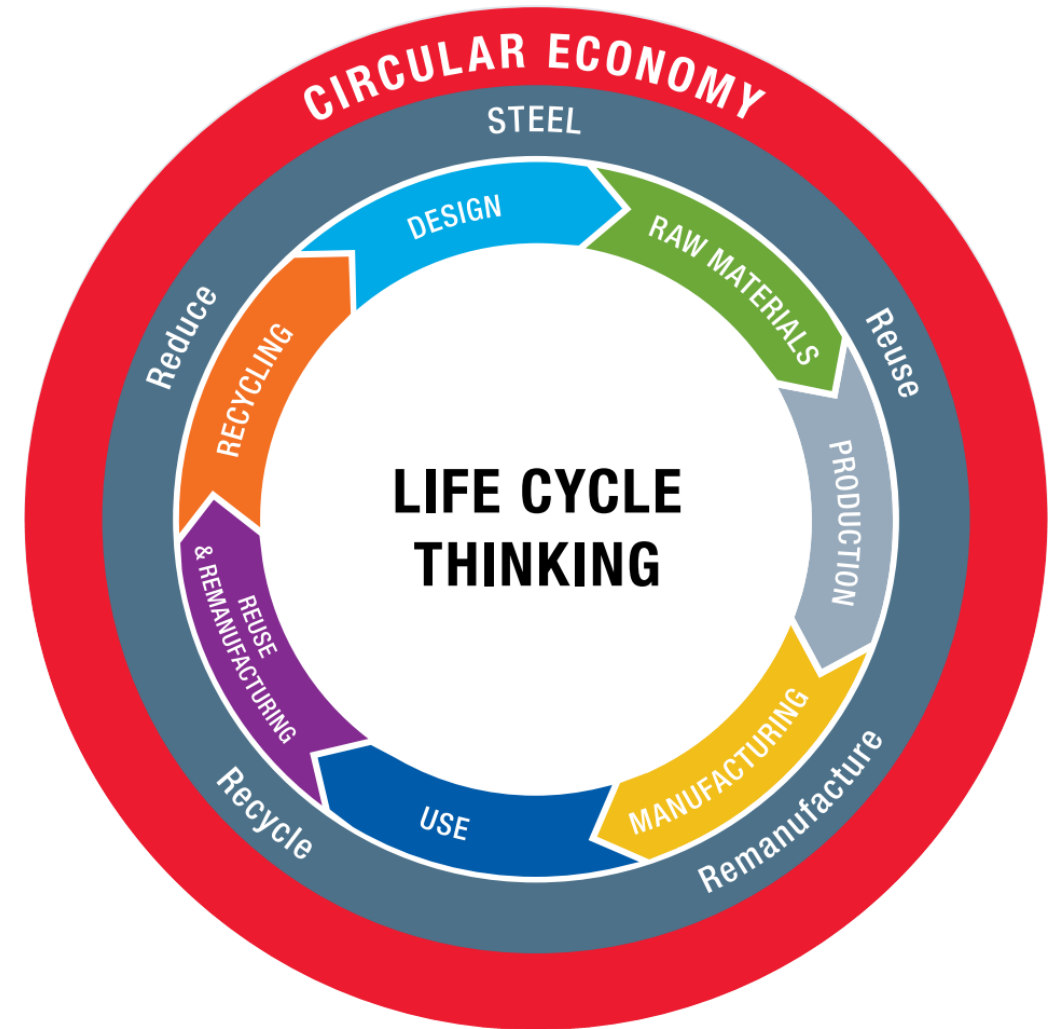
Carroll's pyramid of CSR



(Carroll, 2016)

What is the Circular Economy?

The circular economy is defined as a 'regenerative system in which resource input and waste, emission, and energy leakage are minimised by slowing, closing and narrowing material and energy loops. This can be achieved through long-lasting design, maintenance, repair, reuse, remanufacturing, refurbishing and recycling' (Geissdoerfer et al., 2017:764).



Greenwashing



Case Study Analysis: Leading Sustainable Hotels

The Brando Resort, French Polynesia

The Wesley Hotel London

Accor - Planet 21

Zuri Zanzibar Tanzania

In your groups, analyse one case study's strengths and identify potential improvements.

Consider how their strategies might inspire elements of your own hotel concept.



LinkedIn Course: **Sustainability Strategies**

Sustainability in business: Why it matters

<https://www.linkedin.com/learning/sustainability-strategies-23462476/sustainability-in-business-why-it-matters?contextUrn=urn%3Ali%3AlyndaLearningPath%3A62bcb455498e602bd227113b&u=77966930>

Any final questions for the assignment?

I look forward to seeing you
next week in our 1-1 sessions.

If you have any questions in the meantime, please
send an email from your student account

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