



Contemporary Themes in the Hotel and Hospitality Sector

Module Code: BMIH6001

Student Name: Simona Macaran

Student Id: 2008326



Table of Contents

- Introduction
- Literature Review
- Application to the Hotel And Hospitality Sector
- Evaluation of Future Policy and Management Options
- Conclusion
- Reference List

Introduction

- Focus on exploring the contemporary theme of sustainability within the hotel and hospitality industry.
- Increasing awareness among customers regarding environmental issues has created excessive pressure on hotels to adopt sustainable practices within the business operation.
- Focus on examining the effectiveness of Hotel businesses in terms of their sustainability initiatives along with the strategies.



Literature Review

- Sustainability is one of the major trends in the modern business environment in the hospitality industry. Many organisations in the hospitality industry have implemented diverse initiatives to reduce the negative impact on the environment along with influencing the brand image (Kolobkova *et al.*, 2021).
- Sustainable initiative will allow the hotel to mitigate the ecological footprint and aid in aligning with the sustainable goals (Trišić *et al.*, 2021).
- Integration of sustainable initiatives such as developing effective energy-efficient design along with the strategy for the utilisation of renewable energy can benefit in enhancing the position of the hotel organisation (Trišić *et al.*, (2021)



Application to the Hotel And Hospitality Sector

- Green Deal of the European Union is dedicated to impacting the overall operational studies of the hotel for making Europe and the UK climate-neutral by the year 2050.
- Hilton and Marriott have incorporated sustainability initiatives within their business operations and increased their overall market share while enhancing the loyalty of the brand.
- Hospitality industry is responsible for 3% of



Evaluation of Future Policy and Management Options

- Hotel industry needs to offer training workshops to the Employees which are more sustainability-focused as it will allow them to increase their knowledge.
- Hospitality industry needs to develop a robust standard for sustainability that will allow it to go beyond the usual compliance.
- Investing in technology for renewable energy such as geothermal systems, and solar panels along with applications for energy efficiency can lead to the improvement of the approach to sustainability





Conclusion

- Focused on exploring the contemporary theme of sustainability within the hotel and hospitality industry.
- Pestle analysis has also shown that the different approach such as the government bodies' technology
- Recommendations for future resilience and growth have also been mentioned



Reference List

- Anon, (2019). *World Earth Day*. [online] Available at: <<https://www.premierinn.com/gb/en/news/2018/world-earth-day.html>>.
- Bohdanowicz, P., 2006. Environmental awareness and initiatives in the Swedish and Polish hotel industries—survey results. *International Journal of Hospitality Management*, 25(4), pp.662-682.
- Floričić, T., (2020). Sustainable solutions in the hospitality industry and competitiveness context of “green hotels”. *Civil Engineering Journal*, 6(6), pp.1104-1113.
- Han, H., Hsu, L.T.J. and Sheu, C., 2010. Application of the theory of planned behavior to green hotel choice: Testing the effect of environmental friendly activities. *Tourism Management*, 31(3), pp.325-334.
- Kasim, A., 2007. Corporate environmentalism in the hotel sector: Evidence of drivers and barriers in Penang, Malaysia. *Journal of Sustainable Tourism*, 15(6), pp.680-699.
- Kolobkova VA, Romanov AA, Frolova EA. (2021). Digital technologies in the hotel industry: new prospects for sustainable development. *Socio-economic Systems: Paradigms for the Future*. 2021:387-94.
- Mensah, I., 2006. Environmental management practices among hotels in the greater Accra region. *International Journal of Hospitality Management*, 25(3), pp.414-431.
- Rahman, I., Park, J. and Chi, C.G.Q., 2015. Consequences of “greenwashing”: Consumers’ reactions to hotels’ green initiatives. *International Journal of Contemporary Hospitality Management*, 27(6), pp.1054-1081.
- Robinet, E. and Giannelloni, J.L., 2010. Do hotels’ “green” attributes contribute to customer satisfaction? *Journal of Services Marketing*, 24(2), pp.157-169.
- Trišić, I., Štetić, S., Privitera, D., Petrović, M.D., Maksin, M., Vujović, S., Jovanović, Z. and Kalinić, M., (2021). Perspectives on sustainable tourism development in the hotel industry—A case study from southern Europe. *Sustainability*, 13(10), p.5563.
- Tzschentke, N.A., Kirk, D. and Lynch, P.A., 2008. Going green: Decisional factors in small hospitality operations. *International Journal of Hospitality Management*, 27(1), pp.126-133.



THANK
YOU