

Sustainability within the Hotel Industry

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Sustainability refers to the process of preserving, maintaining, and improving the natural and human resources needed for the future while simultaneously pursuing corporate policies and practices that suit the interests of the organization and its stakeholders in the present (Blinova, 2022). Brundtland's 1987 study introduced the concept for the first time, defining sustainability as “development that fulfills the requirements of the present without jeopardizing the capacity of future generations to satisfy their own needs” (Trusina 2021). Corporate sustainability may be thought of as a management paradigm since it offers an alternative to the traditional management models that focus on profit maximization and growth. While seeking the long-term development of society, the economy, and the environment, this novel and developing model is centered on maximizing profit and ensuring growth. As a consequence of this, it is understood to be the contribution made by an organization to the advancement of social, economic, and environmental causes. Another aspect of corporate sustainability is a company's dedication to maintaining healthy relationships with its business associates over the course of several years (Achmad 2022). As a consequence, the organization should give emphasis to nurturing longevity while being transparent about its aims and operations while designing corporate sustainability policies and processes. Brown (1987) created the three-pillar sustainability model, which outlined three interpretations of the word “sustainability”

The "social" viewpoint prioritizes meeting ongoing fundamental human needs, while the "environmental" perspective prioritizes protecting habitats, biodiversity, and natural resources, and the "economic" approach emphasizes the issues that must be resolved to enable economic progress. I learned about sustainability and its implications for the present hotel and hospitality sector after receiving a wide introduction to the topic. One of the emerging economic areas that have a significant impact on the environment is tourism. This shifts the conversation to tourism and its global implications. Additionally, many hotels have implemented a variety of environmental policies with the aim of enhancing and harmonizing their goods and services with certain target customers that want green practices and products (Morrison-Saunders, 2019). Only a few examples are Marriott, Hilton, Kempinski & Whitbread, and so on. Hotels now need to preserve cultural resources, monetary infrastructures, and even tourist destinations due to

increased customer awareness of social and environmental issues. In the context of sustainable tourism and international tourist industry, the concept of "green hotels" has evolved into a corporate strategy and grown into a source of competitive advantage. In addition, I came to the conclusion that it was time for the industry to reconsider the notion of growth in light of "the 2030 Agenda for Sustainable Development's Sustainable Development Goals from the United Nations" (Yuan, 2021).

In addition, I now realize that the concept of sustainable practice includes measurable practices for the quality and protection of the environment, economic equality toward employees as well as their contribution to the socioeconomic well-being of local citizens, and socioeconomic obligation on the part of hotels toward the surrounding community into which they are integrated.. In the meanwhile, hotels should incorporate sustainable practices into the wider supply side of the tourism industry to meet tourist expectations when their attention is directed to social, economic, and environmental viewpoints that affect their emotional and cognitive judgments (Achmad, 2022). These impressions are impacted by a variety of beliefs, programs, efforts, and other things.

I've discovered some of the popular approaches of practice sustainability after realizing them. The objectives of stakeholders and their effects must be taken into account when establishing sustainability plans and activities. Therefore, organizations employ stakeholder appraisal. Additionally, businesses continuously track their carbon emissions to better understand the atmosphere and develop long-term solutions for it. As a result, after listening to the lecture, After doing some research, I came to the realization that incorporating sustainable practices into the hospitality business on a worldwide scale is now essential and this concept serves as a strategy to develop original and appropriate solutions to issues connected to the "economy, the environment, and society, and it also makes it possible for companies to continue existing and even prosper in their respective fields".

References

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