

**Module Title: Contemporary Themes In the Hotel and
Hospitality Sector**

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Lecturer Name: Dr Ernest Wavei

Student Name: Constantin Macaran

Student ID: 2008329

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Introduction

- The contemporary theme that will be explored is sustainability and net zero carbon emission within the hotel and the hospitality industry.
- The theme is relevant because of the huge concerns on the environment shift and preference of the customers and the pressure of regulation.
- The central case study was the Premier Inn organisation in the hospitality industry, which has illustrated the initiatives that focus on mitigating the impact within the environment.



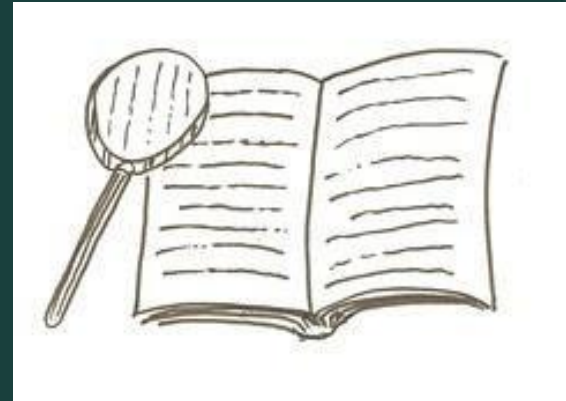
Literature Review

- As argued by Cox (2021), the concept of triple bottom line theory is one of the most appropriate frameworks for understanding how sustainability within the industry.
- The stakeholder theory also holds significance for transforming sustainability strategies within the hospitality sector (Barakat and Wada, 2021).
- The resource-based view is one of the most influential frameworks within the organisation that focuses on sustainable competitive advantage (Kolokova, Romanov and Frolova, 2021).



Literature Review

- The institutional theory also supports modern businesses within the hospitality and hotel industry to integrate sustainability practices.
- Research finds support for the strategic significance for sustainability, where successful hotels often focus on environmental management systems (IEA, 2022; Cox, 2021).
- The hotels also integrate circular models through initiatives contribute towards the Environmental objective (IEA, 2022).



Method

- The PEST analysis presents four critical fundamentals, which are political, economic, social, and technological, that has fostered the approach of sustainability.
- Political factors have highlighted the major role of the policies and regulations implemented by the government, which comprises post-Brexit for fostering sustainability (GOV.UK, 2022).
- The compliance within the employment, which comprises United Kingdom National Living Wage, illustrating £10.42 per hour, is also highlighted.



Method

- Economic Fundamentals has illustrated the vulnerabilities of the industry by fluctuation on the cost and the inflation rate.
- The rise in the inflation rate up to 11% has resulted in various hotels such as Premier Inn to encounter a huge increase on the cost for the operations.
- The strategy implemented by the hotel has resulted in retaining the occupancy rate of 80% in 2023 (Premier Inn, n.d.).



Method

- Social factors outline the shift of the preference of the customers towards the approach of sustainability.
- The official report has highlighted that 70% of the customers of the United Kingdom seek eco conscious and sustainable hotels.
- Additionally, the official report has illustrated that the implementation of the smart energy system mitigates the use of energy by more than 20%.



Conclusion

- The study has illustrated the influence on the importance of the strategy of net zero sustainability in the hospitality industry by its exploration and conducting best analysis.
- It has illustrated that the external fundamental which comprises regulation of the government in the expectations and the technological innovation has fostered the future for the industry.
- The study has illustrated the various investing functionality that foster the effective operation of the business and important for the growth.



Recommendations

- The future strategy has to focus on prioritising the approach of collaboration and innovation (Kristensen et al., 2021).
- Investing within the various green technologies which comprises geothermal systems, LoT devices, solar panels can help in effectively optimising the utilisation of energy and mitigate the cost for operations
- Adaptations of smart irrigation can help in mitigating the use of water.



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