

BMIH5006

Sustainable Hospitality and Tourism Management





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

200
1822 - 2022

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International Hotel Management

BMIH5006

Sustainable Hospitality
and Tourism Management

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Week 3

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Before we start

As there are quite a few of us here, please ensure that your microphone is muted during all teaching until you are asked a question or there is a group discussion to prevent background noise.

You should attend every class and have a private space to work so that you can concentrate fully on the lesson.

You should not be at work, shopping, driving or caring for children.

Your camera must be always on during lectures please. -Use the Teams university background to protect your privacy.

YOU must join via a laptop or PC/MAC—No attendance permitted on phones or tablets

You will be removed from the session and logged as absent if you fail to adhere to these criteria.

This and all sessions will be recorded so that you can watch it again

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Why is this important?

- This is a Full Time University course and as such the University definitions of engagement and decorum apply as they would in a physical classroom.
- Your Cameras must remain 'On' for the duration of the session in order to ensure equal engagement and for your lecturers to observe your full attendance of the session which is a condition for student loans/maintenance to be authorised.
- You should be using a **desktop or laptop device** with a camera, speakers and a microphone so that you will be able to engage in the session on equal footing with your classmates.
- You will be asked to share your screen and “present” your work, access documents, engage in writing activities use websites and create presentations which are either difficult or impossible on a phone.

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Monday May 22nd INDUSTRY DAY!

*****Attendance is mandatory and will be monitored*****

What?

UWTSD Hospitality Conference

Where?

UWTSD SA1 Campus, IQ Building 9.30AM – 3.30PM
(Online 10AM – 2.30PM)

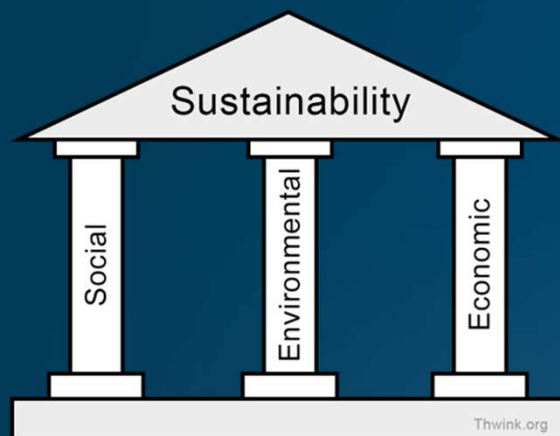
For those outside of Wales a link will be provided.
However, feel free to join us in person if you can.

- *Hear from Industry experts from all over the UK*
- *Network with Industry leaders*
- *Find out about recruitment opportunities from employers from all over the UK.*
- *Meet your lecturers*
- *Meet other students*



Recap

What is the circular economy?



How many sustainable development goals are there?



What is overtourism?

Put an example of one positive and one negative tourism impact in the chat



Chat Activity

Based on last week's directed learning, post your understanding of what the circular economy is...



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).

What is the Circular Economy?

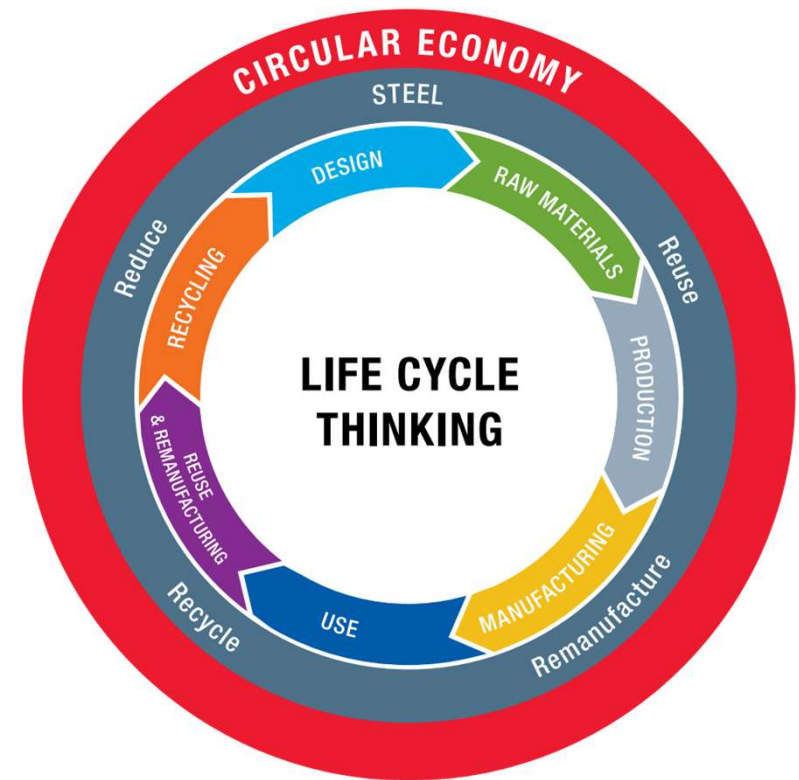
The circular economy is based on three principles for action:

1. **Natural capital should be preserved and enhanced**
2. **Using resources optimally**
3. **Fostering system effectiveness**

(Ellen Macarthur Foundation, 2012)

A truly circular economy is also powered by
100% renewable energy

Materials and products in a circular economy might end up with radically different functions within new business relationships





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LINEAR ECONOMY



TAKE

MAKE

WASTE

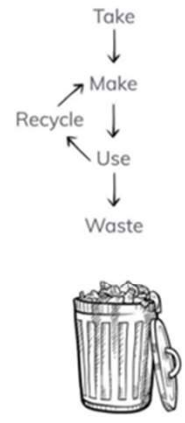
CIRCULAR ECONOMY



LINEAR
ECONOMY

RECYCLING
ECONOMY

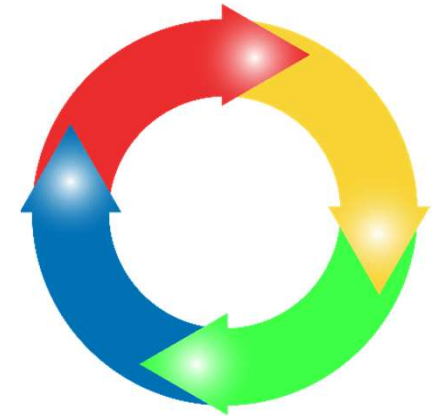
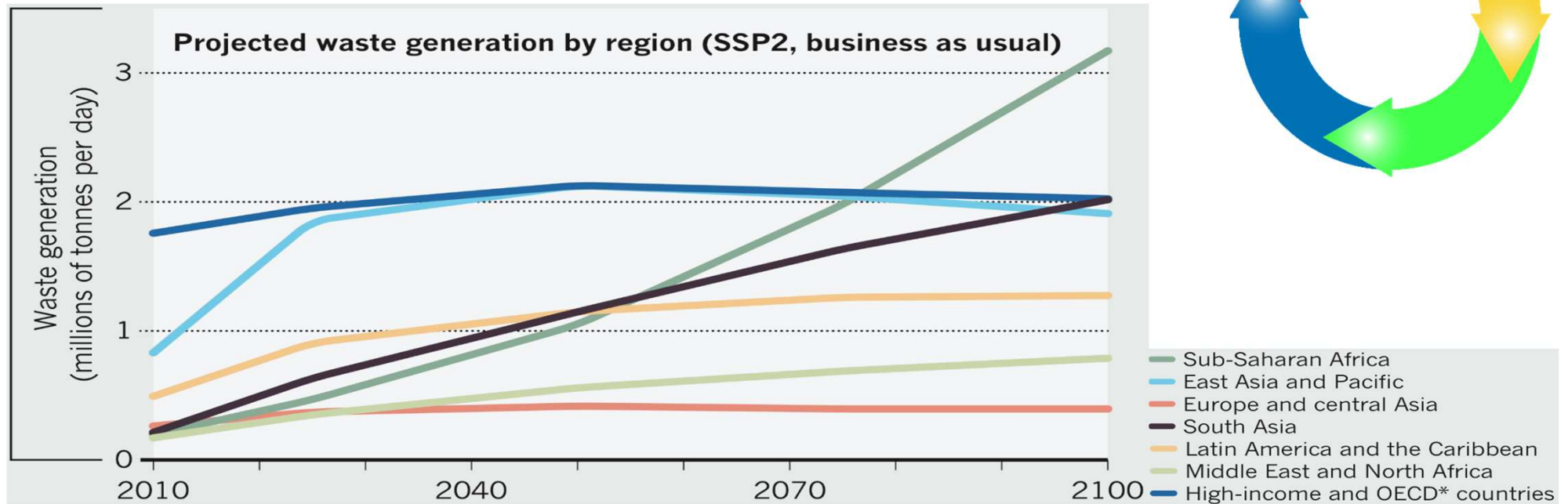
CIRCULAR
ECONOMY



The Ellen MacArthur Foundation



The Blunt Fact!



In a truly Circular Economy, the concept of waste **simply doesn't exist.**

Hoornweg, D., Bhada-Tata, P. and Kennedy, C. (2013). Environment: Waste production must peak this century. *Nature*, 502(7473), pp.615-617.

The Scale of the Challenge:

Food waste



www.wrap.org.uk

(The waste and resource action programme)

E-waste

Electrical and Electronic Equipment

- 57.4 Mt (Million Metric Tonnes) of e-waste was generated in 2021.
- The total is growing by an average of 2 Mt a year.
- There is over 347 Mt of unrecycled e-waste on earth in 2023.
- China, the US, and India produce the most e-waste.
- Only 17.4% of e-waste is known to be collected and properly recycled.
- Estonia, Norway, and Iceland have the highest e-waste recycling rates.
- The e-waste recycling market was valued at \$49,880 million in 2020.

<https://theroundup.org/global-e-waste-statistics/>

The Scale of the Challenge:

Just **eight** materials are responsible for 20% of global emissions, 95% of water use and 88% of land use.

These materials are: **steel, aluminium, plastic, cement, glass, wood, primary crops and cattle.**

The Benefits

- In a survey by the [World Business Council For Sustainable Development \(WBCSD\)](http://www.wbcsd.org):
(www.wbcsd.org)
 - 40% of companies implementing the circular economy referenced growth and competitiveness as key business cases.
 - In all, eight business cases for going circular are identified.
- Just **eight** materials are responsible for 20% of global emissions, 95% of water use and 88% of land use. These materials are: **steel, aluminium, plastic, cement, glass, wood, primary crops and cattle.**

A Few Facts

- ❖ The net economic benefit in Europe alone will be worth €1.8 trillion by 2030.
- ❖ More than 200,000 potential new jobs (gross) will be created in UK from the circular economy by 2030.
- ❖ There has been a 700% increase in renewable installed capacity over the last 10 years

Facts that speak for themselves
(wrap.org.uk)

Benefits include:

❖ Long Term Security

- ❖ Builds long-term relationships with customers
- ❖ Helps to insulate businesses from volatile raw material and commodity prices

But you need to be in it for the long game



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Individual Activity

- Watch this video and list at least 3 things they are doing that could contribute towards the circular economy
- [Sustainability - Whitbread PLC](#)

<https://serve360.marriott.com>


SERVE360
DOING GOOD IN EVERY DIRECTION

Today, business plays an increasingly critical role...

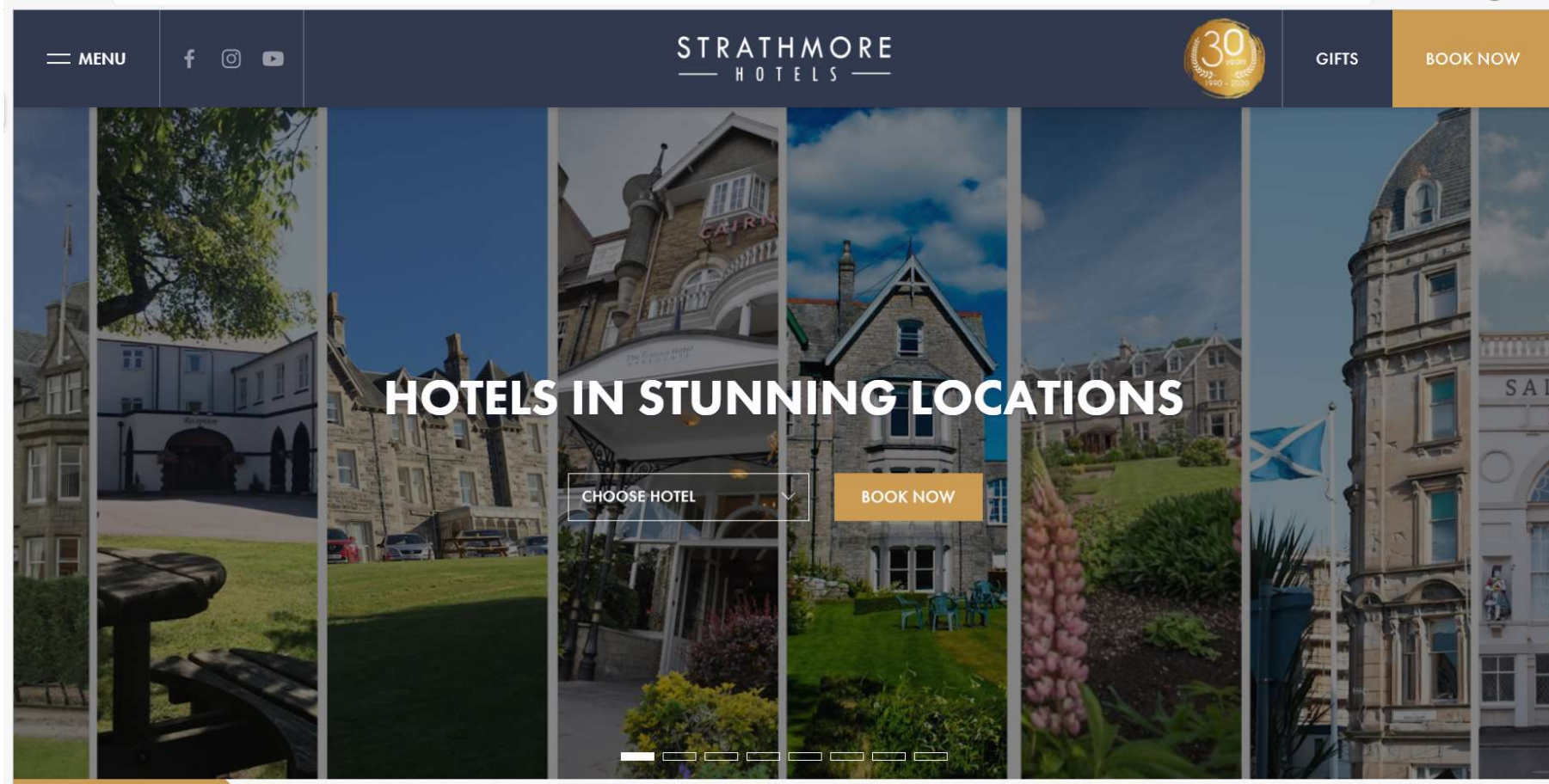
in taking on our world's most pressing social, environmental and economic issues. With our size and scale, we have a global responsibility and a unique opportunity to be a force for good. Guided by our 2025 Sustainability and Social Impact Goals, as well as the UN Sustainable Development Goals, we commit to creating positive and sustainable impact wherever we do business.

[View 2025 Goals \(PDF\)](#)
<https://serve360.marriott.com>

Breakout Activity - where to start or develop?

- How could a hotel become 'circular'
- What are some of the key activities /operational issues?
- 10 minutes – list the main points in the chat

Here's an example from a small hotel chain...



www.strathmorehotels.com

- The Salutation Hotel, part of the Strathmore Hotel Group, took part in an **eight week trial** to actively monitor and reduce food waste.
- They successfully **reduced the weight of food waste** per cover by 36% and achieved financial savings worth approximately £10,900 per annum.
- Replicating these savings across all seven hotels in the group could lead to **reductions of 29 tonnes of food waste and £76,000 of savings** due to reduced food purchasing costs each year.
- **Strathmore Hotels saves 18% of food costs**
- **Smart monitoring & making changes**
- **But why didn't they do this sooner?!!**

Circular Value Chains

- ❖ Production cycles aim to close the loop across the entire value chain. They use fully renewable, recycled and/or recyclable or biodegradable materials that can be used in consecutive lifecycles to reduce costs, increase predictability and control.
- ❖ Products are designed efficiently; minimising material use without affecting performance. Low toxicity materials are selected where possible; biological and technical materials are easily separated and recovered or renewed.



E.g. QO Hotel Amsterdam

“The QO was born of the need to stop the wasteful, one-use approach to hospitality. Instead, we want to prove that embracing a sustainable, circular approach is the only way to create a genuinely positive impact – for both people and planet”.

www.qo-Amsterdam.com/about

From the web site...

- Going full circle
- Treasure from trash
- The hotel that lives
- Warmth from water
- Grey means green



Circular Hotels

[QO - Amsterdam](http://www.qo-amsterdam.nl)



Where are we now?

- ❖ A truly circular economy lies some distance in the future, and no company can get there on its own - but if businesses take things one step at a time, they can make progress
- ❖ To transition a business to a circular economy is likely to be a gradual and iterative process
- Consider the following five steps:

5 steps.

- 1. Assessing what they already do as a hotel and hospitality business?**
- 2. Engaging with key stakeholders and assess their knowledge and understanding**
- 3. Establish Circular Economy Champions**
- 4. Create Medium-Term plans and a Longer-Term vision**
- 5. Decide where to Lead and where to Follow**

Circular Hotels Project, Majorca



A new way of thinking...

- On one hand - in the new economy approach - **production (in quantities) may decrease** given that goods are reused, but on the other hand the goods produced may incorporate more **value** added to satisfy new consumption patterns.
- If consumers feel better re-using goods instead of buying new ones, if firms are better off producing **less** goods but with **higher value added**, if *Earth* is better off with those eco-friendly goods, then, those fundamental changes in behaviour should lead to new measures of what is nowadays called ***economic growth***.



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Main Activity (individual)

How is hospitality reacting to the circular economy?
Read pages 274-280 of the article below (it can be found in the online resources of the University library) and summarise its findings in a PowerPoint slide/s.

Fabrice Sorin & Uthayasankar Sivarajah (2021)

Exploring Circular economy in the hospitality industry: empirical evidence from Scandinavian hotel operators, Scandinavian Journal of Hospitality and Tourism, 21:3, 265-285

Conclusion

- The economy was pictured until recently as linear, with a strong tendency to satisfy the consumers' needs with brand new products, somehow to give them a feeling of exclusivity.
- **However, a full range of environmental, socio-demographic and economic indicators, mostly alarming, created the need to change our consumption and production habits.**
- One of the main and current issues discussed in the media is climate change, of which a principal source is, according to studies, households' consumption, thus including consumption of tourism.
- To tackle this problem, new ways of thinking appeared over the course of a few years, in particular in developed countries, and the [circular economy](#) embodies most of them.

Directed Learning

Visit the web site:

<https://group.accor.com/en/brands/economy/greet>

Prepare a briefing note (no more than 1 side of A4) to answer the following questions:

- Who is the Target audience?
- What are the messages?
- What is the market positioning?

References and links

- Geissdoerfer, M., Savaget, P., Bocken, N. and Hultink, E. (2017). The Circular Economy – A new sustainability paradigm? *Journal of Cleaner Production*, 143, pp.757-768.
- <https://ellenmacarthurfoundation.org/>
- Hoornweg, D., Bhada-Tata, P. and Kennedy, C. (2013). Environment: Waste production must peak this century. *Nature*, 502(7473), pp.615-617
- <https://www.wbcsd.org/>
- <https://wrap.org.uk>
- <https://www.whitbread.co.uk/sustainability/>
- www.go-Amsterdam.com/about
- https://www3.weforum.org/docs/WEF_ENV_CircularEconomy_MainStream_ProjectOutline_2014.pdf
- <https://group.accor.com/en/brands/economy/greet>

I look forward to seeing you
next week.

If you have any questions in
the meantime, please send
an email or a message via
Teams.

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