

ANALYSING SUSTAINABILITY PRACTICES AND THEIR APPLICATION IN THE IBIS LONDON BARKING HOTEL



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Abstract

Within the hospitality sector, the concept of sustainability has developed into a key operational precedence owing to growing concerns regarding the environment, mounting costs of operations and pressures imposed by stricter regulations. The hotel sector is comprised of businesses that are resource-intensive consuming a considerable volume of water and energy while producing significant waste. This research explores the sustainability practices employed by the Ibis London Barking Hotel besides assessing their efficacy in backing operations that remain ecologically sound in the context of an economical hotel. The present study is based entirely on secondary qualitative data being extracted from academic journals and articles, reports published by the hospitality sector and sustainability documentation of the brand - Accor Group's Ibis London Barking Hotel. The theoretical TBL framework has been included as well for contemplating the economic, environmental and social factors associated with sustainability.

The study findings show the fact that the hotel has employed a range of measures related to sustainability which involve lighting processes that are energy efficient, bathroom fixtures that save water, recycling processes, and procuring supplies/cleaning products in responsible ways. Such drives are incorporated within regular operational processes, specifically within activities related to maintenance as well as housekeeping and food service. Nevertheless, the present study also pointed out the fact that applying sustainability is generally driven by efficacy (often relating to cost reduction benefits for the hotel also) and is not something that is developed tactically. The study can draw the conclusion that the Ibis London Barking Hotel exemplifies effectual handling of environmental management within its operations though it does not completely embody a sustainability model.

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Chapter 1: Introduction

1.1 Study Background

The hospitality sector has emerged as one of those industries that is growing at a rapid rate within the context of global tourism. Nonetheless, as opined by Abdou et al., (2020) the industry has been contributing considerably to the degradation of the environment because it is consuming higher and higher levels of energy and materials. The operations of hotels remain continuous across the year, needing cooling, lighting, heating in extensive manners, producing food and delivering laundry services. The constitutes hotel operations producing bigger volumes of waste, emissions of carbon and water consumption Hospitality brands have been compelled to employ sustainable practices within operations owing to stricter regulations being imposed by the government as well as growing concerns regarding the environment, aligned with the study of Dos Santos et al., (2017).

According to Peng et al., (2020) the concept of sustainability within hospitality denotes being functional with a hotel in a way where negative impacts on the environment get reduced whilst backing social obligation and economic instability. The sustainability framework remains in line with the wider framework of sustainable development that strikes a proper balance between protecting the environment, social welfare and economic development. A lot of the global hotel chains have made an honest attempt in incorporating sustainability into their organisational approaches, evident from the study of Sokhanvar, (2019).

1.2 Overview of Case Study Hotel

The present research study is set to be based on Ibis London Barking Hotel; part of the economy hotel segment of Accor Group and the hotel's emphasis have remained on providing accommodation that is affordable blended with maintaining efficiency within operations. Owing to the fact that the denoted hotel is positioned within Greater London, it requires adhering to environmental standards that are quite stricter, complying with regulations associated with management of waste and expectations regarding maintaining efficient energy consumption (Accor, 2025).

The undertaken case study hotel offers a fitting illustration when it comes to assessing the manner in which corporate sustainability approaches are employed at the property

of an individual hotel and the extent to which such practices are effective within real operational contexts (Serra-Cantalops et al., 2018).

1.3 Research Aim and Objectives

Research Aim

The present study's aim lies in evaluating practices related to sustainability employed by Ibis London Barking Hotel as well as assessing their efficacy in backing hotel operations that are environmentally responsible.

Research Objectives

- O1. To explore the sustainability concept within the sector of hospitality
- O2. To assess the sustainability practices employed by Ibis London Barking Hotel
- O3. To further assess the ways such sustainability drives are employed within hotel operations.
- O4. To evaluate the challenges and benefits associated with employing sustainability practices within Ibis London, a budget hotel
- O5. To recommend how the hotel's sustainable performance can be improved

1.4 Research Question

Q1. How effectively have Ibis London Barking Hotel employed sustainability practices and how such practices have resulted in developing hotel operations that have remained environmentally responsible?

1.5 Research Project Structure

- i. Chapter 1: Introduction wherein the topic is introduced to the readers as well as framing the research aims and objectives.
- ii. Chapter 2: Literature Review wherein subsisting academic research based on sustainability practices undertaken within hospitality undergoes a thorough review besides acknowledging knowledge gaps.
- iii. Chapter 3: Methodology outlining the approach associated with case study as well as application of secondary research methods.

- iv. Chapter 4: Findings and Discussion with findings being presented in proper manner with the same being analysed critically in connection with the literature.
- v. Chapter 5: Conclusion and Recommendations wherein conclusions are drawn and practical strategies would be proposed for the hotel to adopt.

Chapter 2: Literature Review

2.1 Introduction

Within the sector of hospitality, the sustainability concept has developed into a major issue owing to growing awareness for the environment, mounting costs of operations as well as apprehensions regarding climate change. Hotel brands are found to be resource-intensive as they consume a considerable amount of water, energy and material for sustaining the quality of the service delivered to guests as well as keeping up the comfort level of guests. As an outcome of the same, the operations within hotels emit a considerable volume of carbon, producing waste and polluting the environment.

2.2 Hospitality Industry Sustainability

Sustainable hospitality includes incorporating practices that are eco-friendly into each and every facet of operations that takes place within the sector. The hospitality sector's focus has made a shift towards adopting an approach deemed robust when it comes to being sustainable. From consuming water in effective manners to handling energy properly and removing waste generated from food alongside single-use plastics, the sector is emphasising on supporting and advocating tourism in addition to business in the most responsible of ways, in line with the study of Irani et al., (2022).

Researchers like Chan et al., (2018) have claimed that the hotel industry has previously placed a lot of emphasis on keeping their guests comfortable and delivering quality service rather than being concerned with the impact they have on the environment. Nevertheless, rising awareness on part of consumers, stricter environmental regulations alongside pressure of holding onto a positive CSR (corporate social responsibility) image have stimulated hotels in accepting practices that are sustainable in nature. A large number of hotel chains presently integrate programs associated with waste reduction, processes of managing the environment and representing themselves as eco-certified brands. Scholars such as Buffa et al., (2018) accentuate the fact that businesses do not see sustainability as an optional aspect, rather it is essential to stay competitive in long-term. Practices that are acknowledged as being environmentally responsible helps lessen costs of operations by saving energy and improving efficiency of resources used.

Nevertheless, as has been suggested by Mdoda et al., (2024), at times hotels use sustainability as a marketing approach instead of being genuinely committed to the same, operationally.

2.3 Environment Sustainability Practices in Hotels

2.3.1 Conservation of Water

Within hotels, usage of water is specifically high owing to activities related to housekeeping, laundry services and kitchen operations. Practices deemed sustainable involve toilets with dual-flash, shower heads having low-flow in addition to having laundry equipment that is effective in nature.

A lot of studies like the one carried out by Raykova et al., (2023) have pointed towards the fact that the guests' participation still remains critical in programs related to conserving water. In order to better illustrate the same, drives like reusing of linen and towels depend on whether the guests would cooperate with the same. Nevertheless, as pointed out by Bux and Amicarelli, (2023), certain guests see such programs to be mere measures of cost-cutting instead of tactical environmental drives, which lessens the rate of participation.

2.3.2 Sustainable Sourcing of Food

Within hotels, the major environmental contributor has been operations undertaken in the food and beverages segment. Procuring sustainably by reducing food miles, sourcing produce that is local-made, in addition to providing options that are plant-based and buying products which are eco-certified. Certain hotels also keep an eye on the waste generated from food as well as employing processes around portion control.

Nevertheless, Mbasera et al., (2016) illustrates that sustainable sourcing of food may augment costs of operations in the short-term, particularly in the scenario of budget hotels, with the industry experiencing an adoption rate that is unpredictable.

2.3.3 Energy Management

From the perspective of hotels, the consumption of energy has emerged as one of the biggest environmental impacts. Studies like the one held by Kostić et al., (2019) have categorised lighting, air conditioning and heating as direct evidence of using energy. For managing the problem, hotels accept technologies that are energy-effective that

involves smart thermostats, LED lighting along with processes associated with efficient energy management.

Research carried out by Pirani and Arafat, (2016) illustrates the fact that operational costs can certainly be lessened owing to measures undertaken for maintaining efficiency within energy. Nonetheless, employing energy-efficiency measures can prove to be costly at initial phases and for budget hotels the same can prove to be challenging as they generally function under tighter margins of profit. Certain scholars like Oriade et al., (2021) have claimed that energy-saving technologies are being accepted and employed by chain-affiliated hotels most effectively, owing to structured and organised policies.

2.3.4 Waste Management and Recycling

According to Duric and Potočnik Topler, (2021) operations within hotel produce considerable waste in solid form, specifically waste from food and packaging that is disposable in nature. Hotels deemed sustainable employ composting processes, in addition to recycling bins as well as approaches that would result in reducing food waste. A lot of properties within the hospitality sector intend on lessening the usage of single-use plastics through substituting bottles made from plastic with dispensers deemed refillable. In spite of the existence of such drives, research carried out by Mdoda et al., (2024) exemplify the fact that waste management has evolved as one of the most challenging practices to remain sustainable as it needs staffs to be well-trained in addition to setting up alliances with local authorities overseeing the waste.

2.4 Theoretical Framework

2.4.1 TBL or Triple Bottom Line Theory

One of the key sustainability frameworks, the triple bottom line quantifies the success of a business in 3 major areas that involves people (social sustainability), profit (economic sustainability) as well as planet (environmental sustainability). According to Bux and Amicarelli, (2023) within the sector of hospitality, remaining environmentally sustainable includes lessening usage of energy, producing waste and the consumption of water. On the other hand, economic sustainability includes sustaining efficacy within operations and remaining profitable. And lastly, social sustainability involves the wellbeing of staff and sourcing in a responsible manner.

As has been argued by Yenidogan et al., (2021) and Ioannidis et al., (2021), hotels that have remained sustainable successfully have struck a proper balance among all the 3 dimensions. In order to better illustrate the same, technologies that have proven to be energy-saving lessen the impact on the environment while also reducing costs associated with operations, exemplifying orientation to goals related to economy and environment. Nevertheless, as has been critiqued by Zhang and Xie, (2021), TBL has limitations which involve hotels emphasising on their performance at a financial front rather than being responsible environmentally, specifically within the segment of budget hotels. The margins have often been tighter for economy hotels and they may only employ low-cost measures associated with sustainability instead of wide-ranging tactics undertaken to keep the environment safe. The framework of TBL is thus stated as being productive to assess whether drives associated with sustainability are actually blended with operations or employed in careful manners for the purposes of marketing, which is aligned with the study of Ouyang et al., (2019).

2.5 Challenges in Employing Sustainability in Hotels

In spite of sustainability policies being adopted in extensive manner, they are tough to employ. According to Han et al., (2018) certain challenges that are deemed common have been acknowledged in the present research which involves lacking awareness on part of employees, higher costs associated with investments made initially, limited contribution on part of guests and the inconsistent obligation of management. Additional challenges are being encountered by budget hotels as they usually function with lower profit margins besides emphasising on remaining economical. The outcome being practices deemed sustainable being restricted to actions involving low-cost like programs related to the reuse of towels instead of progressive technologies related to the environment, in line with the study of Chen, (2019).

2.6 Research Gap

Literature that is subsisting lengthily discusses approaches associated with sustainability within the hospitality sector, specifically in hotels deemed luxurious/upscale. Nevertheless, research emphasising on ways sustainability is employed by budget hotels on individual property remains limited. A lot of academic research studies investigated policies associated with corporate sustainability instead of real practices undertaken within operations. Thus, there is real need to assess the manner

in which strategies related to sustainability are employed within a particular hotel property and the extent to which such schemes operate within real contexts.

Chapter 3: Methodology

3.1 Introduction

The methodology chapter outlines the design adopted for the present academic study in addition to methodology undertaken for exploring the sustainability practices employed by Ibis London Barking Hotel, considered a budget segment of the Accor Group. The present research employs a secondary research design based on qualitative data exercising a case study approach.

3.2 Research Paradigm and Approach

The interpretivism research paradigm has been adopted for this study as interpretivists accept the fact that practices undertaken by businesses like implementing sustainability cannot be completely comprehended through numerical quantification though they need decoding policies alongside behaviours and processes applied within operations. Within hotels, practices associated with sustainability are shaped by staff behaviour, decisions undertaken by management and the business culture; therefore, making it essential to gain contextual knowledge, as mentioned by Humble and Mozeliuss's study, (2022).

The research approach has been kept qualitative owing to the fact that the present academic research emphasises on evaluating operational methods instead of quantifying relationships statistically. According to Ruggiano and Perry, (2019) methods such as survey part of quantitative study could quantify the attitudes of guests, though the same would not satisfactorily clarify the manner in which sustainability practices are employed within hotel operations.

3.3 Case Study Method

A single case study approach has been employed in this research, where a proper emphasis has been given to Ibis London Barking Hotel and how it has remained sustainable in a sector that consumes a lot of energy and generates a significant amount of waste. The case study approach is extensively used in research involving the hospitality sector as it enables examining a real-life brand in a detailed manner within its natural environment. The case study approach seems fitting as it enables assessing the correlation between corporate sustainability approaches and regular operations undertaken by hotels. Furthermore, the chosen approach offers an

understanding deemed contextual regarding the manner in which sustainability drives the operations of a budget hotel.

A major benefit of this approach is it enables performing an in-depth investigation. For instance when it enabled the researcher to delve into activities undertaken in hotel operations like waste management, housekeeping processes and measures to conserve energy in a detailed manner. Nonetheless, as stated by Mishra and Dey, (2022), a major limitation is the findings obtained cannot simply be generalised to all hotels owing to the fact that each individual property functions under management conditions that are fundamentally different.

3.4 Secondary Research Methods

The present academic research is grounded entirely on secondary data obtained from secondary sources that include: industry publications, reports of sustainability, journal and articles listed on academic search engine sites covering the topic of sustainable hospitality, and Accor Group's policies associated with business sustainability. Secondary research seemed fitting as accumulating primary data directly via surveys or small-scale interviews would have consumed a lot of time. Furthermore, policies associated with sustainability are better documented in corporate reports.

Nevertheless, data deemed secondary may not completely reflect the actual behaviour of staff or challenges encountered in daily operations. Therefore, proper interpretation is needed for linking policies that have been documented with practical applications.

3.5 Reliability, Validity and Ethical Considerations

The study's reliability was maintained by making use of academic sources that are published alongside corporate documentation that is considered official. Making use of literature that is well-recognised supports the credibility factor and reduces the researcher bias (Dale et al., 2025).

For addressing the validity factor, the researcher weighed an array of sources instead of depending on a solitary document. The accuracy associated with findings was certainly improved through cross-referencing contemporary academic literature with practices undertaken within the industry (Ahmad and Wilkins, 2025).

Regarding ethical consideration, no personal data was accumulated as the research was solely based on secondary data. Thus, there was not enough issue regarding keeping the obtained data confidential or being concerned with informed consent. Nonetheless, the study's emphasis remained primarily on practices related to sustainability which seems pertinent to scholarly examination, aligned with the study of Mey, (2022).

3.6 Methodological Limitations

Even with a fitting methodology, it certainly has few limitations. The non-existence of primary data signifies the fact that the study cannot directly quantify the attitudes of staff or the standpoints which the guests may have. Furthermore, the single case study approach limits the extent of generalisation possible across the industry. However, the methodology remains relevant as the objective of the research lies in assessing the application instead of testing associations through statistical means.

Chapter 4: Findings

4.1 Findings

4.1.1 Introduction

This section of the report lays down the research findings concerning the practices employed by the Ibis London Barking Hotel with regards to sustainability. The obtained findings have been organised as per the major themes associated with operational sustainability which have been acknowledged in the segment of literature review: water conservation, management of waste, management of energy and procuring sustainably.

4.1.2 Corporate Sustainability Framework

Accor, the parent company of Ibis London Barking Hotel have established a program associated with corporate responsibility within which the budget hotel functions. For all the properties that are part of the Accord Group, the program offers guidelines regarding how to operate sustainably and determine environmental targets. Thus, Ibis London Barking Hotel is needed to pursue the standardised practices developed for remaining environmentally friendly which constitutes lessening waste, maintaining efficacy in terms of resources used as well as sourcing in a responsible manner, as per the study of Njoroge et al., (2019).

According to Karvounidi et al., (2024) Accor's business framework highlights reducing waste generated from food, lessening carbon emissions and stopping single use plastics. Targets like these are adapted to operational processes performed principally by departments overseeing food and beverage, housekeeping and maintenance. Nevertheless, as stated by Sakshi et al., (2020) employing the same at different property relies primarily on the behaviour of staff and management operations locally. Even though business policies exemplify potentials and opportunities, employing sustainability practices on a regular basis depends on operational adherence instead of planning for every individual hotel.

4.1.3 Water Conservation Measures

Within a hotel, the consumption of water generally comes from the bathrooms used by guests, activities undertaken in the kitchen and laundry services.

4.1.3.1 Towel and Linen Resue Program

During their stay at the hotel, guests are stimulated in reusing bed linen and towels. In guest rooms, the card containing information makes the guests knowledgeable about the fact that the towels positioned within racks would not get replaced, though the ones left on the floor would be washed and cleaned. Programs like these help reduce the usage of energy by laundry service as well as water consumption, as evident from the study of Hussain et al., (2019). Also, the Ibis Barking Hotel has adopted the Skip the Clean program which allows guests to opt out of daily housekeeping for their rooms for short stays of two days or less. In return the guest's Accor group account is credited with reward points which can be used for discounts on future stays (Accor, 2026).

During room service where staff oversee housekeeping on a daily basis, they would be shadowing this policy, lessening laundry cycles that appear pointless.

4.1.3.2 Low-Flow Fixtures

Bathrooms used by guests are mostly equipped with toilets that have dual-flash or showerheads with low-flow. Such processes lessen the usage of water without having any considerable impact on the comfort level of the guests. For limiting the flow of water hotels also make use of aerated taps, as stated by Ben Youssef and Zeqiri, (2022).

4.1.3.3 Laundry Operations

Processes associated with laundry are improved via washing only full loads. Also, the hotel makes use of washing equipment deemed commercial for reducing the consumption of water. According to Kim et al., (2019) once the guests depart from the hotel after completing their stay, the bed linens are changed instead of replacing them on a daily basis. However, if guests request for a change the hotel must execute it.

4.1.4 Energy Management Practices

The consumption of energy in a hotel has evolved as one of the key concerns in regards to their operations. An array of practices have been employed for improving the sustainability of the energy consumed.

4.1.4.1 Heating and Air Conditioning

According to Hussain et al., (2020) HVAC or heating, ventilation and air conditioning processes are mostly regulated centrally. The temperature within guest rooms is

regulated within set parameters to avoid using unnecessary energy. Within guest rooms windows have been designed in a manner that does not allow them to open completely, as the same averts situations where heat loss may become an issue during winters.

According to Raykova et al., (2023) staff overseeing housekeeping are suggested to switch off systems associated with cooling or heating in rooms that are vacant once the guests have checked-out. Teams administering maintenance keep an eye on the performance of the equipment in regular manner for spotting faults which may result in augmenting the consumption of energy.

4.1.4.2 Systems of Lighting

According to Njoroge et al., (2019) LED lighting is being used by the hotel across all their guest rooms, public areas and corridors have free access. LED bulbs do not consume much electricity and their lifespan is also found to be longer as compared to lighting methods that are conventional. Motion sensor lighting is used within service areas and corridors which gets activated simply when there is detection of any movement. Such activities ensure there is no needless consumption of electricity, specifically within areas where the occupancy rate during night time remains low. The areas that tend to benefit the most from such processes is staircases and hallways, in line with the study of Csikósová et al., (2020).

4.1.5 Sustainable Practices of Procurement

Whilst buying/ sourcing food, the hotel employs principles associated with sustainability.

4.1.5.1 Eco-Friendly Products

The housekeeping department choose cleaning products based on the fact that their impact on the environment should be low. This involves solutions deemed biodegradable and saturated chemicals. Furthermore, for lessening waste associated with packaging, the hotel tends to focus on purchasing in bulk, evident from the study of Makhija et al., (2025).

4.1.5.2 Local and Certified Suppliers

The selection of suppliers, where feasible is grounded in environmental values and morals. Suppliers pursuing sourcing practices in an ethical manner in addition to

offering eco-certified products, are the ones who are given the most priority. The hotel prefers items that are sourced locally to reduce emissions stemming from transportation, as highlighted by Velaoras et al., (2025).

4.1.6 Waste Management and Recycling

Waste management embodies a key sustainability activity within operations in a hotel, owing to the fact that its service operations are performed non-stop.

4.1.6.1 Reducing Single-Use Plastics

In guest bathrooms, the hotel has swapped individual toiletry bottles with wall-mounted dispensers that are reusable. This helps lessen waste generated from plastic in a considerable manner. Adding to that, the management has also removed disposable plastic straws from the food service area.

4.1.6.2 Waste Segregation

The waste is properly segregated by the hotel into categories like general waste and recycled waste. Designated recycling bins have been tactfully placed in the back-of-house areas for glass, paper and plastics, with staff in charge of overseeing housekeeping accumulating waste from rooms where the guests live and sorting them consistently and correctly, aligned with the study of Oriade et al., (2021).

Areas where food and beverage are served have also segregated glass bottles alongside packaging waste. The accumulation of recyclables remains properly synchronised with waste services provided by local municipality.

4.1.6.3 Reducing Food Waste

For averting situations of overproduction, the hotel management oversee the buffet operations associated with daily breakfasts. According to Vovk and Vovk, (2024) quantities of food needed are constantly adjusted depending on the projections made regarding occupancy. Packaged food items that remain unsold need are gotten rid off as per the UK regulations regarding food safety and redistribution. Staff managing kitchen activities are trained and directed to keep an eye on the portion sizes for reducing leftovers/ food waste, in line with the study of Wan et al., (2017). Furthermore, the hotel is present on the Too Good to Go app which aims to reduce food waste by offering it at a lower price towards the end/ after breakfast service for anyone local to come collect (Too Good to Go, 2026).

4.1.7 Participation of Guest

Inclusion of guests at the primary level are mostly through drives of voluntary participation. This involves programs associated with reusing towels as well as signage that inspires the use of water and energy responsibly. According to Chan et al., (2017) the communication of information is performed mostly via in-room notices instead of interacting with staff in direct manner. Therefore, the contribution/participation of guests relies on guest awareness and how keen they are instead of being directly imposed on them.

4.1.8 Summary of Findings

The findings obtained illustrate the fact that the Ibis London Barking Hotel has employed an array of practices related to sustainability across its operations. The emphasis of most of those drives have remained on reducing the cost factor, maintaining efficacy within resources and adhering to regulations. Measures to conserve water in addition to the technologies associated with energy saving as well as processes related to lessening waste are incorporated within operations carried out on a regular basis.

Nevertheless, as emphasised by Makhija et al., (2025) applications have remained mostly procedural instead of being deemed as tactical. Practices associated with sustainability remain implanted within business operational processes which are mostly standardised in nature though this does not get communicated in the context of a larger and more comprehensive environmental culture. The engagement on part of guests is found to be quite limited also, with most drives depending on participation which remain primarily passive.

4.2 Discussion

4.2.1 Environmental Performance

4.2.1.1 Conservation of Water

Measures taken for water conservation involve developing programs related to reusing towels and fitting low-flow fixtures in guest bathrooms remains closely in line with the standards set by the hospitality sector as a whole. This process is currently in use by a large number of hotels owing to the fact that they have the capability of lessening both the consumption of water and their costs associated with laundry. Research

carried out by scholars like Karvounidi et al., (2024) and Higgins-Desbiolles et al., (2019) point to the fact that technologies meant to save water are amongst the sustainability measures which are accepted and employed the most, especially by budget hotels owing to the fact that the cost of installing them is comparatively lower.

Nonetheless, as opinioed by Hussain et al., (2020) a critical aspect associated with such programs is that they tend to rely profoundly on passive adherence of guests instead of focusing on reductions within organised or methodical manners. In order to better illustrate this, drives associated with towel reuse decrease the frequency of laundry activities; though this does not focus on changing the general design of services adopted by the hotel to remain water intensive. Cleaning operations done in hotels and the consumption of water in bathrooms always remains on the higher side which is standard in their operations.

Furthermore, programs associated with reusing linen have often been criticised in research studies carried out for academic purposes where they are acknowledged as measures of cost-saving for reducing environmental impact. For the fact that such programs have the capacity of lessening expenses related to operations, the benefit obtained environmentally remains secondary to the business's profit-oriented nature, as per the study of Hussain et al., (2019).

Considering the theoretical framework of TBL, the hotel certainly attains improvement on the environmental front by maintaining efficacy instead of emphasising on transformation. The Ibis London Barking Hotel have lessened the utilisation of resources though have not brought any changes to their service model which generally results in the consumption being much higher as stated by Ben Youssef and Zeqiri, (2022).

4.2.1.2 Economic Sustainability

TBL or triple bottom line's economic magnitude seems specifically significant within the context of a budget hotel. According to Singh et al., (2023) the profit margins of budget hotels remain tight most of the time, and the sustainability drives adopted by them should not considerably augment the costs associated with their operations.

The findings that have been obtained within the present study advocates the fact that most measures of sustainability that the denoted hotel has adopted offers financial benefits in a direct manner. According to Bujan and Kecek, (2019) bills related to

electricity have certainly been reduced by the use of LED lighting, costs associated with laundry have been lowered owing to towel reuse programs, in addition to procuring in bulk having lowered the expenses related to supply. Therefore, sustainability measures undertaken by the Ibis London Barking Hotel seem justified on the economic front instead of being driven ecologically.

The same generates an observation that is quite critical: sustainability gets employed where it remains in line with the prospect of maintaining practicality in terms of cost. Environmental initiatives that are found to be quite expensive like making use of progressive processes of water recycling are mostly non-existent within budget hotels, and the same is backed by arguments put forward by academic scholars like Stoffers et al., (2021) along with Sakshi et al., (2020).

The outcome of this within the context of budget hotels is that sustainability is mostly labelled as being efficiency-based. Acceptance of environmental measures depend on the extent to which they contribute towards operational savings though remain limited when there is need of considerable amount of investment, in line with the study of Gabarda-Mallorquí et al., (2017).

Even though the same does not nullify the environmental benefits, it advocates that the budget hotel segment has an economic structure which puts environmental schemes and policies under a lot of constraint.

4.2.1.3 Energy Management

The findings that have been obtained suggest that the denoted hotel has employed an array of technology meant for saving energy, which involves motion sensors, LED lighting and centralised heating control. Practices like these remain persistent with strategies associated with management of environment that are being recommended in an extensive manner in research based on the hospitality sector. Scholars like Kim et al., (2019) have acknowledged the fact that budget hotels rely the most on energy efficiency as a key sustainability measure owing to the fact that it offers saving cost instantaneously while also lessening carbon emissions.

Nevertheless, as emphasised by Fernández-Robin et al., (2019) the tactical implementation is not a feasible option, it has to be driven technologically. The measures of sustainability which are detected primarily include automated processes of control which help in lessening the level of consumption without the need to change

any behaviour. This advocates the fact that actions undertaken for the purpose of the environment remain a priority when it does not have any sort of negative impact on the guest experience or daily hotel operations.

Considering the critical viewpoint, the Ibis hotel exemplifies an environmental approach that is reactive instead of adopting a proactive one. According to Velaoras et al., (2025) the undertaken approaches help in reducing inefficient usage of energy instead of redesigning processes associated with operations in a fundamental manner. In order to better illustrate this, shutting-off of power in automatic manners and limiting the temperature range of guest room reduces unnecessary use - though it does not endorse adopting something ambitious/ proactive like renewable energy.

Considering the TBL framework, measures like these offers strong backing when it comes to protecting the environment, though such measures are adopted by the Ibis London Barking Hotel to remain effective and not to solely represent itself as a brand which is environmentally responsible, aligned with the study of Vovk and Vovk, (2024).

4.2.1.4 Management of Waste

Practices associated with waste management, which involves lessening the usage of plastic and using recycling materials exemplify the brand's strong obligation towards the environment when weighed against other areas. The Ibis hotel brand did not make minor changes, instead it focused on making tangible adjustments within its operations like eliminating single-use plastics and placing toiletry dispensers within guest bathrooms that are refillable as per the study of Higgins-Desbiolles et al., (2019).

However, as has been opinioned by Njoroge et al., (2019) the operational practicality aspect has somewhat limited the process associated with managing waste. The recycling concept relies primarily on categorisation, accumulation and waste infrastructure existing locally. Thus, recycling's impact on the environment cannot be regulated completely by the denoted hotel itself. This implies a limitation that appears quite common within the sustainability context of the hospitality sector where responsibility towards the environment goes over and above the operational boundaries of the hotel. According to Stoffers et al., (2021) keeping track of waste generated from food has evolved into another positive drive, though it is grounded in projection and controlling portion instead of removing waste generated from the buffet.

Service related to the buffet integrally induces extra food on the grounds of availability surpassing demand for sustaining the quality of service.

On the critical front, the emphasis of the denoted hotel remains on lessening the waste factor, and not eliminating waste. In order to prevent, the food service models need to undergo proper redesigning and the same may contradict with the expectations that the guests may have, in line with the study of Rodríguez-Antón and Alonso-Almeida, (2019). The same points towards a structural limitation within the sector of hospitality related to sustainability are the standards of service delivered to guests which limit improvements associated with environment.

4.3 Overall Assessment using TBL Framework

Employing the TBL framework unveils a disparity between the 3 pillars: environmental, social and economic. According to Csikósová et al., (2020) the performance on the environmental front remains moderate, where on the social front it remains limited, and on the economic front the performance is quite strong. The Ibis hotel exemplifies real improvements in environment though mostly via measures of keeping operations effectual. As a result, there is a bit of pragmatism associated with the sustainability model.

The obtained findings do suggest the fact the denoted hotel is not trying to materialise itself into a hospitality business that is completely sustainable, instead it wants to present itself as a brand that is operationally effectual with not much negative impact on the environment.

4.4 Conclusion

The Ibis London Barking Hotel exemplifies sustainability practices that seem positive, practical and quantifiable, specifically with due regards to conserving water, using energy effectually and reducing waste. Nonetheless, a critical assessment illustrates the fact that most sustainability drives have been developed or designed in a manner that allows in improving and maintaining operational efficacy instead of attaining complete sustainability on the environmental front.

Considering the TBL framework, the denoted hotel attains sustainability on the economic front in a strong manner and lies within the realms of environmental sustainability in moderate way.

Chapter 5: Conclusion

5.1 Summary of Findings

The present research assessed the practices undertaken by the Ibis London Barking Hotel with regards to sustainability alongside exploring their efficacy when it comes to backing hotel operations that are ecologically sound. The investigation emphasised upon major areas in their operations that involve managing the usage of energy, conservation of water and waste in addition to practices associated with procurement, exercising the TBL framework.

5.2 Meeting Research Objectives

O1. To explore the sustainability concept within the sector of hospitality.

It was well-observed from the literature review segment that in the hospitality industry, the sustainability concept includes striking a proper balance between being responsible environmentally and economic performance. The functions of a hotel remain continuous and need large-scale consumptions of water and energy, thus presenting itself as a business which is ecologically disruptive. This academic study emphasised upon the fact that sustainability has developed into an operational need owing to growing costs of utility, regulations related to environment as well as rising awareness amongst the general public. Moreover the literature accumulated and presented within the study exemplified the fact that employing sustainability practices tend to vary across different categories of hotels, with the budget hotels putting a lot of emphasis on also reducing costs and remaining energy-effective, in line with the study of Sharma, (2023).

O2. To assess the sustainability practices employed by the Ibis London Barking Hotel.

The present academic research acknowledged an array of sustainability drives employed by the denoted hotel within its operations. The same involved water fixtures with low-flow, motion sensors as well as LED lighting processes, methods of recycling, programs associated with reusing linen and keeping track of food waste. There were also instances of the hotel choosing suppliers based on their responsibility towards the environment and making use of cleaning chemicals that is eco-friendly, aligned with the study of Khatter, (2023).

Practices like these points towards the fact that the sustainability concept is implanted within the hotel's operations instead of perceiving this as a different scheme or venture.

O3. To further assess the ways such sustainability drives are employed within hotel operations.

The present research illustrated the fact that measures of sustainability are mostly employed through conventional and well-established processes of operations. The hotel incorporates processes associated with sorting waste and considering energy saving technology into its regular operations which involves food preparation and housekeeping. Nonetheless, as mentioned by Legrand et al., (2022) employing measures of sustainability remains mostly procedural. Ibis London Barking Hotel frequently employs business policies though restrains itself from developing any key sustainability strategy at its property in an independent manner. The outcome being, that the sustainability concept functions as an operational management process instead of presenting itself as an essential tactical objective.

O4. To evaluate the challenges and benefits associated with employing sustainability practices within Ibis London, a budget hotel.

The present study exemplified the operational benefits in a clear manner. The costs related to operations were certainly lowered owing to the undertaken practices which proved to be resource-effective. It reduced the consumption of water and energy, pointing towards sustainability results being in direct correlation with their economic performance. Simultaneously, there were still some challenges. Economical hotels function with limited budgets which limits their investment into progressive technology that would help reduce their environmental impact. Furthermore, as stated by Rodríguez-Antón and Alonso-Almeida, (2019) expectations associated with the hotel service need the resource consumption to be much higher for sustaining the comfort level of guests and maintaining the quality of service delivered. Thus, improvements made within sustainability focus primarily on lessening any sort of inefficaciousness instead of reforming the model of service as a whole.

O5. To recommend how the hotel's sustainable performance can be improved.

This study has acknowledged some areas where sustainability needs further improvement, which involves keeping proper track of performance related to the

environment, communicating determinedly about the sustainability practices and going beyond the fundamental measures of efficacy.

5.3 Research Limitations

The present academic research was based completely on data obtained from secondary sources. Not applying primary research methodology meant the viewpoints that guests have and the decision-making process of the management could not be investigated in a direct manner. Adding to that, the dependency on a single case study further restricted generalisation involving other hotels in the same category or the overall hospitality sector. Furthermore, even though the present study offers an analysis that is quite realistic; grounded in information that is accessible, it may not have captured all the disparities within the hotel's operations.

5.4 Recommendations

5.4.1 Preventing Waste in Food Service Operations

The findings obtained demonstrate that the currently in place waste practices mostly emphasise on recycling and reducing once waste has been already produced. Preventing the production of waste could result in an even bigger environmental benefit, specifically in the breakfast service. According to Kholijah, (2024) service related to breakfast buffet characteristically generates additional food owing to the fact that accessibility needs surpassing demand for sustaining the service quality. Nevertheless, waste that is avoidable can be reduced considerably with improved projection and making adjustments in operations.

Ibis London Barking Hotel have the opportunity of making improved use of data related to projecting occupancy while ascertaining the quantity of food to be prepared. If smaller quantities are prepared more regularly, it would enable refills in accordance to the real demand instead of the projected demand. As per Meeroff et al., (2020) keeping an eye on food items that gets discarded quite often would enable the adjusting decisions related to buying and planning the menu. Changes like these would reduce dumping food waste and the costs of buying in real-time.

5.4.2 Monitoring Environment and Performance Measurement

The present study acknowledged that practices associated with sustainability which are being employed by the denoted hotel are perceived to be routine processes though

certainly are not backed by detailed monitoring of performance at the individual property-level. Therefore, it will be important on part of the hotel in instituting a structured process of monitoring the impact on environment which quantifies usage of water alongside consumption of energy and production of waste daily. The management would do well to keep a record of how much water or electricity is being consumed by each room that remains occupied which would enable them in identifying patterns of incompetence in addition to assessing whether measures associated with sustainability are actually generating improvements that can be quantified, evident from the study of Fernández-Robin et al., (2019).

A simple internal process of monitoring could do the job by making use of data related to utility and the statistics associated with occupancy which lessens the need to have progressive technology. According to Khalil et al., (2024) the management has the opportunity in setting realistic targets on these reductions if they are able to access environmental data that is quantifiable whilst keeping an eye on the progress being made over a certain period of time.

5.4.3 Communicating Sustainability and Guest Awareness

The present study acknowledged that the communication with guests regarding sustainability drives have been quite limited. The communication performed presently is primarily limited to notifying them about the towel reuse program which is seen as a measure to save cost instead of an action related to reducing the impact on environment. The efficacy may be improved by the Ibis hotel through offering information in clear manners regarding its efforts related to sustainability. According to Khatter, (2023) communication if improved would stimulate voluntary support for conserving water and reducing the usage of energy besides improving the environmental status of the brand at the global stage. If guests are able to identify and acknowledge the environmental value associated with the activities undertaken, they in all likelihood will take part in sustainability drives. This suggestion needs minimal investment of finances, aligned with the study of Legrand et al., (2022).

5.4.4 Adopting Renewable Energy Sources Gradually

This assessment exemplified that the drives associated with sustainability that the hotel has employed remain mostly limited to measuring efficacy. Even though installing renewables in big-scale may prove to be unrealistic, mostly on the financial front,

especially with Ibis being a budget hotel; it could make a slow yet steady transition towards consuming energy having low-carbon. An approach that would prove to be positive would be switching to a supplier of electricity that provides green energy tariffs (Khatter et al., 2019). A change like this would not need any modification within the infrastructure though could end up lessening the indirect emission of carbon in the property. With time, adopting energy deemed renewable in an incremental manner would boost the brand's performance on the environmental front as well as help keep the hotel closely in line with long-term expectations related to sustainability.

5.5 Final Conclusion

It can be concluded that the Ibis London Barking Hotel exemplifies employing sustainability practices in a clear manner via proper management of resources used within operations. Nonetheless, employing sustainability happens to be a well-optimised process. The denoted hotel handles its impact on the environment in a successful manner though it restrains itself from accepting or adopting sustainability approaches that are comprehensive in nature. Sustainability within the Ibis London Barking hotel exists mostly at a functional level, though not at a tactical scope, rather operational.

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