

LEVEL 4 – Student Journal (750 words)

Student Name: Claudia Diana Balta	Module: Hotel Placement Operating hotel facilities
Student Number: 2118842	Lecturer: Ffion Cumberpatch

Topic of choice: Sustainability and its importance within the hotel industry	Date Completed:
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This module helped me gain knowledge regarding operating hotel facilities. Additionally, I now understand what is sustainability more thoroughly, how important this term is for hotel companies, and what can be sustainable practices for hotels around the world. The term sustainability refers to a system of meeting the needs of the present by also considering the consumption of resources in the future. It minimises the negative impacts on the environment and society. United Nations has developed 17 sustainable development goals, by following which sustainable development could be ensured (Jones, et al. 2018). Nowadays, every organisation tries to practice sustainable operations throughout the business functions as sustainable development brings benefits for the future. In the hotel business, the importance of sustainable development is a vital part and is also important. In order to function, hotels require access to energy and water, as well as commodities that can be used immediately and those that can be stored for longer periods of time. The garbage that is produced includes things like furnishings, machinery, appliances, light bulbs, and tubes, amongst other things. I had an idea that sustainable efforts only facilitate the environment and the local communities. However, after completing the module I learnt that sustainable approaches facilitate a hotel in many ways as well. Modern environmental innovations have as their primary goal the improvement of existing operating processes in order to attain higher levels of performance. One of the things that make environmentally friendly technologies more appealing is the notion that it is highly cost-effective (Legrand, et al. 2021). Hotels may use environmentally friendly technologies in a number of different ways. In order to lessen the amount of water that is used, a low-flow showerhead should be installed, as well as water-cooled equipment should be replaced with air-cooled ones. Additionally, sensor-activated faucets should be used in the kitchens as well as the restrooms. Hotels may establish a recycling programme in conjunction with employing the technology that is available. Here, the workers of the hotel may get instructions to learn how to gather recyclable items from the garbage generated by the property. In the future, companies will be able to recycle as well as repurpose the resources, which would automatically bring the operational costs down. There has been a concern

among travellers about the potentially devastating effects that pollution may have on the ecosystem. As a result, people prefer staying at properties which are making an effort to reduce the amount of damage caused to the ecosystem (Kim, et al. 2019). They have the impression that they have no choice but to book a vacation at a facility that makes effective use of cutting-edge technologies to cut down on wasted energy as well as recycle resources. Consequently, making investments in environmentally friendly technologies as well as improved operating processes would lead to a favourable image being left on the customers. They would not just have the impression that they are more comfortable at the establishment, but they would likewise cherish the sense of being a visitor and take delight in participating in it. It would have an impact not just on the property's occupancy but also on its average daily rate. The module made me more interested in this topic and sustainable approaches in hospitality organisations like hotels, resorts, etc. So I looked deep into it on the internet and found a fascinating fact that 58 per cent of customers take into consideration the effect that a hotel's products and services may have on the surrounding environment (Asadi, et al. 2020). According to the findings of this research, customers were much more inclined to acquire products from a business that demonstrated environmentally responsible behaviours. This is most likely the reason why large hotel companies have incorporated environmentally friendly measures to some degree that help distinguish their business. The youth of today turns to look towards the companies who demonstrate that they are making an endeavour to safeguard the planet. As a result, one may improve the credibility as well as the brand impression of the property by using environmentally responsible business methods, which again will ultimately result in increased profits. Now, I understand that When a hotel implements a sustainable system, it would become not only a more appealing location to visit but also a more reputable place of employment for its staff members (Brown, 2019). As a result, the significance of this type of sustainable aspect is sure to play a significant role in the development of a prosperous tomorrow for the hotel business.

Working on this module not only helped me to acquire knowledge regarding the topic but also helped me to gain some skills like reading, writing, researching, time management, etc. The knowledge and skills gained from this module will certainly help me in my future professional development.

REFERENCE LIST (not included in word count)



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