



Environmental Sustainability in the Hospitality Industry

Portfolio- AIRBNB

Laura Bucurean

Student Number: 2018077281

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Introduction

The following essay will highlight the importance of environmental sustainability in the hospitality industry. This essay will focus on Airbnb as an organisation for further discussion. There are different types of factors that need to be used by an organisation to maintain sustainability in the workplace. Generally, the hospitality industry considers various departments and there it is important to maintain a proper environment where every employee works effectively. As there are various people who are appropriately associated with this industry for their work. This essay will elaborate on all those necessary factors for better understanding. There is a relationship between the external context and the internal context of an organisation and this essay will focus on that matter to analyse it in a better way. Furthermore, both internal and external contexts have some impact on the organisation that will also be elaborated for better understanding.

Discussion

Airbnb is a hospitality industry founded in 2008 and based in San Francisco, California. Airbnb is a trusted community marketplace for people to list, discover, and book unique accommodations around the world, online or from a mobile phone. This hosting approach connects people to unique travel experiences, at any price in more than 34,000 cities and 192 countries.

The study found that Airbnb generated £502 million in economic activity in the UK in one year and supported 11,629 jobs. Airbnb.co.uk. (2012)

Recently there are many types of external forces that are affecting the business operations of the organisation in different ways. There are different types of external and internal factors that impact the strategy development of the organisation (Born, 2021). The political factors in the UK, the economic structures of the society and the choices of the customer impact the decision-making of the organisation. Political factors are considered the main element that impacts an international organisation from the external side. The political situation in the UK is quite stable but there is some political conflict in international politics that are happening regarding the strategic development of the organisation Airbnb. Sometimes the decision-making process in the UK regarding business development impacts the business strategy of the organisation. Most of the business of the hospitality industry is based on national and international tourists (Niehues, et al., 2020). However, the government's contribution is growing and protecting the tourist spots. The government of the UK has introduced different policies to develop tourism destinations. There are many heritages that are present in the UK, which is the center point of customer attraction. The government has taken many policies to reorganize and innovate the places and the heritages in the UK. This is also attracting customers and travelers to the organisation (Schwartz, et al., 2020). The different types of economical support and planning regarding the development of the hospitality sector in the

UK forces organisations to change and upgrade their strategic decision. Effective economic planning is helping the organisation to grow more. Recently the UK has faced an economic breakdown due to the pandemic. At that time almost all types of international flights and transportation were interrupted. Effective regulations and economic policies are supporting the organisations to recover from the economic breakdown. At the time of the pandemic, the UK tourism department was quite impacted. However, the international border and some government restrictions regarding visas are affecting the strategic development of the hospitality industry in the United Kingdom. The society, the rules and regulations in the culture of any nation or community impact the development of the organisation (Bingham, et. al., 2018). At the time of the pandemic, the whole world was introduced to a lockdown that impacted the development and strategic planning of the Hospitality industry. Different customers have different choices (Garassino, 2020). The differentiation in the choices of the customers can increase the competition level in the market. The technology in the UK is quite developed. Recently most organisations are using different kinds of digital platforms and technologies to promote and operate their business (Joebges, et. al., 2020). The organisation Airbnb is also implementing so, which is helping the organisation to reach the international market. There are different rules and regulations implemented by the government of the UK which are shaping the business of the organisation. The legal framework regarding the export and import system along with the effective transportation policies also impacts the strategic planning of the hospitality industry in the UK. To conduct any business at the international level the organisations need to follow the local government's legal strategies which help them to gain government support as well (Niehus, 2020).

Conclusion

This essay has discussed the importance of environmental sustainability which mainly helps organisations to process their work more appropriately way. This essay has evaluated all the necessary aspects regarding environmental sustainability that helps organisations to maintain a good customer base in an organisation, a relationship between external and internal context has also been evaluated which also helps to understand their impacts on an organisation in a suitable way. There are various kind of competitive and development-related strategies that have been also explained in this essay which helps to mitigate various management issues. Further, this essay has also highlighted all the necessary factors that help to understand the effectiveness of environmental sustainability suitably.

Part 2: Report

Executive Summary

This report has analysed all the aspects related to the use of innovation to tackle management challenges in Airbnb. Various challenges were faced while applying management ideas in the organisation along with the assessment of these ideas have been thoroughly explored. The appraisals for the organisation to successfully apply these strategies in the organisation are also mentioned in details

Introduction

This report will be constructed to focus on environmental sustainability in the hospitality industry in the UK. The hospitality industry needs to maintain harmony with the environment and keep in mind not to overconsume resources. Sustainable hotels focus on reducing their carbon footprint which leads to environmental sustainability. The application of strategic management and its implementation in an organisation in the hospitality industry will also be discussed in this report. In this context, the organisation that is taken into consideration is Airbnb in the UK. Airbnb is a virtual platform that enables travellers to look into various places to rent and find a place to stay during vacations. Apart from this, this report will also contain sections that will highlight the aspects of regulatory affairs, the brand image of Airbnb, and the guest experience with the organisation.

The key factors for shaping and implementing innovative strategies in Airbnb

Critical analysis of issues in the application of strategic management to Airbnb

The various issues that may be faced by an organisation while managing its operations greatly affect its ability to function. These issues can be present due to the inefficiency of the organisation to properly deal with the situations arising in their business that could affect its long-term propositions (Mckinsey, 2022). These issues can be related to the regulatory processes, customer experiences and the brand image of the organisation. The strategic management of these processes is required to mitigate the issues that arise in these operations.

Strategic management of regulatory affairs of Airbnb and the issues associated with it

The issues involved in regulating the operations of an organisation have been several and have deeply impacted the organisations involved in the global hospitality sector. The services and their arrangement to get the most out of them while efficiently managing the organisation have been major concerns of organisations in the hospitality industry as they are service-based (Kahansky, 2022). Organisations must have a certain operational capability to properly regulate the productivity of the organisation and in the case of the hospitality industry the productivity of employees. Airbnb has faced some issues while applying these regulatory strategies to manage the organisation that is as stated.

Employee work output regulation

The employees working in a large hospitality organisation such as Airbnb have to follow certain measures while carrying out their daily tasks. The regulation of employee work to assess the quality and quantity of their work is necessary to analyse the requirements that need to be fulfilled to enhance the working capacity of each employee (Officevibe, 2020). The lack of these measures to ensure proper working conditions for employees degrades the work output of employees.

The availability of service outlets

The availability of enough service outlets of organisations so that customers can get what they want should be ensured, so that the organisation can have its services made available for all customers (Hustlepads, 2021). Airbnb is a large organisation that has its presence registered in almost every part of the world. The organisation is still lacking to serve some areas and hence their customer reachability is low. The organisation must efficiently manage its business structure so that it can increase its range of services.

Application and critical analysis of an organisation's operating environment

Airbnb is a huge hospitality organisation that depends on the operational efficiency of its managers to maintain its business structure. The organisation has a very efficient working culture that motivates the employees to get out most of themselves while they work for the organisation.

The digitalisation of operations

The digitalisation of most operations of the organisation is a major step that keeps Airbnb efficient in its services (Moloco, 2021). The organisation has good employee performance as each employee has enhanced capacity with the involvement of technology that makes the work of the employees easier.

Interconnected network

Airbnb has one of the best intercommunication networks within its organisation that continuously supports the employees by making their work in sync with each other. The employees ensure perfection in their job with readily available information that they get from other employees while communicating with them. The brand image of the organisation is kept intact and the guests also get fast service. This helps in efficiently managing the organisation as well as keeping the guests happy. The connection between the employees and the managers ensures the demands of the customers are met has been crucial in boosting the working efficiency of the organisation.

Analysis of complex issues and the sectional, functional, organisational and stakeholder interests

Complex issues in Airbnb

Airbnb is a major hospitality organisation that has its services spread throughout the whole world. This does not exclude the organisation from the issues in its operating system. The organisation has faced major complaints while working in different countries one of which is associated with the check-in and check-out times of the organisation. Airbnb has received complaints about its check-in and check-out times many times from its guests and this has degraded the efficiency of the organisation to properly serve the guests. Then again, the organisation has also received complaints about the cancellation of the reservations that have been made earlier.

Sectional interests

The different sections present in Airbnb collaborate with each other so that the organisation can run properly. These sections such as customer interaction, booking, management, human resources, customer helpline, and finances have their roles specified in the organisation and work accordingly. The organisation must ensure that the interests of these sections are not compromised while the business operations of the organisation go on. The interests of different sections of the organisation are related to employees working in these sections and the rights of these employees while working for the organisation must be ensured. These rights are related to the employability of the employees that should be managed by human resources.

Functional interests

The functional interests of an organisation are the various function-related operations that drive the organisation in the forward direction. The organisation must ensure the different sections of the organisation are functioning properly so that the overall capacity of the organisation is

not compromised. The functions of an organisation present in the hospitality industry must be properly managed by keeping the work of different sections in collaboration by ensuring interoperability, interconnection, and a good working environment.

Organisational interests

The organisational interests are the interests of the organisation that should be ensured so that the organisation can function properly and provide benefits to individuals connected to it. The different criteria that should be kept properly managed are the different sections and their functions. The functions of the organisation must be maintained properly so that the organisation can provide its service properly to its guests. Guests are the primary source of income for the organisation and they should be served to obtain their satisfaction. Satisfaction of guests safeguards the interests of the organisation.

Stakeholder interests

The stakeholders in a business are different parties that affect the business of the organisation. These parties can also be affected by the functioning of the organisation. Stakeholders' interests should be safeguarded by the organisation to keep them satisfied so that the organisation does not face any issues with them. The issues can be financial, social, operational, managerial or many others. These stakeholders are the backbone of an organisation and decide the workflow in the organisation.

Critical appraisal of Airbnb's application of theory and strategic business models in implementing innovative strategies

Research culture

The culture in Airbnb is promotional in case of researching new innovative ideas that could enhance the operability of the organisation (Igms, 2021). The organisation has developed the capacity to get feedback from the customers and then they work hard to ensure the resolution of those constraints that the customers point out by developing new ideas. The innovation culture at Airbnb is healthy and hence the organisation has managed to tackle its challenges in new operational ways.

Transnational innovation

Airbnb uses a strategy of understanding the culture of the place when they work in certain regions of the world. This has boosted the efficiency of the organisation as otherwise pushes the organisation out of business. Airbnb has made an innovative approach to dealing with regional customers and ensuring its brand value while working in a country. The organisation has done phenomenal work in these countries and managed to ensure a larger market share despite their being outsiders in these countries. The global presence of Airbnb is a result of constant innovation in its marketing strategy that has yielded great results for the organisation.

Conclusion

The above report has been constructed to evaluate the environmental sustainability of Airbnb in the UK. The development and competitive strategies of Airbnb based on the issues of implementing strategic management have also been discussed. The key factors keeping in mind the aspects like regulatory affairs, brand image, and guest experience, have been analysed for shaping the business environment and execution of innovative strategies by Airbnb. Apart from this, the operating environment of Airbnb has been critically analysed and the issues faced by the organisation in adopting the management strategies have also been highlighted in this report. Furthermore, the implementation of innovative strategies for shaping the business operations of Airbnb has also been systematically assessed in this report.

Part 3: Reflection

Introduction

The following portfolio evaluates eight different sections that demonstrate effective knowledge based on the operation of AIRBNB. Therefore, the report is mainly based on the environmental sustainability operation of AIRBNB within the hospitality sector in the UK. In addition to that, the portfolio mainly includes a report, essay and reflection based on the 8 sections described accordingly. Furthermore, the report will include a description of environmental experience, fiscal and economic incentives and regulatory affairs. This report will be prepared based on the evaluation of the environmental experience of AIRBNB. At the same time, it can be demonstrated accordingly that the regulatory framework focuses on the government recommendation to enhance the growth of the company and evaluate economic growth with the help of staff awareness that majorly focuses on the development of employee retention in managing various types of activities. Apart from this, the essay will also demonstrate proper understanding based on Guest experience of the activities operated by the hotels based in the UK. The guest services in the report section will evaluate the description of the operation of the company and the quality management operated by AIRBNB. Henceforth, controlling the measures and improving the decision-making for developing the business growth. At the end of the portfolio, a reflection will be demonstrated on Staff awareness, CSR activities and Development and growth.

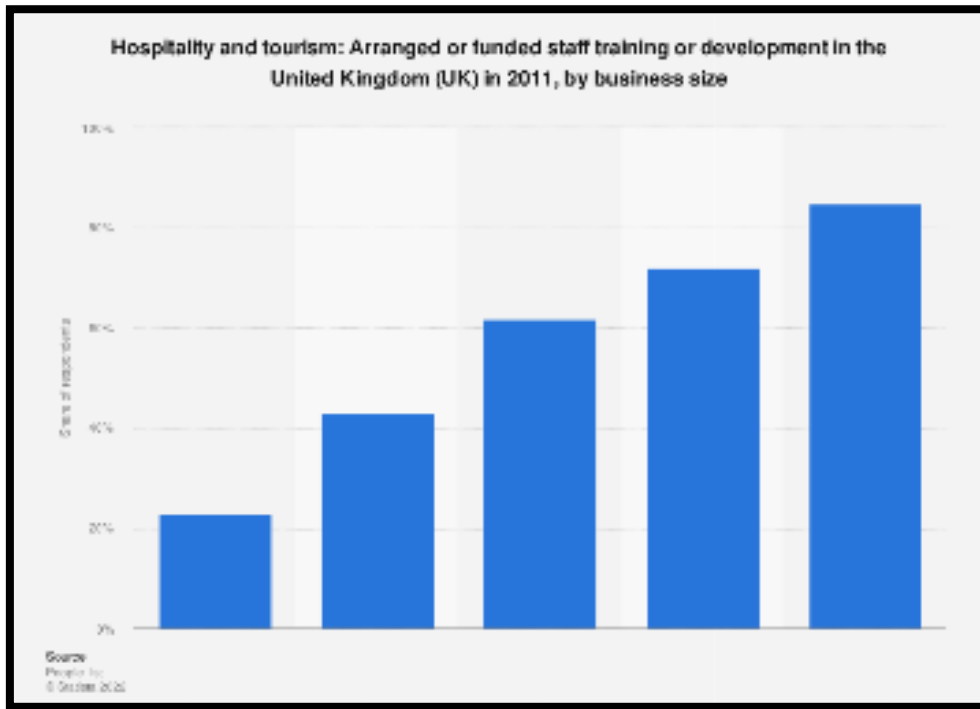
Reflection

Staff Awareness of AIRBNB

I believe that the tourism industry of the UK is one of the crucial market areas that focus on growth and development. In addition to that, I have experienced personally this as a tourist and visited the AIRBNB services in the UK. It was a great experience as the staff and accommodation service are very much effective for experiencing a luxury presence. Apart from this, it is very much crucial for evaluating a presence within the market with staff engagement. Therefore, it will enhance the operation along with the reputation in the market to promote different types of situations and manage the business function. I have also analysed the requirement for measuring sustainability growth within the hospitality industry of the UK. It will develop an overall presence for managing and controlling the function of the company. Apart from this, it is also developed accordingly for staff awareness in measuring the retention policy of the government in preparing the business functions. The staff are considered as the most important assets of the company which are used for improving all the decision-making aspects.

According to my knowledge staff awareness is considered a program which should be initiated by every organisation to ensure the growth of all the staff along with the company. Therefore, it is an important concept that enhances decision-making ability and manages different business functions accordingly. I know that it is very much important for improving the overall concept and enhancing the growth of the individual in terms of managing activities. I believe that a staff awareness program is effective to demonstrate helping areas for the company in terms of managing potential security problems. In the context of AIRBNB, it is very much essential to promote staff awareness for improving all the decision-making aspects. In addition to that, it is very much essential to manage and accumulate all the aspects of development for promoting

options for growth. The company will be able to analyse the area of lacking which can be modified according to the requirement.



Source: (statista, 2021)

According to the above graphical representation I have analysed the hospitality and tourism industry for arranging staff awareness programs with the help of training and development sessions. It will help the company to promote overall growth and manage all the activities as per the requirement of the company. It is also essential for AIRBNB to follow the rules and regulations operated by the UK government to assist in case of promoting Staff Awareness in the AIRBNB. I have also acknowledged that evolving the growth and managing different types of activities is essential to enhance the option for development. Moreover, the highly developed business has invested in staff awareness programs to support overall growth within the UK. I have acknowledged that the overall enhancement of the individual in terms of managing different activities is promoted according to the requirement.

I have also evaluated effective analysis based on the development that could be gained by the company AIRBNB on the staff awareness programs. It will be effective to manage the situation

and function accordingly to the requirement of growth in the developing areas. Furthermore, it is very much crucial to manage the situation with environmental sustainability operations. I believe that this kind of sustainable program will be effective for the company to demonstrate accurate knowledge and manage the activities as per the requirement.

CSR Activities of AIRBNB

The CSR activities mainly focus on the corporate responsibility of the company in terms of developing brand image within the market. It is very much essential to control a different kind of situation and focus on achieving the learning objective. I have examined that developing CSR activities will be very much sufficient to promote all the funds and control different situations. This will showcase the situation to evaluate growth within the required market. The CSR operation evaluates decision-making aspect and controls different situation of the company. I have knowledge that AIRBNB can manage the situation and control all the options for growth by developing brand image through CSR.

Corporate social responsibility of Airbnb

Airbnb is a type of company which offer hotel or tourism services to the consumer over a period of time. This corporate social responsibility is directly related to the entire tourism sector. The mentioned business takes several initiatives to bring improvement in society over the point of time. The different type of corporate social responsibility is illustrated in the mentioned section.

1. Supporting the local communities

The management of Airbnb gets an extra payment of four hours of paid time each month to give support to the local people. This also offers the assistance of itself to the program of Global Citizenship which was introduced in 2013 to create relevance among the local communities in about 20 cities around the world (Morsing and Spence, 2019). On the other hand, the mentioned business company continues an open program of the home which assists home services to the individual that were affected by the drastic level of disaster or serious illness. During that

period, the company guided more than 25000 peoples which seriously required the option of temporary housing and it is planned by the management team to make an investment of twenty million pounds. The main focus of Airbnb is to construct houses for 100000 individuals at the end of the year 2022.

2. Focusing on the equality of genders and minorities

The higher authority of Airbnb put more effort into the core values like employing female workers when conducting hotel services to the targeted consumer. According to a respective estimation, 48.94% of female workers take part in business operations to run the operations of the business clearly without any issues. Discrimination among employees at Airbnb is reduced by taking relevant steps over a period of time. The mentioned business introduces a special rule of Diverse Participants Slates. According to the rule female or minorities must be recipients of slates that is represented to the managers of recruitment of the mentioned company. On the other hand, this mentioned business always takes steps to spread more awareness regarding the problems of employees that are found during that period (BBC, 2020).

3. Participating in the charitable donation

The respective business company decided to make homes for the individual of the UK at a low cost for the people who faces the problem of lack of funds. Due to this, several persons like patients who need to travel for treatment or social entrepreneurs who need to travel around the world (Matten and Moon 2020). This also makes a donation for bringing development to the environment and spending more value on the program of tree plantation and other aspects. Moreover, in the year 2012, Airbnb creates a tool that helps 1400 hosts to construct homes in their respective areas.

Staff Recruitment and Selection

Apart from all of these one of the common mistakes I have analysed that the recruitment and selection process of AIRBNB is very complicated which can make difference in understanding

the requirement of the company from the employees. It can be said that this process mainly involves a difference in understanding the requirement and measuring the performance as per the requirement. Moreover, it is very much essential to analyse the patient's level of the individuals and control all the options for growth. I have also acknowledged that focusing on the learning aspect this company measures the talent of the individual in terms of focusing on the growth areas. Apart from this, I have experience within the tourism industry controlling the patience level is very much essential to manage different types of activities. Moreover, this situation will develop business performance and self-performance while dealing with the client. This can be analysed that the effective process is demonstrated for enhancing the confidence level and managing different activities effectively.

The recruitment process of Airbnb includes three stage interview process. Initially, the recruiters from the HR department first advertise their requirements in the job portals. The candidates go through three stage procedure that starts with written exam. Thereafter, group discussion followed by face-to-face interview are conducted. The hiring process take approximately 47 days to recruit and select the appropriate candidate. Screening process is regarded as the procedure of reviewing of CV, profiles as well as selection of the right person. Airbnb follows its own screening procedure to select its candidates on the basis of its job designation and requirement.

Moreover, the decision-making aspect of the company and developing creative knowledge mainly gets limited as the functions are incorporated according to the requirement. Furthermore, the development of the company can also lack as other company may retain the employees during the long process and duration of completing interview. The above statement forecast the business situation of AIRBNB in controlling the staff development options.

Conclusion

Overall, it can be concluded from the above that environmental sustainability is better option for growth and development of the business within the market. In addition to that, the sustainable business situation is effectively controlled by demonstrating an effective strategy in the operating areas. Furthermore, I have learned effectively that the hospitality sector mainly depends on the environmental sustainability operation in terms of focusing on the business developing activities. Moreover, all the functions and contribution to growth of the company is managed with the help of Staff awareness programs for managing the business growth effectively. In terms of the CSR activities the business function of the company demonstrates an overall growth in terms of controlling the brand image within the market. Furthermore, the brand function is controlled as per the requirement on developing all the situation accordingly. This will be effective to deliver all the business function and promote growth within the required market. The recruitment and selection process are one of the major limitations for the company as I believe the company will not be able to retain effective employees from the market.

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