

Sustainable Hospitality: A Business Model Canvas Proposal

Essay

Student Name : Junaed Ahmed Khan
Student ID number : 2211276
Module Title : Entrepreneurship BMIH5001
Lecturer's name : Ben Chong
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Our planned hotel enterprise aligns with the growing desire for sustainable accommodation experiences, influencing consumer choices due to expanding environmental consciousness. Our company model capitalizes on the current trend in which environmentally responsible practices are becoming increasingly important in the hotel industry. Using the canvas of the business model (BMC), this essay guides readers through the complexities of our enterprise. As discriminating visitors choose eco-friendly hotels, our business strategy, as outlined in the following sections, directly reacts to this changing landscape, delivering a unique and appealing product for the environmentally concerned market.

Our unique selling point is our ability to provide luxurious lodging that complies with ecological standards while catering to the growing demands of environmentally concerned travelers. We provide visitors with an enjoyable, reliable experience by prioritizing environmentally friendly practices, including using renewable energy, minimizing waste, and procuring locally. We design excursions that go above and above the requirements of ecologically conscious methods to take advantage of the market trend where people are willing to pay more for ecologically sound lodging. Our desire to offer an exceptional, environmentally conscious retreat reflects our devotion to this cause. To ensure that our guests have a magnificent vacation that is in line with their social and environmental values, we actively promote charitable donations and use naturally and organically derived commodities to improve interaction with visitors further. Our committed staff, who are trained to maintain the pinnacle regarding sustainability and culture, ensures a remarkable and meaningful stay. Visitors can positively impact the global effect and enhance the meaning of their vacation by selecting our places to stay.

Our target audience is defined by a similar ethos: those who cherish eco-friendly travel experiences. In a 2022 Booking.com poll, 83% of passengers worldwide stated they believe sustainable travel is essential, and 61% said that the epidemic has inspired them to travel more responsibly. Insights impact this group's understanding of the plan, allowing us to customize our offers to customers prioritizing environmentally friendly lodging. We tailor our offerings to the needs of environmentally aware travelers

looking for authentic, memorable experiences. According to data from a Statista analysis from 2021, 46% of guests agree to pay more for lodgings that show a dedication to environmental sustainability. We continuously refine our solutions using data and surveys to ensure they align with our customers' evolving desires. Comfort and the ethical consequences of their housing alternatives are prioritized in this industry. By reaching out to this niche market, our company intends to establish itself as a leader in the hotel sector by offering a haven for people looking for more than just a place to stay—many of them long for a meaningful and sustained experience. Booking.com (2022). "Sustainable Travel Report.

Statista (2021). "Travelers' Willingness to Pay for Sustainable Accommodations.

As planned, our multifaceted strategy for addressing our intended audience includes collaborative efforts, online advertisements, and influencer partnerships. Partnering with environmentally aware tourist platforms provides an essential conduit for accessing current connections that share our beliefs. Utilizing social media sites like Instagram or Facebook for marketing purposes ensures that the message of eco-friendly hospitality reaches a broader audience. By collaborating with trustworthy influencers like Leah Thomas of Interconnected Ecologist and Anne-Marie Bonneau of Zero Waste Chef, we can reach our target market directly and use their platform to spread the word about our ethical company procedures. By utilizing these platforms, we will improve awareness and identify our company as a top alternative for visitors looking for eco-friendly hotels. This comprehensive strategy flawlessly aligns with our objective, ensuring our argument reaches the intended audience via various powerful channels.

Building strong ties with our visitors is critical to our long-term achievement, reflecting the mindset described previously. Individualized attention is vital in the restaurant and hotel sector, and we are committed to providing a one-of-a-kind, client-focused experience. Our strategy includes continual involvement through customized amenities, loyalty programs, and frequent feedback systems. This is consistent with the habits of ecologically concerned visitors, as previously stated, who appreciate not just comfort but also an aura of relationship with their hotel provider. By creating a relationship-centric strategy, we hope to build a community of delighted visitors who pick our eco-friendly solutions regularly and become ambassadors for our brand,

contributing to its organic growth. Developing close relationships with our guests is essential to our long-term success. To guarantee a distinctive, customer-focused experience, we prioritize personalized attention through amenities, reward programs, and continual feedback mechanisms. By focusing on building relationships, we want to create a devoted group of environmentally conscious visitors who will act as our brand advocates and fuel our organic expansion.

Following the previously stated principles, we diversify our revenue streams to guarantee sustainability and profitability. Working with local, sustainable firms improves the visitor experience and provides extra revenue streams. By taking advantage of consumers' willingness to pay more for ecologic lodging, our method guarantees regular profits and ongoing investments in sustainable practices. This pledge demonstrates our commitment to ethical business practices and sustained prosperity.

Our planning findings inform our attention on regional resourcing as a foundational component of our enterprise. Our primary resources are collaborations with surrounding farmers, artisans, and environmentally friendly power sources. As previously said, local sourcing maintains the genuine nature of our goods while strengthening our links to the community. These connections go beyond transactions; they help to drive regional economic growth, which supports the concept of our responsible hospitality enterprise. Additionally, having knowledgeable, courteous, and professional employees guarantees that we effectively attend to the needs of our customers (Findmodelslab, 2023). Working with neighborhood resources helps us maintain our operations and strengthens our standing as a company that cares about the community.

In keeping with the ideas described previously, our primary operations center around continually implementing environmentally friendly and ethical procedures. Regular environment inspections, waste reduction measures, and active community engagement are the cornerstone of our dedication to sustainability. As previously stated, these initiatives are not isolated events but a continuous process that ensures our venture's commitment to ecologically responsible operations. Moreover, providing personalized and high-quality services to the guests is also essential here. (Findmodelslab, 2023). Our main goals are to apply morally and environmentally

sound practices, such as waste minimization, community involvement, and routine environmental inspections. Furthermore, we place a premium on individualized and superior services. Our dedication to sustainability is ensured by these ongoing efforts, which also satisfy industry standards and beyond eco-conscious visitors' expectations.

As we emphasized the importance of collaborating with local farmers and environmental groups in developing our primary relationship approach. These connections go beyond transactional ties, boosting the health of our vendor network and increasing our environmentally responsible reputation. As previously stated, by cooperating with neighborhood producers, we ensure the true nature of our offers and actively contribute to the local economy. Engaging with environmental groups reflects our devotion to sustainability and fosters a shared vision for ethical business practices. These vital connections with regional vendors and environmental groups fortify our base and highlight our dedication to sustainability, enhancing our reputation as a conscientious lead in the hotel and restaurant sector and the larger community.

Our strategy emphasizes long-term benefits that outweigh the more significant upfront costs of implementing environmentally conscious infrastructures, even if we acknowledge these costs. Investments in environmentally friendly structures, such as reused water systems and solar panels, are included in fixed expenses. Programs for handling waste and energy use reduction are examples of continuing costs covered by variable costs. Travelers who care about the environment choose companies with the most negligible negative environmental impact. Thus, these calculated investments align with our dedication to understanding consumer preferences and market trends. By considering these expenses as capital in long-term gains—like higher output, favorable customer reviews, and less environmental effect—we present our business as ethical and fiscally responsible, guaranteeing a long-term plan for our business.

Our explanations come from the preceding strategy, which emphasizes the rising consumer trend toward ecologically conscious options in the hotel industry. Examining local rivals and suppliers, we uncover a gap earlier in the marketplace, thus positioning our enterprise as an original answer that aligns with the preferences indicated before. Modern examples of excellent eco-friendly hotels demonstrate the feasibility of our method. Our enterprise distinguishes itself in a competitive marketplace by responding

to consumer demands and providing a unique experience. The strategic decisions made in each BMC part, informed by the previous plan, establish our approach as environmentally benign, market-responsive, and financially sound.

With the help of the Business Model Canvas and the approach's conclusions, our ecology hotel chain is positioned to satisfy the rising demand for environmentally friendly travel. Our dedication to sustainable methods is reflected in our corporate choices, from the Value Proposed to the Cost Model. By integrating ethical standards, local cooperation, and multiple revenue streams, we can exceed market expectations while contributing to our neighborhood and economy. Our all-inclusive strategy positions us as industry experts for green hospitality, providing tourists who care about the environment with a remarkable, captivating, and cost-effective choice.

As an element of the reflective approach, I will now use the Gibbs framework to evaluate my entrepreneurial and managerial qualities, critically examining the results of in-class questionnaires. I will compare these data to relevant business theories and models to better understand why I am establishing an entrepreneurial venture. Furthermore, this section will use simple points to convey the plan. An intriguing and grand strategy for standing out in the hotel sector will exist. Here, we will demonstrate the significant component of the plan and briefly discuss everything. Per our business strategy, we will demonstrate the value proposition, customer categories, crucial operations, significant assets, avenues, reasoning, scenarios, etc.

PART TWO

Reflective Essay

I will critically analyze the findings of in-class surveys using the Gibbs Reflective Cycle to assess my leadership and business acumen in a reflective paper. I can better comprehend my motives and traits as an entrepreneur by contrasting these facts with pertinent business principles and hypotheses.

In the part of description, I filled out several class tests that evaluated my leadership, teamwork, and creative abilities. These evaluations gave me a thorough grasp of my marketing strengths and opportunities for development. The findings supported my interest in environmentally friendly company solutions by showing a high tendency toward sustainability and inventive thinking. I had a high score in transforming leadership, defined as having the capacity to uplift and encourage people toward a common goal. My predilection for leadership positions in teams indicates that I'm good at establishing long-term objectives and developing creative solutions to reach them. These characteristics are necessary for creating and running a long-term hospitality company. The questionnaires also identified areas in which I still need to improve my abilities, like accounting and operation leadership, which are essential for the daily operations of a business.

Feelings about the results at first gave me a sense of confirmation and support because they aligned with my goals of starting an environmentally friendly hotel business. However, I was also a little nervous about the difficulties in turning creative concepts into workable company plans. The awareness that, although my company goals and my advantages complement one another well, there are areas that need substantial improvement—like managerial skills and financial planning—was the source of my conflicting emotions.

Talking about evaluation, positive attributes I possess include an intense drive for creativity and a dedication to sustainability, both essential for setting my business apart in the cutthroat hotel sector. My revolutionary managerial style facilitates motivation and inspiration for a team to commit to a common goal of commitment to the environment. The assessment did, however, also draw attention to several drawbacks, such as a possible tendency to prioritize vision above operational specifics. This disparity may make it difficult to manage the company's day-to-day operations.

In analysis, I am aware of my strong desire for achievement, which drives my entrepreneurial aspirations when I examine these characteristics through the prism of small-business ideas, such as McClelland's Theory of Needs. Burns' change management Theory, which indicates

the significance of creativity and vision in managing successful teams, aligns with my tendency toward inspirational leadership. To guarantee thorough business administration, Mintzberg's Managerial Roles framework indicates that I should bolster my asset allocator responsibilities and issue handler responsibilities. To ensure my business succeeds in the long run, I must balance operational solid tactics and creative management.

Conclusion:

After considering my economic attributes, I've concluded that my organizational and innovative skills offer a strong base for building a long-lasting hospitality company. However, I must address my shortcomings in financial preparation and managerial operations. My knowledge of the significance of striking a balance between creative ideas and realistic implementation in entrepreneurship has grown due to this meditation. His analysis has helped me better see how crucial it is for entrepreneurs to balance creative ideas and realistic implementation, and I'm determined to keep learning new things to ensure my business succeeds.

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Appendix: BMC

🌟 Designed for:		🌟 Designed by:		📅 Date:	
🌟 Key Partners Collaboration with local producers and ecological groups is vital. This cooperation will not only enhance the chain of supply but will also help us maintain an eco-friendly image.	🌟 Key Activities Continual commitment to sustainability is ensured through ongoing environmental inspections, waste reduction initiatives, and community engagement events.	🌟 Value Proposition Our value proposition emphasizes sustainable experiences, tapping into the increasing demand for eco-friendly practices in the hotel sector, with a focus on local sourcing, waste reduction, and sustainable energy.	🌟 Customer Relationships Strong client connections are vital in hotels. Personalized services, loyalty programs, and regular feedback foster guest engagement and loyalty.	🌟 Customer Segments Our target market, aged 25-45, prioritizes sustainability and seeks unique experiences, met through continuous improvement and engagement initiatives.	
🌟 Key Resources Local partnerships provide fresh, superior products for eco-conscious guests, fostering sustainability.		🌟 Channels We'll utilize diverse channels, including alliances with eco-tourism platforms, digital marketing, and collaboration with sustainable influencers, to maximize reach.			
🌟 Cost Structure Though initial costs for eco-infrastructures may be higher, long-term benefits like reduced energy consumption and improved customer perception outweigh them, ensuring cost optimization.			🌟 Revenue Streams Working with local, sustainable firms improves the visitor experience and provides extra revenue streams.		

Business Model Canvas is a derivative of "The Business Model Canvas" by [Hatchwise](#).
 The Business Model Canvas is designed by Strategier AG.

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