



Student Journal

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Hospitality is in continuous growth and development. In addition to the positive effects that hotels have, like generating economic growth in the areas, there are also negative effects that have an impact on areas such as the environment, culture, and society.

Therefore, it can be said that hotels attribute more and more importance to this topic and the relevance of sustainability will continue to grow in this industry.

In this paper, I will be talking about sustainability in the hotel industry and what I have learnt about this subject. I found out that customers are more and more taking into consideration social responsibility as a selection criteria when choosing their hotel. As a consequence, many hotels associate themselves with eco-friendly initiatives, like the use of renewable energy sources and the processing of local products, and invest in technologies and solutions that reduce the carbon footprint and the levels of energy consumption.

As important as the hotel's implication in adopting sustainable solutions for their properties is the staff's involvement in these actions. The hotels need to educate their employees about the actions that need to be taken and significance of energy saving and the consequences it has on the hotel, customers, and, doubtless, on the environment. By making these actions a priority within their hotel, the employees will be more inclined to bring this change to their homes as well.

There are many solutions for the hotel industry to take in order to become more sustainable. In the next paragraphs, I will write about various measures in this direction.

One sustainable move in the hotel industry is that an increasing number of hotels are investing in modern energy technology and switching to renewable energy since it is a win-win situation for both parties: customers like it and support it, and hotels can save a lot of money on energy costs while also doing something good for the environment.

Hotel administrators should make sure that the temperature in the rooms is automatically adjusted throughout the building and is not too hot or too cold. As a result, the hotels conserve power, which helps not only the hotel by lowering expenses, but also the environment. Also, because many



customers use to leave the hotel room and leave the lights on all day, hotels should install light sensors and energy-saving bulbs.

Another sustainable solution is reducing water use. In addition to encouraging visitors to be conscious of water, some hotels are implementing innovations such as showers that filter their own water. A few hotels started asking their customers to reuse their towels through nice personal messages.

The use of plastic needs to be eliminated. Beyond recycling, banning single-use plastic products can help reduce the massive quantity of trash generated by the disposal of these items in the hotel industry. Eliminating plastic water bottles and bags is a great place to start for any hotel. Sustainable actions can be adopted in the Food and Beverage department too. According to Tom Egerton's TedxTalk, a bar can make over a thousand drinks in one week, which means they use about 1500 plastic straws. He makes a point by proving that the cocktail craft has been promoting a culture of waste. Therefore, a simple drink at the hotel bar has a huge impact on the environment. It is both the hotel's and the consumer's responsibility to reduce this waste.

In recent years, a lot of emphases has been placed on the design of the hotel building. The main purpose of these new hotel designs is the reduction of energy losses. It was accomplished by applying certain design principles in order to optimize a building from a functional and energetic point of view. The solutions in this sense included high-performance windows and doors, and decentralized ventilation systems with heat recovery and shading systems. (Caixach, 2015)

The number of hotels that are committed to becoming more and more sustainable is increasing. A few examples of such companies are Marriott International, Hilton Hotels, Premier Inn, Accor, and Radisson Hotels.

My personal opinion on this subject is that more and more hotels should adopt environmentally orientated-solutions. This way the hotels would attract a large number of customers and still have a positive impact on the environment. The government should also impose sustainable measures in the hotel industry. Customers need to be made more aware of their impact on the environment.

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