

BMIH5006 Sustainability

Week 1

HOSPITALITY
AND
TOURISM
MANAGEMENT

*Man Geni Addysg Uwch yng Nghymru
Where Higher Education Began in Wales*



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Before we start

As there are quite a few of us here, please ensure that your microphone is muted during all teaching until you are asked a question or there is a group discussion to prevent background noise.

You should attend every class and have a private space to work so that you can concentrate fully on the lesson.

You should not be at work, shopping, driving or caring for children.

Your camera must be always on during lectures please. -Use the Teams university background to protect your privacy.

YOU must join via a laptop or PC/MAC –No attendance permitted on phones or tablets

You will be removed from the session and logged as absent if you fail to adhere to these criteria.

This and all sessions will be recorded so that you can watch it again

Why is this important?

This is a Full Time University course and as such the University definitions of engagement and decorum apply as they would in a physical classroom.

-Your Cameras must remain 'On' for the duration of the session in order to ensure equal engagement and for your lecturers to observe your full attendance of the session which is a condition for student loans/maintenance to be authorised.

-You should be using a **desktop or laptop device** with a camera, speakers and a microphone so that you will be able to engage in the session on equal footing with your classmates.

-You will be asked to share your screen and "present" your work, access documents, engage in writing activities use websites and create presentations which are either difficult or impossible on a phone.

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Get a laptop!

- Therefore, we ask you to purchase a laptop if you don't already own one, **by the end of Week 2.**
- Failure to do so within this time period will result in you being reported to the Level Lead in Week 3.
- The University offers bursaries that can provide a suitable device and/or contribute towards connectivity costs if you need some financial help with this.

-Digital Connectivity Bursary Application Form

-Undergraduate Bursaries

Topics we'll cover today:

- Introduction
- Referencing
- Module content
- Assignments
- Moodle
- Communication
- Q&A

Time for introductions (Icebreaker)



Get your phones



Academic Integrity

- [Info Skills Programme. Referencing: The Basics – Harvard](#)
- [Referencing Handbook Harvard](#)
- [Cite them Right](#)
- [Critical InfoSkills for 2nd Year Students](#)



Module overview

Aims:

- To gain a comparative overview of sustainable hospitality and tourism developments both nationally and internationally and to review appropriate policy and strategy frameworks.
- To gain an understanding and knowledge of industry “best practice” through evaluation of appropriate case study examples. Understanding of these issues will provide a sound foundation for becoming more effective – and more ‘environmentally friendly’ managers of the future.



Learning Outcomes:



Upon the successful completion of this module, the student should be able to:

- Demonstrate a critical understanding of the term “sustainability” and apply it within the context of hospitality and tourism
- Analyse concepts of “sustainable good practice” within the tourism and hospitality industry (rural, coastal and urban areas) and within the transport sector

Module Handbook and assignment

Assignment 1

TASK DESCRIPTION

Essay - 2000 words (+/- 10%)

The hospitality industry has historically had a dramatic environmental impact on the environment, through energy and water consumption and use of consumable goods. With sustainability now being the issue on everyone's mind, discuss and analyse **one** of the following Hotels Corporate Social Responsibility (CSR) Policy:

Marriott

Hilton

Accor

IHG

Best Western

Hyatt

CSR is widely regarded as the key to a successful business in the 21st century. Critically evaluate business concerns, such as increased government pressures and competitors' actions that have motivated hoteliers to embrace sustainability and make it an integral part of the corporate agenda. Discuss CSR and link to circular economy, whilst reviewing the Triple Bottom Line and the pillars of sustainability.

Essay

Assignment 2

TASK DESCRIPTION

Assignment 2 (50%) – Report – 2000 words (+/- 10%)

Your task is to write a report of the future of hospitality and is it profitable to be green?

Milton Friedman stated in the 50's "the social responsibility of an organisation is to increase profits"

Topics to consider and include:

- Is this still relevant today?
- Does finance come first?
- Are businesses responsible for being environmentally sound or is it consumer driven?
- Future recommendations
- Can the hospitality industry ever be truly green?
- Is financial resiliency key to sustainability?

Report

This report will require you to review the industry and include research on Elkington's Triple Bottom Line whilst provide industry examples.

Key things to consider:

- Doxey's Irridex model and it's importance in environmental sustainability
- Butler's life cycle model
- Provide industry examples and data to support your work

You will be called upon after your submission to meet with your lecturer to discuss your assignment. This meeting will be recorded and your submission and research discussed.

- Defining sustainability
- Tourism Growth and Effects
- The Circular Economy
- Corporate Social Responsibility
- Destination Management
- Transport
- Ecotourism
- All things **Green**..... and much more!

Get your phones



Who's ready to
answer some
questions?
Phones ready.....



Definitions of Sustainability

- In 1987, the [United Nations Brundtland Commission](#) defined sustainability as “meeting the needs of the present without compromising the ability of future generations to meet their own needs.”



[1987: Brundtand Report](#)

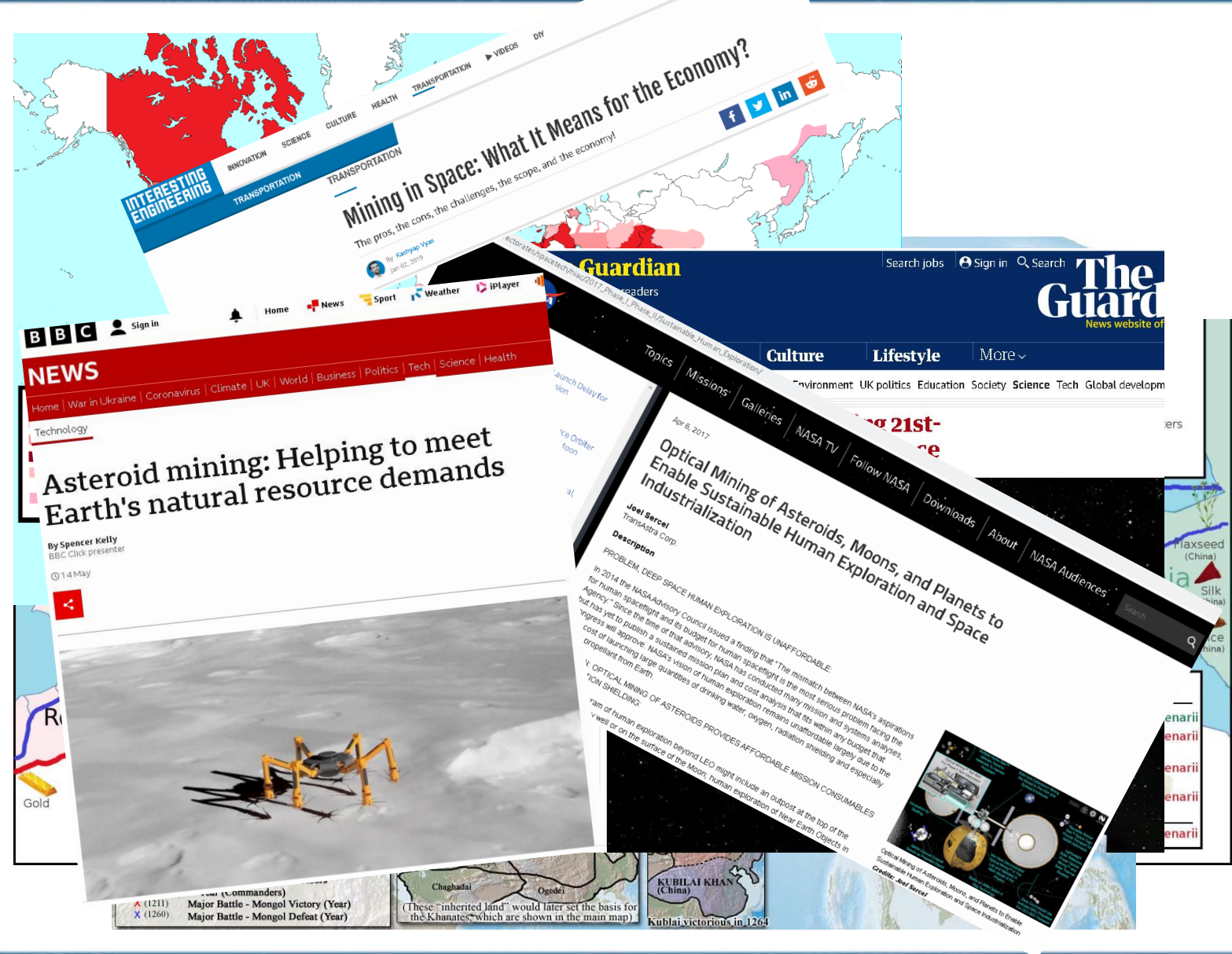
Sustainability

“Meeting the needs of the present without compromising the ability of future generations to meet their own needs.”

(United Nations, 1987)

“commercial systems that rely on environmentally and socially responsible practices in order to allow for continued responsible operation into the future.”

(CFI 2022)



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The Courtauld commitment



(WRAP,2022)

- A series of **voluntary** agreements beginning in **2005** that enables collaborative action across the entire **UK food chain** to deliver farm-to-fork reductions in **food waste, greenhouse gas** (GHG) emissions and **water** that will help the UK food and drink sector **achieve** global environmental goals. funded by **UK Governments** and the **food sector**, and delivered by **WRAP**
- **The Hospitality and Food Service Agreement 2012**
- An ambitious, **three-year** voluntary agreement over 230 leading hospitality signatories covering approximately 25% of the UK sector (calculated by food and drink sales, including wholesale and distribution). A number of these organisations are continuing to work under the Courtauld Commitment.

High Profile...

- Greta Thunberg
- Sir David Attenborough



Definitions of Sustainable Tourism

- ...“tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities.”
- ...sustainable tourism “refers to the environmental, economic, and socio-cultural aspects of tourism development, and a suitable balance must be established between these three dimensions to guarantee its long-term sustainability”

([UNEP](#) & [UNWTO](#), 2005: 11-12. *Making Tourism More Sustainable – A Guide for Policy Makers*).

What resources do you think tourism and hospitality rely on?

Answers in the chat box



£2.5bn: The cost of food waste to UK Hospitality and Food Service

920,000
tonnes

of food is thrown
away by the sector
each year

3/4
of this is
food that
could have
been eaten

This is equivalent to 1.3bn meals ...



... or 1 in 6 meals served

18%

of all food
purchased in
the sector
is wasted

£10,000

average cost
per outlet per year

£2,800*

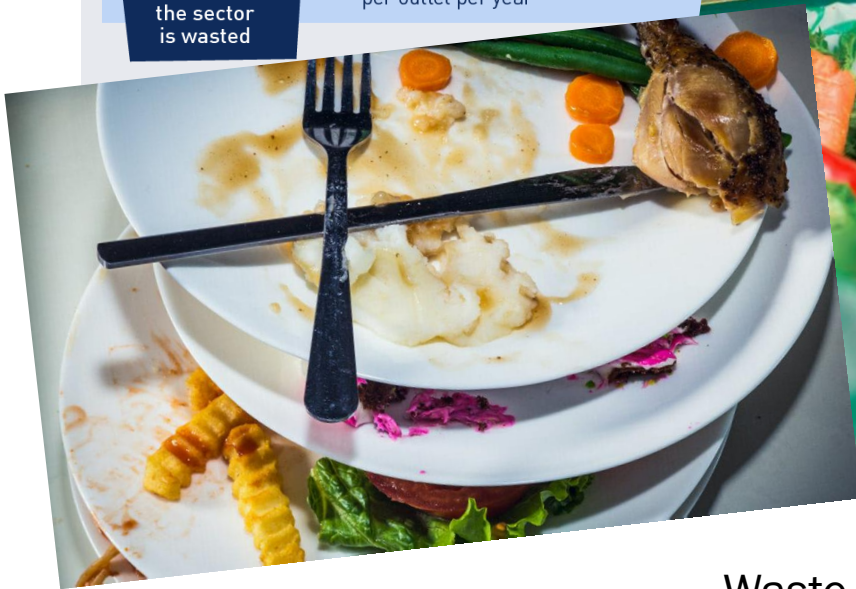
the



(WRAP, 2020)

The hospitality impact

- key hospitality industry sustainability challenges
- Food waste.
- Water usage.
- Conserving energy.



Waste and Resources Action Programme (WRAP)

OUR WATER RESOURCES ARE UNDER STRESS...



in England...

14% of rivers over-abstracted
86% of rivers do not meet good ecological status



and in global supply chains

90% of UK's fruit & 50% of vegetables come from overseas*
8 of the top 10 countries we source from are drought-prone
(*excluding potatoes)

WHICH IS WHY WE NEED THE



PRIORITISING
shared supply chains

DELIVERING
collective action projects

"Together our aim is that the UK's fresh produce, and other key foods, are sourced from areas with sustainable water management."

HILTON'S 2025 Water Commitment

Hilton

JOINING THE GLOBAL DIALOGUE ON WATER STEWARDSHIP, SIGNING THE UN CEO WATER MANDATE.

WORKING WITH OUR STRATEGIC PARTNER, WORLD WILDLIFE FUND (WWF), TO ADOPT A COMPREHENSIVE WATER STEWARDSHIP APPROACH.



ADAPT & INNOVATE TO DRIVE POSITIVE IMPACT IN OUR COMMUNITIES

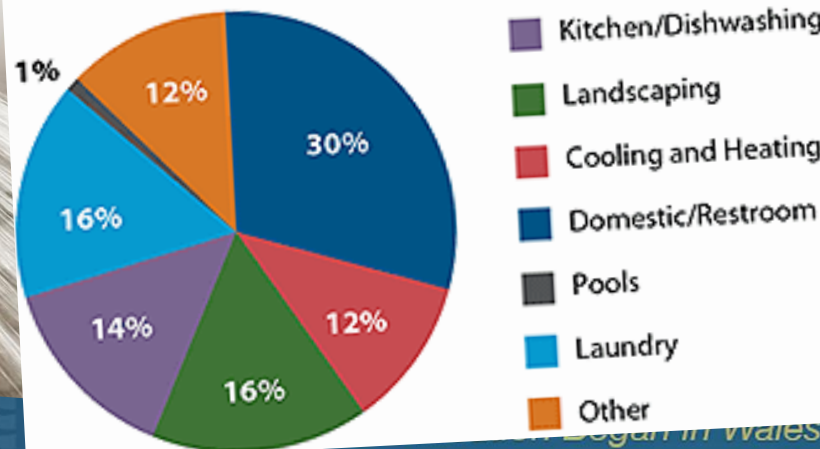


SO FAR WE HAVE:

↓16.7%
Reduced water use intensity

↓1.4%

End Uses of Water in Hotels



WRAP,
2025
water

The hospitality impact

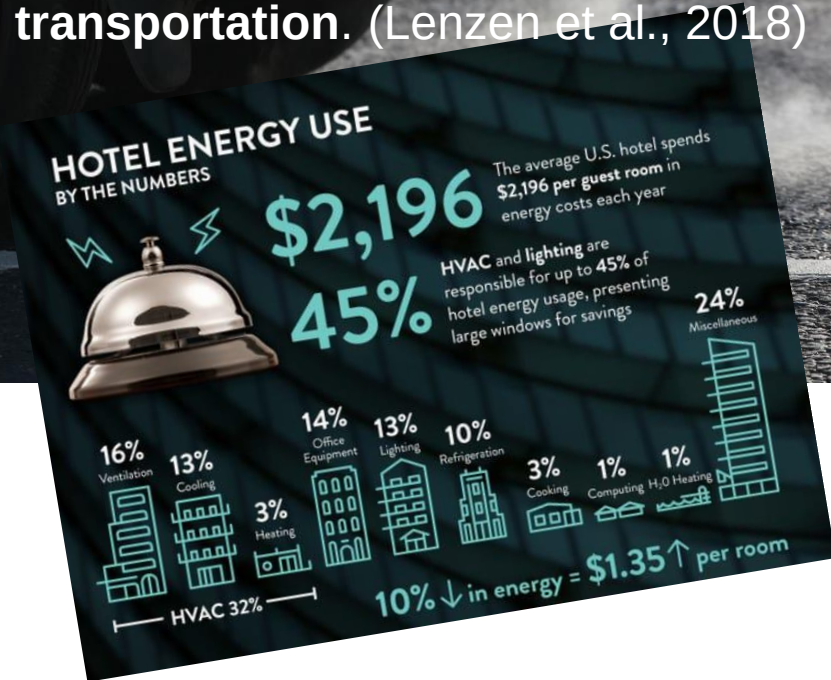
- Key hospitality industry sustainability challenges
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AND
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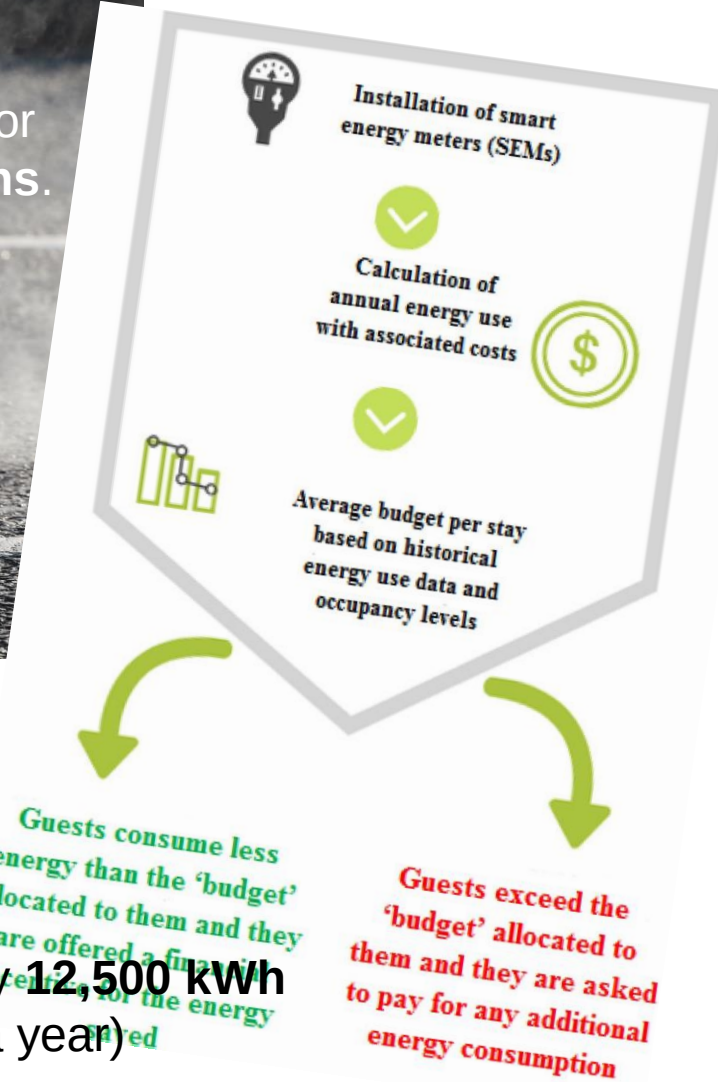


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■ According to one study, tourism accounts for **8%** of the world's greenhouse gas emissions. About **90%** of these emissions come from **transportation**. (Lenzen et al., 2018)



The average small hotel uses approximately **12,500 kWh** of electricity per **month**. (House-3500KWh a year) (OVO energy, 2022)



The hospitality impact

- key hospitality industry sustainability challenges
- Food waste.
- Water usage.
- Conserving energy.



(Filimonau, 2020)

What are the impacts of hospitality and tourism?

Group discussion

Key Environmental Impacts

- Pollution
 - Noise, land, air, water
- Heavy and over-use of natural resources
- Environmental degradation
- Wildlife disturbance
- Education/awareness raising
- Funding
- Volunteer tourism programmes

Key Social and Cultural Impacts

- Authenticity (lack of)
- Cultural pride
- Demonstration effect
- Education
- Crime

Socio-Cultural Impacts

- Tourist types (Smith, 1989)
 - Explorer
 - Elite
 - Off-beat
 - Unusual
 - Incipient mass
 - Mass
 - Charter

Main Activity

What does it mean to be sustainable in the hospitality industry?

- Use this resource to inform your work
<https://sustainablehospitalityalliance.org/about-us/what-we-do>
 - Why was the alliance established?
 - What are the 4 key issues the hospitality alliance is dealing with?
Explain them
 - Who is involved?
 - What does your group think about this organisation – its effectiveness, its reach etc?
 - Write a half page of notes and share them with me as an image on the chat

Resources

Category	Type	Examples
Natural resources	Flora, landscape, fauna, climate, water	Forests, beaches, wildlife, seasons, sea
Cultural resources	Religious, heritage, other	Churches, temples, historic buildings, ethnic celebrations
Event resources	Festivals, tournaments, business, other	Music, art, sport, trade shows, conferences, carnivals
Activity resources	Recreational, services, facilities	Golf courses, swimming pools, museums, theatres, zoos, theme parks
Services (tourism infrastructure)	Transport, accommodation, reception, catering, services	Airports, hotels, tourist information network, maps, guides, bars, restaurants, marinas, foreign exchange services

Recap





SEE YOU NEXT WEEK

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References

- United Nations (2023) *Academic Impact*. Available at:
- <https://www.un.org/en/academic-impact/sustainability> (Accessed: 22 September 2023).
- UN (2023) *environment programme*. Available at: [UNEP - UN Environment Programme](#) (Accessed: 22 September 2023)
- UNWTO (2023) *World Tourism Organisation*. Available at: [UNWTO | World Tourism Organization a UN Specialized Agency](#) (Accessed 23 September 2023).

I look forward to seeing you next week.

If you have any questions in the meantime, please
send an email from your student account

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ruth.taylor-davies@uwtsd.ac.uk