

Assignment 1:

A Conference Research Paper

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Introduction

The main aim of this study is to provide a concise overview of the hospitality business within the framework of current challenges and concerns. This research will begin by investigating the prevailing condition of sustainability in the construction sector, with a particular focus on its significance and importance within the hotel and hospitality industry. Furthermore, I will provide the pertinent background details on the sector and conduct a comparative analysis of the hotel industry's present efforts in supporting this aspect of sustainability.

The paper will undertake a PESTEL analysis that influences the incorporation of sustainable construction materials within this particular industry, using the PESTLE framework. In order to assist the industry in becoming more sustainable, this research aims to identify opportunities and issues in the complicated external environment. The study's capacity to inform hoteliers, lawmakers, and stakeholders about sustainable building materials facilitates the advancement of environmental preservation and conscientious growth within the hotel and hospitality industry.

The research being conducted will examine exemplary practices shown by hoteliers and thereafter provide suggestions for potential implementation by the industry.

Overview of literature

In the current global landscape, the hotel business is confronted with a range of modern challenges pertaining to environmental concerns and sustainability matters. According to Cooper & Hall (2012), a contemporary issue refers to a topic that is relevant to a certain subject and has the potential to influence business practices and performance and how the experience is delivered.

Sustainability within the hotel and hospitality business is the practice of conducting operations in a manner that aligns with ethical, sustainable, and economic principles. The hotel strategically employs energy-saving practices, waste reduction measures, and ethical sourcing initiatives as a means to appeal to environmentally concerned guests while simultaneously fostering positive impacts on the environment, society, and the hotel's financial performance (Cegarra-Navarro et al, 2019).

The hotel and hospitality sector has significant importance in the global economy since it provides travellers with essential amenities, convenience, and memorable experiences. Nevertheless, this industry also plays a substantial role in causing environmental damage and diminishing natural resources. The growing significance of sustainability has prompted a strong emphasis on the incorporation of sustainable construction materials into the hotel and hospitality infrastructure.

Kibert (2016) asserts that sustainable construction materials provide environmental advantages, including the use of salvaged wood, recycled steel, and energy-efficient insulation. In addition, these materials often result in lower operating expenses due to energy conservation and less environmental impact in terms of carbon emissions.

The PESTLE analysis framework is a strategic technique used for the assessment of external macro-environmental elements that have influence on a sector or organisation. The term PESTLE is used to include the many elements that are taken into account while analysing a certain scenario, including Political, Economic, Social, Technological, Environmental, and Legal dimensions (CIPD, 2023).

The potential impacts on the hotel and hospitality industry with regard to sustainable construction may be identified by examining each component of the PESTLE analysis. The use of PESTLE research in the hotel and hospitality industry has significant implications for the usage of sustainable building materials.

Political factors play a crucial function in shaping the utilisation of sustainable construction materials for the industry. Government regulations and laws exert a huge influence on the adoption and implementation of such materials. The promotion and, in some cases, the legal enforcement of sustainable construction practices are often seen in regulations pertaining to environmental standards, building codes, and certifications related to environmental sustainability. One significant aspect of promoting sustainability is providing financial incentives for green construction initiatives and other governmental advantages (Buendía-Carrillo et al, 2021; PESTEL analysis, 2015).

The adoption of sustainable construction rules and regulations has the potential to significantly influence the utilisation of environmentally friendly materials (Geipele et al, 2020, p.46). In order to comply with governmental mandates and incentives, hotels may be required to allocate resources towards the adoption of sustainable building materials, adherence to environmentally friendly standards, and engagement in green certification initiatives (Geipele et al, 2020, p.46).

Economic considerations play a significant role in sustainable building, since it may provide both immediate and enduring financial benefits. Although the upfront expenses associated with sustainable materials and technology may be greater, there are considerable long-term advantages to be gained. These benefits mostly manifest in the form of decreased operating costs resulting from enhanced energy efficiency and resource preservation. The use of sustainable practices in hotels may result in reduced utility bills and operating expenditures, therefore making them economically attractive (Booking.com, 2019).

A look at the economy shows that using environmentally friendly building materials might cost more at first, but they will probably be worth it in the long run. Hotels that include environmentally sustainable elements should anticipate reduced operational expenses, decreased energy expenditures, and increased visitor satisfaction. Utilising sustainable materials proves to be a financially advantageous decision (Booking.com, 2019).

Social factors have a significant role in shaping consumer choices within the hotel and hospitality business, with a notable trend towards sustainability being seen. There is a growing trend among guests to actively seek environmentally sustainable hotels that are in line with their own ideals (Trip, 2022, p.3).

According to Buildeo (2023), the incorporation of sustainable building practices and eco-friendly elements, such as the use of renewable energy sources and low-impact materials, has the potential to appeal to environmentally concerned travellers. This may result in improved marketability and enhancement of a hotel's brand image.

The increasing consumer inclination towards sustainable lodgings suggests that hotels that use sustainable construction materials will possess a competitive edge (Ho Kang et al, 2012). Guests who possess a strong environmental consciousness are more inclined to choose hotels that are in accordance with their beliefs, leading to increased rates of occupancy and the possibility of charging premium prices (Ho Kang et al, 2012).

Technological factors play an important role in sustainable building, particularly with regard to the advancements in green construction materials and technology. These innovations have a profound influence on the overall sustainability of construction practices. Continuous improvements are being made in energy-efficient HVAC systems, solar panels, water-saving fixtures, and smart building management systems. It is essential for hotels seeking to include the most recent sustainable practices to remain up-to-date with these technologies (Conte, 2021; Legrand, 2019).

It is important for hotels to be informed about technical breakthroughs in green building materials and practices in order to stay current (Refined Global, 2023). According to Refined Global (2023), the adoption of these technologies may result in enhanced operational efficiency and decreased utilisation of resources, hence enabling hotels to maintain their competitiveness and appeal to environmentally conscious visitors.

Environmental elements have a fundamental influence in the realm of sustainable building materials since they provide a substantial contribution to the preservation and protection of the environment. Hotels have the potential to decrease their carbon footprint, mitigate waste generation, and preserve natural resources via the use of products that possess a diminished environmental effect. Furthermore, it is common for sustainable building practices to include enhanced waste management and pollution control strategies (Conte, 2021; Winstead, n.d.).

The use of sustainable construction materials has been shown to have significant environmental implications, as evidenced by the reduction in both carbon footprints and resource depletion (Faisal, and Kumar, n.d.). The incorporation of these materials by hotels serves to support environmental preservation, a crucial aspect of corporate social responsibility. The implementation of environmentally sustainable practices inside the sector has the potential to effectively diminish its ecological impact and ameliorate the consequences of climate change (Jae Hong, 2020, p.141).

Legal factors play a major role in the domain of sustainable construction. The regulation of sustainable construction materials and practises may be facilitated by the implementation of building regulations and the adoption of green certifications, one example being LEED (Leadership in Energy and Environmental Design). These regulations impose certain standards on construction projects. Adhering to these regulatory criteria is not just an obligation but may also augment the standing and competitiveness of hotels within the sector (Melanie, 2022).

The adherence to building rules and certifications pertaining to sustainable construction materials has legal ramifications, as it is not only a mandatory obligation but also serves as an indication of superior quality and commitment to sustainability (Melanie, 2022). Hotels that conform to these criteria will bolster their image, get a competitive advantage, and show a dedication to good business practices.

Application to the hotel and hospitality sector

There are many instances of hotels and hospitality enterprises that have effectively included sustainable building materials in their construction practices.

The 1 Hotel Brooklyn Bridge in New York has gained recognition for its emphasis on sustainable construction and design principles. The hotel effectively integrates salvaged materials into its design, including locally sourced wood from manufacturers. The 1 Hotel company is known for its strong commitment to sustainability, and the Brooklyn Bridge site serves as a notable illustration of this dedication (1 Hotel Brooklyn Bridge, 2023).

The use of sustainable construction materials in different properties worldwide has been undertaken by the Accor Group, which is recognised as one of the leading hotel chains on a global scale. A significant number of the hotels belonging to the aforementioned entity use building materials with little environmental effect and furnishings that have been recognised as eco-friendly. The sustainability initiative known as Accor's Planet 21 program launched in 2016 was dedicated to addressing several aspects of sustainability, including construction, operations, and guest experiences (Accor Group, 2023).

By obtaining eco-friendly certifications and highlighting their dedication to environmental responsibility, this example demonstrates how hotels and hospitality enterprises have adopted sustainable building materials and practices.

Marriott provides the opportunity for a limited number of its hotel locations to get LEED certification. The product is made using steel that is recyclable and painted with minimal levels of volatile organic compounds (Marriott, n.d., p.29).

The use of sustainable resources, promotion of locally produced materials, recycled steel, and recovered wood by Marriott can be regarded as a common approach among several hotel chains.

Marriott puts considerable importance on the adoption of energy-efficient construction practices, with a specific focus on insulation and heating, ventilation, and air conditioning (HVAC) systems (Marriott, n.d., p.28).

Efforts have been directed towards the conservation of water resources and the development of practices aimed at reducing water use. According to Marriott (n.d.), the hotel development endeavours of Marriott also include the use of low-flow fixtures and efficient watering systems.

The Hilton hotel chain is a well-known and widely recognised brand in the hospitality industry. Hilton has adopted sustainable construction practices by including efficient building design techniques in its projects, therefore promoting sustainability in the field of construction. According to Hilton (2023), the buildings have integrated architectural components that effectively boost sustainable system solutions, hence contributing to improved performance.

Hilton has established waste reduction and recycling programs throughout the building phase in order to minimise waste generation. The organisation engages in the practice of recycling materials and tries to minimise waste production in its initiatives, which include activities such as donating, composting, recycling, energy generation via garbage incineration, and other diversionary prospects (Hilton, 2023).

Hilton has strategically allocated expenditures towards the development of sustainable energy infrastructure, including solar panels and wind turbines, across selected properties in order to harness sustainable energy sources. Their dependence on traditional energy sources is greatly decreased as a result (Hilton, 2023, p.23). Hilton has implemented water-efficient technology, such as low-flow fixtures, rainwater harvesting, and water recycling systems, into its hotel establishments (Hilton, 2023, p.28).

Benefits of Adopting Sustainable Building Materials

Artone (2023) posits that hazardous compounds are not exclusive to research facilities. We engage in the process of inhalation and exhalation in almost every environment we encounter in our daily routines.

A hazardous atmosphere that is linked to a number of serious adverse health impacts is created when chemicals are released into the environment, which is a cause for concern. This draws attention to the negative consequences of the chemicals since hotel rooms are often characterised by limited space and inadequate ventilation. By selecting environmentally friendly materials for interior design, one can effectively contribute to the creation of a safer environment for both employees and visitors. This proactive measure demonstrates a commitment to the well-being and safety of both staff and guests (Artone, 2023).

Morrison (2023) asserts that the incorporation of sustainable building constructions within the hotel industry yields several advantages. These include providing guests with an

environmentally conscious establishment, garnering increased support from the local community, promoting sustainability practices, implementing biophilic design principles, enhancing air quality, regulating waste production, and reducing resource consumption. Furthermore, Morrison (2023) asserts that they are providing an environmentally sustainable experience to its guests by offering accommodations in an eco-friendly building. Furthermore, Morrison posits that the use of biophilic design within the realm of the hospitality sector has the potential to contribute to environmental preservation.

The incorporation of sustainable practices is increasingly seen as an essential component for ensuring the long-term sustainability and prosperity of hotels. Investors and hotels, as well as guests, have shown significant interest in this area as it offers an incomparable advantage regardless of the size of the hotel or vacation (Xotels, 2023).

According to Xotel (2023), investing in sustainability will improve the guest experience and lower hotel expenditures. Employees will get government-approved incentives, Regulatory Affairs, and benefits. Being a sustainable hotel company has HR benefits. Women and millennials choose environmentally responsible firms because they want to improve society rather than just make money. Working for an organisation that improves global circumstances is seen positively, boosting the co-operate brand.

Policy and management in the future

There are many policies in place for sustainable building; BREEAM is one of the many regulations in use. While BREEAM is often used in UK projects, it is important to take into account that this standard has worldwide recognition and facilitates the evaluation and comparison of both new and pre-existing property assets. (Build Energy, 2023). The BREEAM assessment uses well-established performance criteria to assess the specification, design, construction, and operational aspects of a building across many domains. The factors included in this study are energy and water consumption, the interior environment with regards to health and well-being, management procedures, pollution levels, transportation practices, material use, waste management, and ecological considerations (Build Energy, 2023).

According to the Ministry of Justice (2021), in order to acquire certification, structures with a value over £500,000 are required to achieve a BREEAM excellent rating. This requirement is implemented to effectively incorporate the principles of BREEAM and optimise environmental advantages.

The implementation of these prospective policy and management alternatives is vital in order to promote the progression of sustainable construction practices and effectively address the environmental and social ramifications associated with the building sector. Successful execution of projects requires effective collaboration among governments, industry players, and construction corporations (Bregroup, 2023).

Ugreen (2023) states that the BREEAM certification helps building owners and developers. In the building sector, energy efficiency is key. Buildings must be certified for energy efficiency. This accreditation method encourages sustainable practices and cuts costs. Certification in construction indicates high quality, increasing a project's attractiveness to renters, buyers, and investors. Health and well-being assessments may improve interior air quality, natural lighting, and outdoor space.

Building certification schemes regulate water efficiency, materials consumption, waste management, pollution control, and transportation requirements to reduce environmental impact. Certification lets owners and developers demonstrate to tenants, buyers, and investors their buildings' environmental efficiency (Ugreen, 2023).

Conclusion

In conclusion, sustainable building in the hotel and hospitality business represents more than just an occasional trend, but rather a fundamental transition towards adopting responsible and forward-looking approaches. Hotels may achieve substantial reductions in their environmental impact, connect with evolving customer expectations, and enhance their marketability by embracing eco-friendly materials, energy-efficient designs, and responsible construction processes. Sustainable building serves as more than a mere strategy to decrease operating expenses; rather, it represents a strategic investment in the enduring prosperity of the construction sector. By fostering environmental stewardship, social responsibility, and economic sustainability, sustainable construction contributes to the industry's long-term triumph. In a contemporary period characterised by a growing emphasis on sustainable practices among travellers, the adoption of environmentally-friendly building techniques has emerged as a fundamental element for achieving success in the hotel business. Moreover, this shift towards eco-friendly approaches serves as a catalyst for promoting good transformations within the sector.

Recommendations

The following proposals may be considered by the hotel and hospitality businesses to increase sustainability in building for the future:

- **Vertical Gardens and Rooftop Green Spaces** - Integrate more vertical gardens and rooftop green areas into the architectural framework of hotel projects. The incorporation of these novel characteristics not only serves to boost visual appeal, but also contributes to the preservation and proliferation of many forms of life, enhances the quality of air, and offers a natural means of insulation,
- These innovative features not only enhance aesthetics but also promote biodiversity, and provide natural insulation, mitigating/reducing the need for excessive heating and cooling (Semper Green, 2023; Tree Science, 2023).
- **Modular and Prefabricated Construction** - Explore modular and prefabricated construction methods. These methodologies effectively mitigate construction waste, minimise environmental disturbance, and enable more accurate use of materials. Moreover, they have the potential to expedite building timelines and mitigate expenses (POD, 2023).

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