

Sustainability within the Hospitality Industry

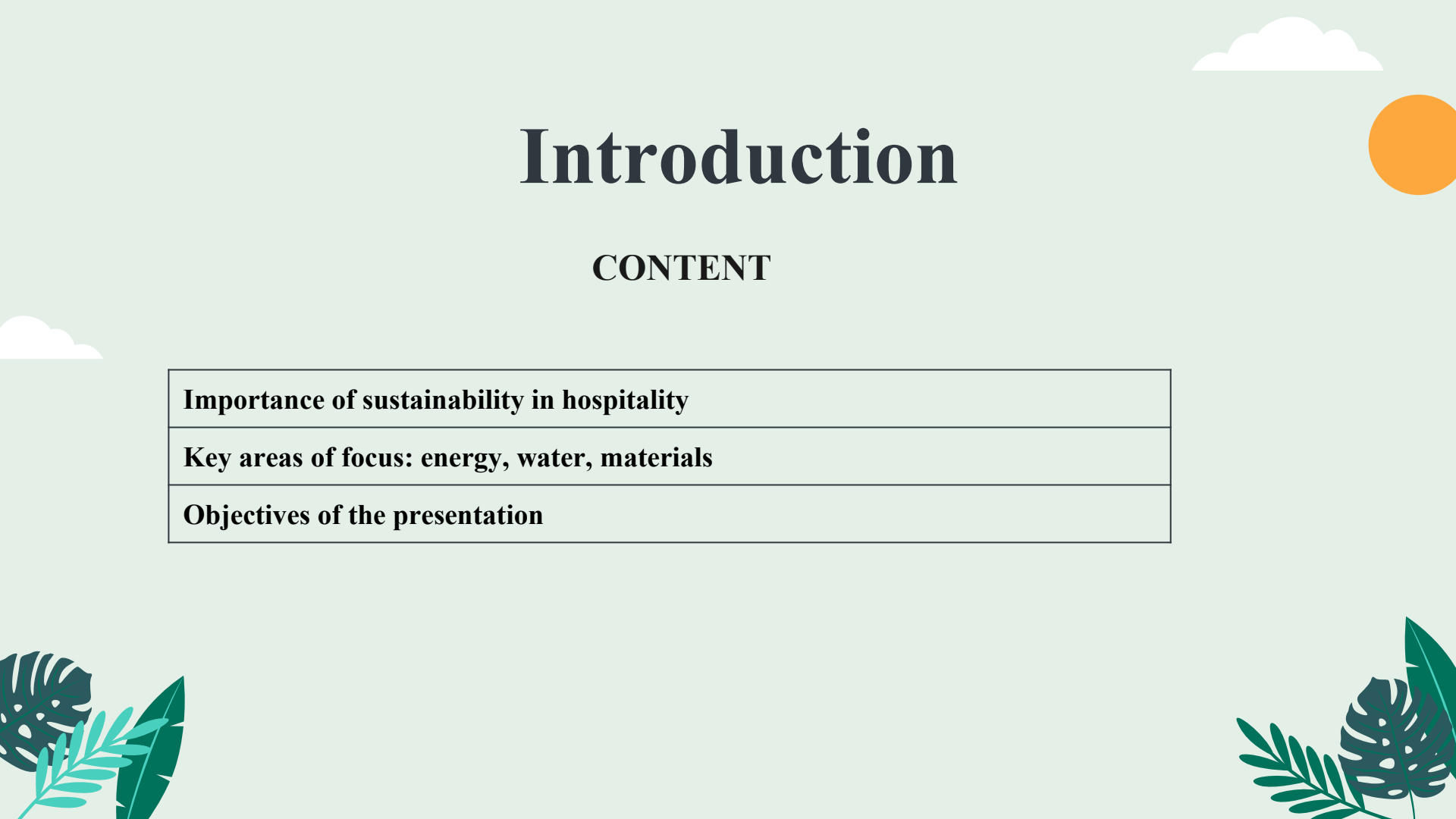
Maricel-Avram Dobre

Student ID: 2108419

Module: Contemporary Themes in the Hotel and Hospitality Sector

Lecturer: Natalie Brailsford





Introduction

CONTENT

Importance of sustainability in hospitality
Key areas of focus: energy, water, materials
Objectives of the presentation

Overview of the Literature

- **Key findings from existing research**
- **Importance of energy-efficient building designs and technologies**
- **Benefits and challenges**



Application to the Hotel and Hospitality Sector

- Implementation strategies
- PESTLE analysis overview



PESTLE Analysis - Political Factors

- Regulatory compliance
- Government incentives
- Policy stability



PESTLE Analysis - Economic Factors

- Cost savings
- Revenue generation
- Market differentiation



PESTLE Analysis - Social Factors

- Changing consumer preferences
- Brand loyalty and reputation
- Corporate social responsibility (CSR)





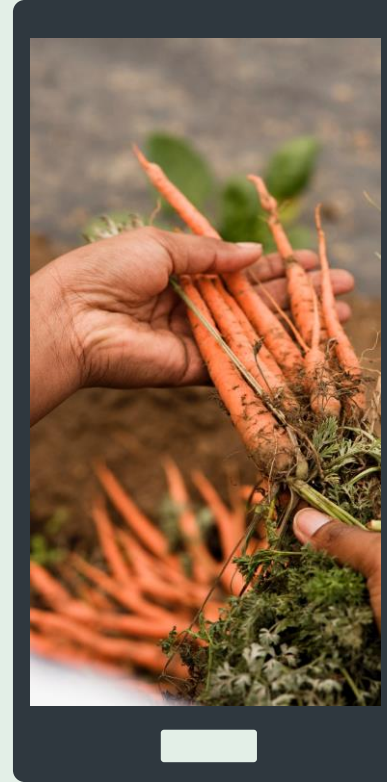
PESTLE Analysis - Technological Factors

- Smart building systems
- IoT integration
- Renewable energy adoption



PESTLE Analysis - Environmental Factors

- Reduction of carbon emissions
- Conservation of resources
- Waste management



PESTLE Analysis - Legal Factors

- Compliance with standards and legislation
- Accountability and transparency
- Anticipating future regulations



Industry Response and Impact

- Examples of successful implementations
- Strengths and limitations



Future Policy and Management Options



Policy Recommendations

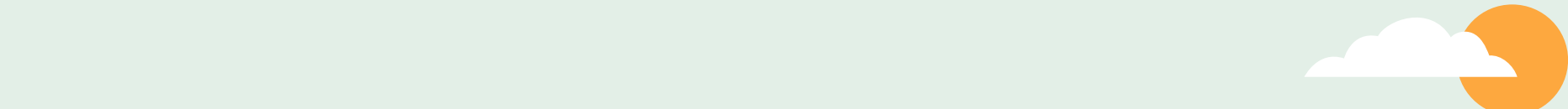
- Governments should offer financial incentives and develop clear regulatory frameworks to encourage sustainability.
- Governments should provide financial incentives like tax credits and grants for hotels adopting green technologies. For example, in the UK, the Enhanced Capital Allowance (ECA) scheme allows businesses to claim 100% first-year capital allowances on investments in energy-saving equipment.



Management strategies

- Hotel management can conduct regular energy audits, train employees, engage guests, invest in technology, and form partnerships to enhance sustainability efforts.
- Sourcing locally not only reduces the carbon footprint associated with transportation but also supports the local economy.
- Engage guests in sustainability efforts. Hotels can encourage guests to participate by offering incentives for reusing towels, turning off lights, and participating in recycling programs. Guest engagement not only helps in reducing the hotel's environmental footprint but also enhances guest experience and loyalty.





Case Studies of Industry Leaders



The Savoy, London



**The Park Royal Hotel,
Warrington**



The Bull Hotel, Bridport



Conclusion



Summary of key points



Importance of sustainability



Future outlook





References



Amado dos Santos et al., 2020



Duric and Potočnik Topler, 2021



e-zigurat.com, 2024



edrawmax.com, 2023



Thanks!

Thank you for your attention. I hope this presentation has provided valuable insights into the critical issue of sustainability in our industry. Are there any questions?

