

Unit 204: Awareness of sustainability in the hospitality industry

Worksheet 2: Principles of sustainability in the hospitality industry (Tutor)

1. Explain **three** advantages of a hospitality business adopting sustainable practices:

- **Reputation** – environmental concerns are a bigger worry for people than ever before, with guests showing a desire to support business with strong environmental and sustainable practices. Highlighting a strong recycling policy, and getting customers involved where appropriate, will go a long way to building a positive reputation for any hospitality business.
- **Financial** – sending waste to landfill is the most expensive method of disposal. Properly recycling all waste will dramatically reduce what is being sent to general landfill, thereby reducing the costs of the removal of waste.
- **Staff morale** – sustainable business are in a stronger position when it comes to attracting and keeping the best quality staff. Using sustainable practices are an effective way to boost morale and employee satisfaction in the workplace as staff feel that they are doing their bit to be greener.
- **Recognition** – where good substantiable practices are adopted it helps to support recognition from other organisations and guests. Organisations can receive awards and recognition for sustainable practices which helps build the business brand reputation and image and offers better profits for the long-haul.
- **Environmental** – in simple terms adopting sustainable practice is better for the environment.

Accept any suitable response

2. Explain **three** limitations of a hospitality business adopting sustainable practices:

- **Knowledge** – not all hospitality organisations will have the required knowledge within their own organisation to implement, review or manage their sustainably practices, so there may be a requirement to involve specialist organisation or consultants.
- **Financial investment** – the implementation of sustainable practices will come at cost. Imagine a large hotel that decides that it wish to change all of its lightbulbs to more efficient and environmental LED bulbs. Although there is large initial financial outlay for the initial purchase and installation, in the longer-term, the financial saving will improve. Many governments have encouraged economic incentives for the development of environmental and sustainable improvements.

- **Staff training** – creating a ‘green team’ is crucial to establishing environmentally healthy business practices. However, this comes at a cost, both in terms of physical and financial resources required to support training.
- **Customer expectations** – guests expect hospitality business to be green and have environmental policies in place. So, it is important to communicate sustainability practices and encourage guests to participate at their fullest. Where business are not effective in their sustainable practices, guests will now use the power of social media to highlight this fact to other guests and the wider public. Investing in environmental technologies can have a positive influence on the guest experience.

Accept any suitable response