

Sustainability in the Hospitality Industry

Principles of Sustainable Operations

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Preface

The hoteliers' relationship toward environmental challenges and societal concerns is one of a rather remote and intangible nature met with varying levels of interests. However, these concerns have been high on the public agenda for the past few years following substantial press coverage of environmental degradation and the polarization of modern society. Shareholders, employees and customers all have higher expectations of a Hospitality Industry that increasingly demonstrates responsible behavior across the triple bottom line of economic, social and environmental management. In response, the Hospitality Industry along with governments and private organizations are launching initiatives that help hoteliers become more sustainable, i.e. by becoming more environmentally responsible and by working in harmony with society at large.

A clear understanding of the issues surrounding climate change, global warming, air and water pollution, ozone depletion, deforestation, the loss of biodiversity and global poverty is essential for successful implementation of sustainable business management strategies.

This book is of particular interest for three reasons.

Firstly, there is acute pressure on all in the private sector to reduce environmental impacts and clean up after themselves. All stakeholders including investors, employees, customers, environmental and ethical groups as well as the general public expect companies to demonstrate best practice in all dimensions of the 'triple bottom line', i.e. social well-being, environmental stewardship and healthy economic performance. Companies are increasingly judged by their adherence to these principles and their transparency on how they communicate actions and results. Although the hospitality sector does not count amongst the great polluters such as the metallurgical or chemical industries, the size and rapid growth of the industry makes it clear that environmentally sustainable action is necessary. This book analyzes trends in environmental protection and social equity and reviews best hospitality industry practices regarding reduced water and energy consumption, green design and the sourcing of sustainable fixtures, fittings and food and beverage products.

Secondly, environmental legislation is becoming more stringent and complex, with stricter emission and pollution controls than ever before. The tourism industry, as a whole, is one of the largest industries of the

world, responsible for 10.3% of global GDP and 234 million jobs worldwide corresponding to 8.7% of total employment (WTO, 2008). For businesses, the challenge is to be a step ahead of legislation by adopting preventative strategies rather than 'end of pipe' or cleanup practices. This book examines how hotels and restaurants can implement environmental management systems, and how business competitive advantages can be gained through certification and eco-labeling procedures.

Thirdly, by incorporating responsible marketing and corporate social responsibility policies, hospitality businesses can enhance their reputation and attract investment. This book examines the behavior of the responsible consumer and the sustainable marketing practices considered necessary to attract such consumers.

Sustainability in the Hospitality Industry seeks to provide answers to these questions by producing inventive solutions to contemporary environmental, social and economical challenges. This book is designed to provide guidance to students and hospitality professionals wishing to develop a clear understanding of a new sustainable business parameter that will hopefully be of benefit to present and future generations alike.

Acknowledgment

We would like to first thank our families and friends who relentlessly encouraged our endeavor and share the effort by supporting the book project.

We are also grateful to our affiliations, the International University of Applied Sciences Bad Honnef – Bonn and the Department of Recreation, Park and Tourism Studies at Indiana University, which have made our research efforts concerning sustainable hospitality management possible. We owe special thanks to many colleagues for providing us with intellectual guidance and inspiration.

Thank you to hotels and restaurants which constantly thrive to improve business in a sustainable manner, providing this book with valuable material.

Finally, our sincere thanks to the hospitality students of the International University of Applied Sciences Bad Honnef – Bonn who have over the years provided valuable support in terms of research, ideas and discussion for this book.

About the Authors

Philip Sloan

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Philip Sloan is one of the founding members of the lecturing team that started at the International University of Applied Sciences Bad Honnef – Bonn in September 2000. After completing hotel school at Portsmouth University in England, Philip held Marketing and General Management positions in London hotels before opening his own specialty restaurants in the UK and later in France. During the next few years, he went on to obtain a master's degree in Environmental Management and an MBA while simultaneously working as an educational consultant on several projects in the Baltic countries at the Council of Europe. In addition to teaching hospitality management studies, Philip works as a consultant giving seminars on sustainable business practices to the Hospitality Industry. He has also recently published articles in scientific journals such as the *International Journal of Hospitality Management*, *Tourism Review International*, *Advances in Hospitality and Leisure* and *Tourism: An interdisciplinary journal*. Keen organic gardeners Philip Sloan with co-author Willy Legrand created an organic vineyard at the International University of Applied Sciences Bad Honnef – Bonn in spring 2008 as an educational project for hospitality management students.

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Willy Legrand is lecturing in the Department of Hospitality Management at the International University of Applied Sciences Bad Honnef – Bonn, Germany. After completing his undergraduate degree in Geography, Willy held numerous managerial positions in the hospitality industry in Canada and Germany, before accepting a position at the International University of Applied Sciences Bad Honnef – Bonn in the spring of 2003. Willy holds a master of Business Administration degree with a specialization in Environmental Management. In Bad Honnef, he teaches a variety of courses

within the Hospitality curriculum. As a guest lecturer, Willy teaches undergraduate courses on Sustainability in Hospitality Management in various international universities. His recent publications include articles in journals such as *International Journal of Hospitality Management*, *Journal of Culinary Science and Technology*, *Florida International University Hospitality Review*, *Tourism Review International* and *Advances in Hospitality and Leisure* and *Tourism: An interdisciplinary Journal*. Willy's personal background includes formative years spent working in agriculture and a family involved in organic cultivation and production. As a wine enthusiast and founder of the university's wine club, Willy, together with co-author Philip Sloan, created an organic vineyard, which functions as an educational tool for hospitality management students.

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Prof. Joseph Chen, a tenured faculty member from the Department of Recreation, Park and Tourism Studies at Indiana University at Bloomington, USA, received his PhD from Pennsylvania State University, USA. Prior to his academic career, Dr. Chen had worked in the hotel and restaurant business in California, USA. His research areas entail consumer behaviors, healthy food choice and health tourism. Consequently, he has produced over 120 scholarly works in refereed journals, conference proceedings and book chapters. Many of this research works appeared in the top-tier research journals. In 2007 he was regarded as one of the top-50 leading tourism scholars between 1985 and 2004 by a peer-reviewed article from *Tourism Management* – A SSCI refereed journal. In addition, in 2008, he was also identified as one of the top-50 most cited tourism scholars between 1998 and 2007 by a peer-reviewed article from *Tourism Management*. He has received international research awards and fellowships including US Fulbright Senior Scholar. Concerning his service to tourism academia, he is the founding editor and the editor-in-chief of *Advances in Hospitality and Leisure* that is a refereed journal published by Emerald, UK. Further, he is also the co-founder and co-chair of the International Conference on Hospitality and Leisure Applied Research (I-CHLAR) that holds conferences regularly.