

MANAGING HOTELS IN A SUSTAINABLE WAY

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ABSTRACT

As global tourist arrival numbers continue to increase demand and supply trends in regard to sustainable business practices are fundamental. Hotel owners and operators must adapt to these changes in order to satisfy demand and remain attractive to investors as well as operationally feasible and profitable. This article is review some actions that are done in some hotel and could be generalized to every hotel with a little effort. It shows is a surface examination of the benefits of sustainable business practices. To write this article, I used several tools. First, I used the materials from my first year of master's degree. Then, I read scientific articles and thesis related to the topic. Finally, over my course about green tourism in Bali, my classmates and I had the opportunity to visit the Conrad Bali in Nusa Dua. We had the chance to exchange with Mr. Stephane Roubin, director of operations. He shared his awe-inspiring career history as well as answer all of our question about Conrad Bali and the commitments of the hotel to developed itself in a sustainable way. This research and analysis point out one very important thing: green tourism is not a trend but the only way to make our planet survive. Each little action made by tourism and hospitality industry's actors is a step to carry on welcoming tourist from all around the world and make them enjoy the beauty of each destination. In Bali, huge efforts in term of ocean pollution and recycling especially must be done.

Keywords: hotel, management, sustainable, green.

INTRODUCTION

In 21st century, we are aware that the environmental impact from hotels is quite astounding. The hotels contribute 60 million tons of CO2 emissions annually due to wasteful practices and oblivious guests. Sustainable tourism meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future. Green Tourism should maintain a high level of tourist satisfaction and ensure a meaningful experience to the tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices amongst them. Adopting green and sustainable practices in hospitality became crucial.

The hospitality industry is gradually becoming a great example of why running a sustainable business will be crucial for long-term success. Hotels owner and stakeholders are understanding that by preserving what is around them, can they truly preserve our mother Nature and, their business which is source of profit.

Independent hotels and international hotel groups are making commitment in favor of sustainable tourism and organize daily basis actions.

For this article, we are going to demonstrate that managing a hotel in a sustainable way is possible implementing daily actions in each operational department. We will take the example of the international hotel group Hilton and particularly case of Conrad Bali. Hilton worldwide hotel group is one of the world's largest and fastest growing hospitality companies. The international group register more than 5300 hotels split in 14 brands from mid-scale to luxury in 106 countries.

Hilton Worldwide group takes its environmental responsibilities seriously and is dedicated to improving its work towards a sustainable future, while improving the experience for both guests and team members. Water and energy are vital resources for the operations of an hotel or resort. Its focus on energy efficiency drives the group to uncover new technologies and best practices that will reduce the carbon impact, enhance guests 'experiences, and strengthen local communities. In fact, sustainability principles refer to the environmental, economic, and socio-cultural aspects of tourism. A suitable balance must be established between these three dimensions to guarantee its long-term sustainability.

In order to develop themselves in a sustainable way, hotels should first, make optimal use of environmental resources maintaining essential ecological processes and helping to conserve natural heritage and biodiversity. Then, they should respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance. And finally, they must ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders, including stable employment, income-earning opportunities and social services to host communities.

METHOD

As part of my Master's degree at Esthua and my semester abroad at Politeknik Negeri Bali, I had to work on the vast topic of sustainable tourism. Over my years of studies, I acquired several professional experiences in the sector of hospitality. In fact, my first three years of bachelor's degree consisted of a block release training. My professional objectives lead me to the Sales department especially in conference, banquet and event organization. During several

internships, through immersion in the Sales and Event department, as a team member, I coordinated meetings, conferences, incentives, group and social events; assisted the sales team in achieving the hotel revenue goals by up-selling hotel services; handled the guest's enquiries until conversion to definite bookings; follow-up on sent out proposals and ensure guest satisfaction post event. Action in favor of environment was not always a priority in this hotel department. I believe, and I am interested by the fact that managing hotels and especially organizing events in a sustainable way, is possible.

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Some studies are reviewed for this article. They are works done by Aryaningsih, Irianto, Arsana, and Meirejeki (2018; <http://ojs.pnb.ac.id/index.php/IJASTE/article/view/901>) and Murni, Mudana, and Antara (2017; <http://ojs.pnb.ac.id/index.php/IJASTE/article/view/658>).

RESULTS AND DISCUSSION: IMPLEMENTING GREEN ACTIONS TO RUN HOTEL'S OPERATIONS IN A SUSTAINABLE WAY

As hotels continue to add green services and practices to their operations, hotels guests are more than ever, considering themselves environmentally conscious and are seeking hotel products that meet their personal values about protecting the environment.

Food and Beverage Department

Event goes generally with buffet which systematically goes with food waste. Food waste is a global issue with rippling environmental effects. The FAO reports that up to one third of food is spoiled before consumption, which contrasts the 800 million people considered chronically hungry globally. Moreover, wasted food

accounts for 19% of the waste dumped in landfills, which contributes to the production of greenhouse gases like methane.

Conrad Bali is aware of its wasting and in order to reduce it, food is measured according to the number of people present in an event. Furthermore, food is placed gradually on the buffet in order to avoid wasting. Even with those precautions, some food remains not eaten even if it is still edible. Conrad Bali has a collaboration with SOS Bali in order to give left over to people who need it.



In a sustainable way, Conrad Bali has F&B products commitment. In fact, a list of products to avoid has been established in collaboration with

World Wildlife Fund (WWF). Hilton has committed to implementing strong, global sustainable seafood goals in conjunction with the company's "Travel with Purpose" strategy. This commitment follows Hilton's global ban on shark fin from restaurants and food & beverage facilities in 2014. This decision can be a loss of income. Shark fin soup is a traditional dish of Chinese wedding, and some couple would refuse to organize their wedding in this hotel because of this ban.

Hilton support responsible fishing and fish farming working with local fishermen and serve freshwater shrimps.

Furthermore, the hotel reduces import product and opt for local products. The hotel work with the local community for the pork farming especially for the famous traditional dish "babi guling".

Room Division

Nowadays with all the new technologies it seems quite simple to implement a few rules to reduce paper consumption.

Electronic mail, Internet, Intranets and document scanners can radically reduce paper use, while also saving you time and money. In front office, we can send the invoice automatically by email to the guest and print it out only if the guest is requested a hard copy of his invoice.

An effort can to be done to collect the paper you use and then reuse where possible. And when you do have to buy new paper make sure it is recycled.

Many daily actions and small changes can be done in this department to run operation in a sustainable way. We are going to explain some

First of all, some actions can be done regarding the complimentary toiletries available in each hotel rooms. In fact, every day millions of bars of soap and half-used bottles of shampoo are discarded in hotel shower trays around the world; abandoned by guests who didn't stay long enough to use them up. Many of these toiletries are scooped up by chambermaids, thrown into bin bags and sent off to landfill sites, which is a disaster for the environment and a social travesty given that many people around the world are going without proper sanitation.



US hotels throw out an estimated two million bars of soap daily CREDIT: CLEAN THE WORLD



Some hotels start replacing toiletry amenities (small bottles of shampoo, conditioner, body lotion, shower gel) by rechargeable bottle. Contrary to what some people think, it is not reserved to the low scale hotels.

This action in favor of environment can be implemented in every hotels even luxurious one. In fact, the product is the same, the brand is the same and it looks trendy in the bathroom.

Meetings, Conferences, and Event Department (The Case of Hilton Worldwide Hotel Group)

Travel with Purpose is Hilton Worldwide's corporate responsibility commitment to providing shared value to its business and communities by creating opportunities for individuals to reach their full potential; strengthening communities where Hilton Worldwide operates; and preserving environments through the measurement, analysis and improvement of the company's use of natural resources.

Big events such as weddings or conferences have a reputation for wasting all kinds of food, energy, and materials. Hilton Worldwide group proves that, it is possible to hold sustainable events with positive social and environmental legacies.

Hilton worldwide created a concept called *Meet with purpose* provides meeting professionals with sustainable choices to incorporate into events that not only enhance the experiences of attendees, but also align with many customers' corporate responsibility goals.

By collecting reviews and feedback from customers and sales team members, the international group identified the most sustainability issues for meetings and events. Meet with Purpose is supported by two focus areas: Mindful Eating encourages meeting professionals to reexamine event dining to minimize food waste and encourage healthy choices. Mindful Meeting inspires meeting professionals to host more sustainable events by considering practices that are less resource-intensive. The solutions range from using paperless registration and placing notepads in a central location to turning off climate control when a meeting room isn't in use.

When put into practice, *Meet with Purpose* can have a large impact on an event. It serves as a guide to help hotels enrich their meetings and events offerings with responsible practices.

Electricity is a vital resource for event operations. To reduce electricity consumption Conrad Bali has implemented moves sensor for light in each room. Lighting is a part of the electricity consumption but in Bali, because of the tropical climate the biggest electricity consumer is the Air Conditioning. The moves sensor detects the people presence and is regulated according to that. Furthermore, heat pump has been revised to reduces energy consumption. In fact, a heat pump is a device that transfers heat energy from a source of heat to what is called a "heat sink". Heat pumps move thermal energy in the opposite direction of spontaneous heat transfer, by absorbing heat from a cold space and releasing it to a warmer one. A heat pump uses a small amount of external power to accomplish the work of transferring energy from the heat source to the heat sink. These small adjustments make the difference at the end of the year

For every meetings and event, Conrad Bali pays a carbon license fees according to several factors such as the origin countries, their transport method and so on. Carbon pricing is the method favored by many economists for reducing global-warming emissions. It charges those who emit carbon dioxide for their emissions.

Encourage Local Communities and Support Associations

Encourage and support local communities is part of a sustainable program. For instance, Conrad Bali serves sustainable, locally sourced coffee from Java Mountain Coffee, an indigenous social enterprise majority-owned by women. The organization focuses on empowering women through training and development from proven certification programs that ensures sustainable coffee farming.

Furthermore, the coffee is sealed in biodegradable coffee capsules. So, it is twice a sustainable action.

"Java Mountain Coffee is proud to be Conrad Bali's coffee purveyor and we are glad that this association highlights our shared value to contribute to measured environmental and socio-economic impacts to the most vulnerable women coffee farmers and farms in Indonesia." said Nadine Alexandra, Spokeswoman of Java Mountain Coffee.



Many other item can be bought from local association according to the country and the local agricultural production.

In every event, either business or leisure events, there are at least two coffee break, set up per day. Also, in high scales hotels, coffee machines are



available in each rooms and suites. Most of high scale hotels are using the famous coffee brand Nespresso. Coffee pods are made with aluminum which take 150-200 years to be degraded. Nespresso coffee pods hold 6g of coffee in 3g of

packaging and while it is possible to recycle almost all the coffee pods currently on the market, recycling figures are hard to come by. With sales of pods expected to increase in a few years, millions of pods will continue to be loaded onto landfill sites

for years to come providing archaeologists in the next millennium with an insight into twenty-first century consumer habits.

Secondly, Conrad Bali has launched in 2014 a soap recycling project. This initiative aims to divert waste from landfills through reuse, recycling and donations to



underprivileged Balinese communities. In fact it is a partnership with the ROLE Foundation, a non-profit organization that up-skills local women through training.

ROLE has established a small soap-processing centre, where the recycled resort soap is sanitized, processed and moulded into new bars, before being distributed to local communities.

Water

Water is life! Hotels are a big consumer of water in a daily basis in order to run their operations properly. Water is used in bathrooms, in the kitchen, to clean the laundry, to fill up the swimming pool, to water the garden and so on. The daily water consumption of Conrad Bali is 700m³ per day. In order to draw less water from the phreatic table and avoid a water shortage, the hotel invested in a desalinization machine. In fact, on the 700 m³ water, 450 m³ come from the ocean.

As many other hotel, Conrad Bali try to raise awareness among the customer in the room. A sign informs them that if they don't want to change their towels every day, they just have to hang them up. It is the same process for the bed sheet. Sheets are changed automatically every 3 days except if the guest make a request for that.



CONCLUSION

We know that the organization, delivery and legacy phases events (business event or leisure events) all involve environmental impacts. Some of these are explicit and others are more hidden. It is more important than ever that event managers and hotels owner appreciate the diverse impacts that events can have on the environment and consider how to stage more sustainable events. Understanding the drivers of environmental impacts can also help organizations to be more cost effective.

Analyzing the results of our research on event in Hilton and especially in Conrad Bali, we noticed that this international hotel group is conscious of the impact of events on the environment. In fact, they took into consideration waste impact, water impact, carbon impact, energy and transport impacts by implementing many actions. Many hotels are pretending doing things in a sustainable way only to catch tourists and do what we called “green washing”. Nowadays, green tourism can be a sales pitch, but real actions must be done. I think that this is the case of Conrad Bali which consider its environment impact and establish corrective actions.

This research and analysis point out one very important thing: green tourism is not a trend but the only way to make our planet survive. Each little action made by tourism and hospitality industry’s actors is a step to carry on welcoming tourist from all around the world and make them enjoy the beauty of each destination. In Bali, huge efforts in term of ocean pollution and recycling especially must be done. The government, citizens and expats must establish radical measures in favor of environment to keep the paradise of Bali, a paradise.

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