

Sustainability assessment

Business



Sustainability Assessment 5th March, Sustainability Assessment There are five elements of a comprehensive environmental management system. They are waste minimization and prevention, demand side management, design for environment, product stewardship, and full cost accounting. Marriott operates in the hotel and tourism industry and is also involved in environmental conservation as a corporate responsibility. In order to operate in the hotel industry efficiently and in a conducive environment, Marriott is involved in environmental conservation to enhance sustainability (Barrow, 2005). Marriott is involved in conservation through creation of standards for the hotel industry.

Marriott's operations have to meet the standards and specifications set for the hotel and tourism sector in environmental conservation. The organization accomplishes this by taking several initiatives that include; educating guests and associates on ways to conserve the environment and managing water and energy consumption through limiting the energy and water consumed per room in the hotels and efficient waste management, such as water treatment. Additionally, Marriott has developed innovative initiatives for water conservation and protection of rain forests.

Another initiative includes encouraging the supply of organic natural foods from local farmers, and training farmers on increasing on their harvests as well as conserving the environment (Sheldon & Yoxon, 2002).

Over the recent years, Marriott has expanded to more regions such as Asia. The expansion of Marriott is welcome in most regions because it plays large roles in creating employment, increasing the countries' income, enhancing tourism and encouraging international travel and trade.

References

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Barrow, C. J. (2005). *Environmental Management and Development*. Oxon, UK: Routledge.

Sheldon, C. & Yoxon, M. (2002). *Installing Environmental Management Systems*. Oxford, UK: Earthscan.