

The importance of sustainability marketing in hotel industry



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Tourism development depends on the local environment, but the hotel as a pillar industry of tourism, on environmental protection and reasonable use of resources made efforts directly related to the development of tourism and affect the sustainable development of society.

2. Review on Sustainability Marketing

Since 90s, a wave of green revolution is sweeping the world and the concept of sustainable development has been gradually accepted by the people.

Nowadays, sustainability becomes a hot topic and main theme of 21st century marketing for hotel industry, because the future hotel development will be more focus on protecting the balance of ecological environment, saving energy and reducing pollution, but that is only one hand. On the other, it is also being an important role in the marketing strategy for any business. Especial in today's highly competitive hotel industry, how to distinguish self from others and run a long-term successful business becomes a question for all hotels management. Let's discuss from the external and internal factors first which influences hotel sustainability.

2. 1 External and Internal Factors

Within the hotel industry, there are many ways we can talk about how to do sustainability, for example, recycling paper, changing normal bulbs to energy saving light bulb, using non-polluting materials etc. But those measures only can assist in some small ways, sustainability is a much wider topic we can discuss. It is constituted with external and internal factors. There are six areas are illustrated connecting together in an environment of economic success, social responsibility, and ecological health (Daub & Ergenzinger <https://assignbuster.com/the-importance-of-sustainability-marketing-in-hotel-industry/>)

2005), and that six areas include location, marketing, human resources, empowerment, resource management and yield management. These are not the only elements that management needs to consider but it does give some indication of the importance of each element in a connected environment. (Holmberg, J. 1992). Besides those external factors, environmental management, water management and energy management as important internal components direct influences hotel environmental sustainability. Throughout the factors, the sustainability development of the global hotel industry is not only direct impact by internal factors, but external factors as a strategy element will assist a hotel business go beyond.

2. 2 Definition of Sustainability Marketing

The World Commission on Environment and Development (WCED) defined “sustainable development” as “development which meets the needs of the present without compromising the ability of future generation to meet their own needs.” (Brundtland Commission Report, 1987). This is a general explanation apply to all field. But in a business context, sustainable development means taking a triple bottom line (people, planet and profit) approach so that the business measures its success not just on financial performance, but on its environmental and social performance too (Csreurope. org 1999) . The Langham in Shanghai currently installing LED screen for every hotel room, and it will display each room’s energy consumption index (ECI), assuming hotel set 150 point as the average ECI, and if the index of the guest’s room below this average value, every point that lower than the average index, it can exchange to the equivalent hotel credit value, guest can consume goods within hotel using this credit value. <https://assignbuster.com/the-importance-of-sustainability-marketing-in-hotel-industry/>

2. 2. 1 Different between Green Marketing and Sustainability Marketing

Many people define sustainable marketing as green marketing. But from the definition between these two words, they still have subtle difference. Green marketing has three components, it refers to retailing, social marketing and environment and it will help an organization minimize negative impact on the physical environment (American Marketing Association). However, sustainable marketing is the contribution that the marketing profession can make to sustainable development (Csreurope. org 1999). Hence, green marketing should be an important member under sustainable marketing in order to assist hotel business goes further.

Langham made a lot of energy saving effort to achieve the environmental protection, on the other hand, it helped hotel save cost. In addition, it provided a different experience to let their customer be an environmentalist. The manager Mr Li from Langham mention that hotel won't sacrifice their guest's stay experience to achieve their own environmental goals, but can added more enthusiasm of environmental protection when they stay at hotel, sustainability marketing's aim is not only focus on reduce pollution, more important is promote green awareness in order to build a green corporate image. Therefore, for those advocating " environmental protection" guest can easily make a choice, select a hotel which their core is sustainable development, so that not only broadcast their fame, but also retain the guest, that is the sustainable development road for a hotel.

2. 4 The Importance Elements of Sustainability Marketing for Hotel Industry

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Sustainable Travel international (SIT) is a global non-profit leader which announced the launch of the Luxury Eco Certification Standard (LECS) to luxury hotels, it helps them create and implement a measurement and management framework move toward to sustainability.(website). It can be seen, for today's hotel industry, being a well know hotel is not only reflect on variety service they can provide, but also give customer a different experience to retain their loyalty is the most important elements for nowadays hotel.

2. 5. 1 Customer Satisfaction

The hotel won't sacrifice customer stay experience to achieve its own environmental goals. The hotel does not sacrifice guests stay to achieve their own environmental goals. Guests spend money hoping to enjoy equivalent services, the hotel environmental protection, is not so that guests can not do this can not do that, but I hope they add more environmental enthusiasm stay.

Have a great sale not because of grate product, because of service)7-11

2. 4. 2 Branding

In addition, the implementation of green marketing is also beneficial to build a green corporate image to ensure, so companies gain a unique competitive advantage.

2. 3 Development trend of Sustainability Marketing

Marketing has a responsibility to achieve profitable growth for the company (KOTLER, P., BOWEN, J. T., & MAKENS, J. C. 2006).

2. 3. 1 Knows Customer Needs, Wants & Demand

2. 3. 2 Differentiate Product from Other Competitors

2. 5 Strategy Planning of Sustainability Marketing

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2. 4. 1 SWOT Analysis

3. Conclusion