

# Good hotel management essay example

[Experience](#), [Responsibility](#)



Owing to the increased number of tourists travelling across the globe, the demand and supply as it relates to the sustainable business practices are in the modern day shifting and changing rapidly. In regards to the above, hotels have been forced to adapt to the subsequent changes in a way to satisfy its customers and remain relevant and attractive to investors. In essence, practicing sustainable business practices is a way of embracing quality in any hotel industry. This article will be used in the research to establish changes perceived imperative in boosting the environmental standards of Marriot Hotel (Bader, 2005).

Their sustainability strategy provisions for business development and it reaches past the doors of the hotels to preserve and safeguard the planet's natural resources. Marriott's corporate social responsibility towards conservation covers the following:

- Further reduction of energy and water usage by the hotel by 20% by 2020 (Energy 20% per kWh/acclimatized m<sup>2</sup>; Water 20% per occupied room (POR). Starting point: 2007);
- Empowerment of the hotel's developmental associates to construct green hotels;
- Make Green their multi-billion dollar supply chain; from transport, discarding wastes among others.
- Educating and inspiring associates and their guests to conserve and preserve the environment.

This corporate environmental responsibility by the hotel goes hand in hand with their aim to cut down on their carbon footprint. They use Energy and Environmental Action (EEAP) strategies, our best-practice inspecting tool that helps their premises attain energy and water reduction objectives. Their efforts are working as they are constantly ranked the leader in the hotel

sector on Climate Counts company scoreboard (Font, Walmsley, Cogotti, McCombes, & Häusler, 2012).

In conclusion, we see that the hotel is trying to keep up with the global standards in environmental conservation and responsibility. By 2020 they will have achieved their carbon footprint reduction.

## **References**

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