



Sustainable development for Hotels: Cleaner Production and Corporate Social Responsibility

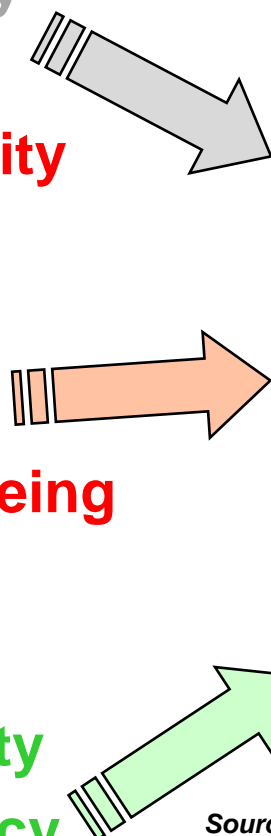
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The 12 aims for sustainable tourism

1. Economic Viability
2. Local Prosperity
3. **Employment Quality**
4. **Social Equity**
5. Visitor Fulfilment
6. **Local Control**
7. **Community Wellbeing**
8. **Cultural Richness**
9. **Physical Integrity**
10. **Biological Diversity**
11. **Resource Efficiency**
12. **Environmental Purity**



Source: WTO-UNEP (2005): *Making Tourism More Sustainable: A Guide for Policy Makers*

Tourism employs 8% of the global workforce

Initiatives for sustainable tourism



TOUR OPERATORS INITIATIVE FOR SUSTAINABLE TOURISM DEVELOPMENT

- Based on the Global Code of Ethics for Tourism (UNWTO)

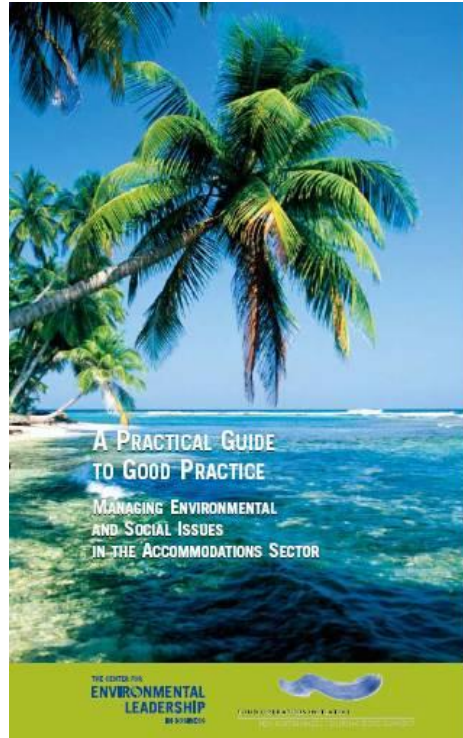


- Development of guidelines and promotion of sustainable practices among suppliers

„TRAVEL LIFE“ training and auditing program

EU – Eco-Label

GREEN GLOBE



Cleaner Production (CP)



CP is the continuous application of an integrated, preventive strategy to processes, products and services to increase efficiency and reduce risks to humans and the environment.

UNEP 1994

„An Ounce of Prevention is Worth a Pound of Cure“

D. Huisings, Journal of Cleaner Production

Corporate social responsibility (CSR)



is the continuing commitment by business to behave ethically and contribute to economic development while improving the **quality of life of the workforce** and their families as well as of the **local community**, the environment and the **society** at large.

(WBCSD)

“We looked for workforce,
But we found human beings.”

Max Frisch (1911 - 1991)

Stakeholder relations and dialogue



owner



manager



community



authority



provider



guests



collaborators



environment

HOTEL

How does a hotel profit from CP / CSR?

➤ ENVIRONMENT

Awareness raising, optimization, modernization → Cost saving

➤ MANAGEMENT

Enhancing innovativeness and creativity → higher competitiveness

➤ EMPLOYEES

Improving internal communication, participation and cooperation

→ Increased motivation and enhanced productivity, better personal attracted

➤ GUESTS

Improving service quality → enhanced customer satisfaction and loyalty

➤ SOCIETY

Innovative attitudes → marketing, good image of the hotel within the media

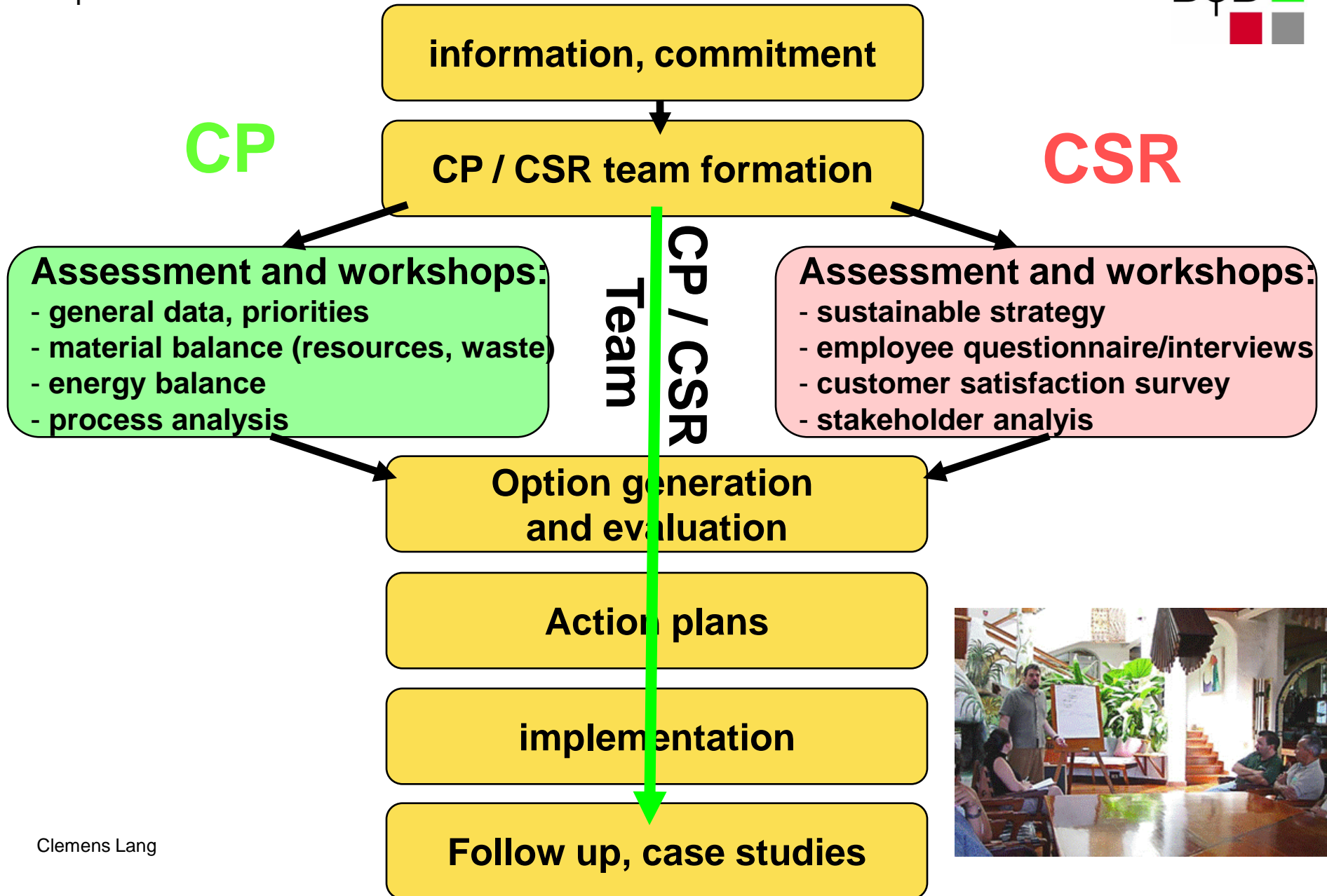
Proactive initiatives → be a provider of choice for tour operators

➤ COMMUNITY

Developing attractiveness of surrounding community → attract more guests

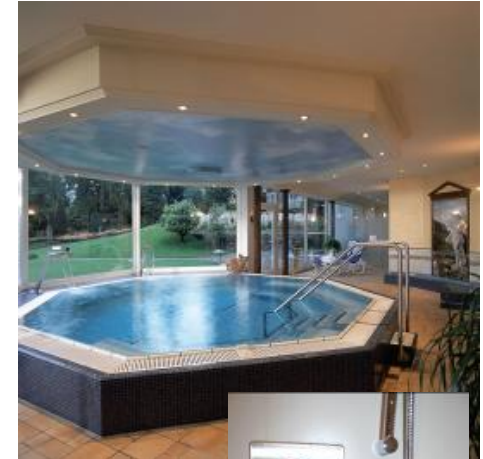
Support community issues → gain supportive attitude towards hotel





Typical CP options

- Improvement of heating system, heat recovery
- Temperature reduction, heat isolation
- Energy saving bulbs, movement sensors
- Installation of automatic switches, thermostats
- Reduce laundry amount and use of detergents
- Water flow restriction
- Waste reduction
- Reduce operation times, redesign processes



Typical CSR options

- Development of CSR policy
- Team building, communication training
- Employee of the month - award
- Improvement of working conditions and health & safety, implementing HR policies and procedures
- Training on service quality
- Collaboration on regional/local destination development
- Continuous improvement circles



Overview on benefits

- Cost reduction, improvement of environmental performance
- Improvement of motivation, collaboration and innovativeness
- Elaboration of performance indicators for internal and external benchmarking of your hotel
- Assessment report with detailed results of your hotel
- Presentation as a case study, sustainability marketing
- Preparedness for demands of customers and tour operators, preparing for e.g. eco-label-certification