An evaluation of sustainable lodging management best practices in South Florida


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Abstract

Corporate social responsibility is a paramount concept in today's competitive lodging industry due to climate change. Hotels are second to hospitals in their negative environmental impacts because they attribute 75% of the lodging industries environmental impact due to the consumption of energy, water and non-durable goods (Bohdanowicz and Martinac, 2003). To remain competitive, organizations need to implement green lodging programs to demonstrate social responsibility. There is a need for additional research on sustainable practices in lodging in the United States. This research is especially important in areas such as South Florida where tourism is imperative to the economy and climate change has the most impact (Nicholls and Kang, 2012; Rahman, et al., 2012; Myung, et al., 2012; Richins and Scarinci, 2009; Bohdanowicz, 2005; Leslie, 2007; Pizam, 2009; Mensah, 2006; Chen, et al., 2005; Erdogan and Baris, 2007). Environmental training of employees, green messaging in promotional literature and the purchasing of organic foods received the lowest mean scores for the adoption of environmental practices (Myung, et al., 2012). There is a need for increased education on the implementation of environmental management techniques, which would include manuals and workshops for staff regarding best practice techniques.

This study focuses on how lodging establishments in South Florida are using green lodging practices. The purpose is to determine and benchmark the environmental best practices that establishments are currently using to be socially responsible. The need for corporate social responsibility in lodging due to the lodging industries impact on the environment is reviewed. The Green Lodging Program (GLP) is introduced and the sustainable lodging Best Management Practices (BMP) is discussed. A case study using the BMP variables is presented and the results are concluded using a qualitative case study comparative analysis of two lodging properties in South Florida.
Business management based on these principles. · The social part is aimed at a fair distribution of wealth, maintaining the stability of social systems, human participation in all spheres of society. · From an environmental point of view, sustainable development assumes the integrity of the natural environment, as well as the preservation of its diversity and productivity. The company’s Sustainable Development analysis and its indexes. The most common international standards and practices in the field of sustainable development, corporate social responsibility and responsible financing that implement most of the companies and banks in developed countries are the following voluntary initiatives Scarinci, Janice, and Myers, Trina (2013) An evaluation of sustainable lodging management best practices in South Florida. In: Proceedings of the 2nd World Research Summit for Tourism and Hospitality: crossing the bridge. There is a need for additional research on sustainable practices in lodging in the United States. This research is especially important in areas such as South Florida where tourism is imperative to the economy and climate change has the most impact (Nicholls and Kang, 2012; Rahman, et al., 2012; Myung, et al., 2012; Richins and Scarinci, 2009; Bohdanowicz, 2005; Leslie, 2007; Pizam, 2009; Mensah, 2006; Chen, et al., 2005; Erdogan and Baris, 2007).