

**Sustainability Practices and Socio-Economic
Aspects Observed at DoubleTree**

by

Hilton Weerawila Hotel

1. Sustainability Practices Observed

During the field visit to DoubleTree by Hilton Weerawila Hotel, several sustainability practices were observed, reflecting the hotel's commitment to responsible hospitality. The hotel has adopted environmentally friendly practices such as efficient energy management, water conservation, and waste reduction. Energy-saving lighting systems, controlled use to air conditioning, and natural lighting were used to minimize electricity consumption. Water conservation measures, including regulated water usage in guest rooms and landscaped areas, helped reduce unnecessary wastage.

Waste management was another important sustainability practice observed. The hotel followed waste segregation methods by separating biodegradable and non-biodegradable waste. Food waste was minimized through proper portion control and effective kitchen management. In addition, the hotel encouraged the reduction of single-use plastics by using refillable dispensers and eco-friendly alternatives where possible.

The hotel also demonstrated social sustainability by supporting the local community. Employment opportunities were provided to people from nearby areas, contributing to local income generation. The hotel promoted local cultural and traditions through food, décor, and guest experience, which helped preserve cultural heritage while enhancing the guest experience.

2. Socio-Economic Aspects Observed

From a socio-economic perspective, DoubleTree by Hilton Weerawila Hotel plays a significant role in regional development. The hotel contributes to the local economy by creating direct and indirect employment opportunities. Direct employment includes hotel staff such as housekeeping, food and beverage, and front office employees, while indirect employment includes suppliers, transport providers, and local farmers.

The hotel also supports local businesses by sourcing food products, raw materials, and services from nearby communities. This practice strengthens local supply chains and ensures economic benefits are shared within the region. Furthermore, the hotel attracts both domestic and international tourists, increasing tourism revenue in the Weerawila area and supporting related industries such as transportation and handicrafts.

3. Critical Analysis Linking Observations with Theoretical Concepts

The sustainability practices observed at the hotel align with the Triple Bottom Line theory, which emphasizes environmental, social and economic sustainability. Environmentally, energy and water conservation practices reduce the hotel's ecological footprint. Socially, the hotel supports local employment and cultural preservation. Economically, sustainable operations help reduce operational costs and enhance long-term profitability.

According to Sustainable Tourism Development theory, tourism establishments should meet present needs without compromising the ability of future generations to meet their own needs. The hotel's efforts to reduce waste, conserve resources, and engage with the local community reflect this principle. By integrating sustainability into daily operations, the hotel ensures long-term viability while maintaining service quality.

Additionally, the hotel's community engagement supports Stakeholder Theory, which highlights the importance of considering the interests of all stakeholders, including employees, local communities, guests, and suppliers. By balancing stakeholder needs, the hotel enhances its reputation and builds sustainable relationships.

4. Challenges and Areas for Improvement Observed

Despite strong sustainability initiatives, certain challenges and areas for improvement were observed. One challenge is the high cost associated with implementing and maintaining sustainable technologies, such as renewable energy systems. This may limit the hotel's ability to adopt advanced green technologies.

Another area for improvement is increasing guest awareness of sustainability practices. Although eco-friendly measures are implemented, some guests may not fully understand or actively participate in them. Clear communication through signage or guest engagement programs could improve participation.

The hotel could also future strengthen partnerships with local communities by increasing local sourcing and organizing community development programs. Expanding renewable energy usage, such as solar power, and enhancing waste recycling initiatives would further improve environmental performance.

5. Conclusion

Overall, the field visit to DoubleTree by Hilton Weerawila Hotel provided valuable insight into sustainable hospitality practices and socio-economic contributions. The hotel demonstrates a balanced approach to sustainability, though continuous improvement and innovation are essential to address existing challenges and achieve long-term sustainable development.