SEP_AIN3128

by Student Help

ASSESSMENT 2- INDIVIDUAL REFLECTIVE COMMENTARY ON LEADERSHIP FOR SUSTAINABILITY

Table of Contents

Introduction

The hospitality and tourism industry in recent periods has been considering crucial measures toward sustainability and resilience planning. Innovations in the context of sustainability and resilience planning have emerged as major focus sections for the industry to lead to its long-term success and viability. The provided assignment is constituted to highlight reflection on the dynamic nature of the hospitality and tourism industry, especially in the context of the industry's resilience concerning the global issues of the Covid-19 pandemic and wars.

(1) Critical reflection about own valuation set

The hospitality and tourism sector is renowned for its flexibility in the context of adapting to the shifting demands and requirements of customers. Moreover, this industry also faces various challenges comprising adverse consequences of diverse global events such as pandemics and wars. As identified by Jones (2022), these difficulties have brought to light the value of sustainability in the sector, both in the context of its ability to sustain economic growth and its commitment to social and environmental responsibility. A sustainable development strategy strikes a balance between social and environmental concerns and economic progress. It aims to have a favourable effect on people, the environment, and profits. Sustainability is essential for long-term performance and resilience in the tourist and hospitality sectors, especially in the face of major global threats like the COVID-19 pandemic. It entails managing resources and operations in a way that maximises advantageous social and economic benefits while minimising detrimental environmental effects.

Being engaged with the hospitality and tourism industry, my own value set highlights the significance of sustainability in both my personal and professional lives. This in return states embracing my behaviours and practices that promote sustainable development and support the sector's resilience concerning global issues. Furthermore, these practices in my sense comprise reducing water utilisation and waste, supporting communities and local businesses, reducing energy consumption, and hereby promoting responsible tourism. Moreover, my set value associated with sustainability remains not static and is entitled to change over the period, influenced by new learning, experiences, and changing scenarios. For such, the severe Covid-19 pandemic has reflected the significance of sustainability in the hospitality and tourism industry and hereby I require to develop my own value set concerning this particular global event. Besides, I also must consider continuing to continue promoting sustainable behaviours and practices as the industry adapts and recovers to new opportunities and challenges.

(2) Critical reflection relative shaping of valuations and attitudes towards the topic
Several factors have contributed to shaping my valuations and attitudes towards the dynamic nature of the hospitality and tourism industry concerning the major global challenges including pandemics and wars as discussed below.

Family factor plays a crucial part in shaping my values and attitudes towards the hospitality and tourism industry. Being engaged in business own family associated with this industry, I pose a robust appreciation for the dedication and hard work needed to succeed in this sector. Having grown up I pose a clear understanding of the importance of hospitality and tourism to local communities and economics. Besides, I have also learned the valuation of adaptability and flexibility including skills necessary in the face of global issues. Besides, *my Personal experiences* of mine such as evolves working in the sector have shaped my close values and attitudes towards hospitality and tourism. A deep knowledge of the various issues faced concerning working in the sector is acquired including lower payment and long hours working. This in return also appreciates the creativity and resilience needed to succeed in this sector that is evolving constantly. Irrespective of this, *culture* also contributes to shaping my values and attitudes toward the hospitality and tourism industry. Hospitality under certain cultures is regarded as a fundamental value, whereas tourism identifies as a way for valuation sharing with others (Buhalis, 2022). Besides, tourism in other cultures also identifies as a threat to local values and traditions. Furthermore, my values and attitudes of mine towards hospitality and tourism are influenced by cultural norms across leisure, travel, and work. Additionally, I subsequently pose positive experiences while traveling and hereby acquire a deeper appreciation for the industry's capability to develop shared experiences and also bring people together. Moreover, *my travel experiences* also intend to ensure a significant part in understanding that hospitality and tourism ensure fostering cultural knowledge and exchange.

(3) Statement whether sustainability serves as a major consideration of decisions as a tourism/ hospitality manager

As a manager of hospitality/ tourism, sustainability remains unquestionably to be a major factor associated with my specific decisions. In my opinion, sustainability has become an essential component of corporate operations rather than a trendy or optional idea. In addition to being responsible and ethical, a sustainable approach can help the bottom line of the organisation by boosting productivity, cutting expenses, and enhancing brand recognition (Farsari, 2021).

Since the hospitality and tourism sectors are so reliant on the environment and natural resources, it is crucial to adopt sustainable practices to safeguard these resources and maintain their long-term viability. As examined by Seabra and Bhatt (2022), sustainable practices in my sense might include conserving energy and water, utilising eco-friendly products, cutting waste, supporting community development, and encouraging regional cultures and economies. By implementing these practices, companies can improve the guest experience by giving them a more genuine and meaningful encounter while also reducing their impact on the environment. Additionally, visitors and customers are placing more importance on sustainability by enabling purchase decisions relative to the company's social and environmental impact. By putting sustainability first, I believe I can set my company apart from rivals and attract the expanding market of eco-aware travellers. This in return can lead to not only enhanced customer loyalty but also repeated business.

It is also crucial to remember that sustainable practices can benefit the neighbourhood, particularly in places where tourism remains the main source of income. Hence, the business can aid in fostering social progress and economic prosperity by giving support to local businesses and communities (Bui *et al*. 2020). As a result, a more positive reputation for the business and stronger engagement with the community can be developed.

(4) Critical reflection regarding preferred leadership style

There exists no absolute consensus relative to the most preferred leadership style as it can vary based on the involved participants and situation. In recent years, I have observed an increasing focus on leadership philosophies that are more inclusive and collaborative and associated with transformational and servant leadership.

As recognised by Prayogi and Lesmana (2021), transformational leaders motivate and inspire their team members to acquire their goals by offering a clear ideology and empowering them to undertake ownership of their work. Besides, they also encourage innovation and creativity and can lead to increased job satisfaction and better outcomes for employees. Similarly to this, servant leaders put their team members' needs first and try to support and develop those (Sari *et al*. 2021). They put a lot of effort into developing trusting bonds with their staff members and encouraging teamwork, all of which can result in better job output and a happier workplace.

Required leader qualities to be resilient

Resilience implies the capacity to adapt to change and recover from setbacks. It is a crucial attribute for a leader to have, especially during uncertain or difficult times. Moreover, a resilient leader can think creatively under pressure, maintain composure, and instill confidence in their team.

Emotional intelligence signifies to be one of the most important characteristics of a resilient leader. Emotionally intelligent leaders are conscious of their own emotions as well as the emotions of people around them. As presented by Suriyankietkaew *et al.* (2022), they can control their emotions well and channel them into inspiring and motivating their colleagues. Additionally, they can empathise with and comprehend the requirements of their team, which promotes trust and a productive work environment. Adaptability is considered a crucial quality of a resilient leader. The ability to quickly change course in reaction to a changing environment is a trait of adaptable leaders (Cave and Dredge, 2020). When old strategies fail, the leader remains open-minded and prepared to try new ones. Additionally, they can work well with others on their team and ensure that everyone is on the same page.

Irrespective of this, a resilient leader needs to have good problem-solving abilities in association with adaptability and emotional intelligence qualities. Effective problem solvers can assess complicated circumstances, spot potential barriers, and devise innovative solutions (Ivona *et al.* 2021). Additionally, they possess the capacity to act decisively and confidently under pressure. Furthermore, a resilient leader must also pose the quality of a good communicator. They must be able to communicate their vision and motivate their team to cooperate to succeed. Additionally, they must be able to listen to criticism and take it into account when making decisions.

Conclusion
Thus it can be concluded that global hospitality and tourism's long-term viability depends on innovations in sustainability and resilience planning. Businesses can lessen their impact on the environment and build a more sustainable future for the sector by implementing sustainable practices, such as cutting carbon emissions and encouraging eco-friendly activities. To make sure that firms can adjust and recover swiftly from unforeseen disasters, resilience planning, such as disaster management and crisis response, is also required. Hence, the international hospitality and tourism sector must adopt cutting-edge resilience and sustainability strategies for its future growth and longevity.

Reference List

Buhalis, D., (2022). Tourism management and marketing in transformation: preface.

Bui, H.T., Jones, T.E., Weaver, D.B. and Le, A., (2020). The adaptive resilience of living cultural heritage in a tourism destination. *Journal of Sustainable Tourism*, *28*(7), pp.1022-1040.

Cave, J. and Dredge, D., (2020). Regenerative tourism needs diverse economic practices. *Tourism Geographies*, *22*(3), pp.503-513.

Farsari, I., (2021). Exploring the nexus between sustainable tourism governance, resilience and complexity research. *Tourism Recreation Research*, pp.1-16.

Ivona, A., Rinella, A., Rinella, F., Epifani, F. and Nocco, S., (2021). Resilient rural areas and tourism development paths: A comparison of case studies. *Sustainability*, *13*(6), p.3022.

Jones, P., (2022). A review of the UK's tourism recovery plans post COVID-19. *Athens Journal of Tourism*, *9*(1), pp.9-18.

Prayogi, M.A. and Lesmana, M.T., (2021, January). The Influence of Leadership Style and Motivation on the Performance of Employees. In *Conference on International Issues in Business and Economics Research (CIIBER 2019)* (pp. 122-127). Atlantis Press.

Sari, F., Sudiarditha, I.K.R. and Susita, D., (2021). Organizational culture and leadership style on employee performance: Its effect through job satisfaction. *The International Journal of Social Sciences World (TIJOSSW)*, *3*(2), pp.98-113.

Seabra, C. and Bhatt, K., (2022). Tourism Sustainability and COVID-19 Pandemic: Is There a Positive Side?. *Sustainability*, *14*(14), p.8723.

Suriyankietkaew, S., Krittayaruangroj, K. and Iamsawan, N., (2022). Sustainable Leadership practices and competencies of SMEs for sustainability and resilience: A community-based social enterprise study. *Sustainability*, *14*(10), p.5762.

SEP_AIN3128