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**School** **of** **Tech**

**Bachelor** **of** **Business** **Information** **Management**

**Cover** **Sheet** **and** **Student** **Declaration**

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| **Tutor’s Name:** | **Dr Leo Hitchcock** | | |
| **Assessment** **Weighting:** | **40%** | | |
| **Total** **Marks:** | **100** | | |

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# Task/1. Introduction

The New Zealand hotel, Hotel Britomart, is situated in Auckland and is a notable example of sustainable hospitality. The first hotel to achieve a five-star rating from the New Zealand Green Building Council is Hotel Britomart. It establishes a standard for environmental stewardship in the hotel industry. The sustainability policies of Hotel Britomart are described in this significant paper, which highlights the hotel's dedication to environmental, social, and economic sustainability. The examination of the hotel's history, its effects on sustainability, and its activities on many facets of business and social life will be covered. The plans and objectives of Hotel Britomart are examined, and this paper attempts to provide a thorough grasp of how sustainability is integrated into its wider ramifications for its operations. (The Hotel Britomart, 2024)

# Task/2. Context: Sustainability in Terms of ESG

**Economic Sustainability**

Long-term profitability is ensured by a corporation while limiting negative effects on the environment and community, which is the core goal of economic sustainability. Achieving economic sustainability requires a few crucial procedures, which Hotel Britomart follows.:

**1. Cost Efficiency by Green Technologies:** Advanced HVAC systems, LED lighting and intelligent Building Management System are some of the energies saving measures which has been installed within this hotel. These techniques consume less energy, hence reducing the operating costs. This is particularly important to the hotel business because there is always the likelihood of high energy costs. (Bohdanowicz, 2007)

**2. Attracting Eco-Conscious Consumers:** More and more tourists who are conscious with the environment are visiting Hotel Britomart because this hotel is famous for its environmentally friendly features. In this market, people are willing to pay more for any financial or business accommodation that is green so the earnings and profitability of the hotel under consideration will increase. (Tarazi, 2024)

**3. Long-Term Investment in Sustainability:** This means that the hotel is planning long term on sustainability as compared to carrying out the formulations of a long-term plan. By maintaining strict environmental standards of performance, the hotel preserves its sustainability and viability within a competitive market where the aspect of sustainability is increasingly being considered. (Clarke, 2007)

**Social Sustainability**

Social sustainability can be defined as the state of affairs of people and societies in which putting up with firms’ impacts are feasible, acceptable and healthy. The following tactics are employed by Hotel Britomart to address social sustainability:

**1. Community Support and Engagement:** The fact is that as a customer the hotel buys products and services from the local producers and artists thus being an active member of the community. This strategy focuses on local small businesses, and this helps in the local economy to grow.

**2. Diversity and Inclusion:** Hotel Britomart has one of its major objectives to strive at developing equal opportunity employment. It provides a wide range of job opportunities and focuses on the professional development of the employees using training activities and promotion normally provided for a job.

**3. Waste Reduction:** Some of the waste management policies that have being implemented by the hotel are recycling and composting as well as a reduction on the use of plastics in the hotel. Other activities meant for members are also encouraged to be taken by the visitors. (Ricee, 2023)

**Environmental Sustainability**

Environmental sustainability focuses on minimizing the impact of business operations on the natural environment. Hotel Britomart’s approach includes:

**1. Energy Efficiency:** On the measures adopted by the hotel to save energy, it was observed that the hotel has incorporated the use of green energy in its activities through incorporation of renewable sources of energy for instance, solar energy. The hotel saves on its carbon footprint, as it minimizes on the use of non-renewable energy sources.

**2. Water Conservation:** The hotel also monitors the usage of water through the application of the use of water saving fixtures, water recycling. This is important in the protection and conservation of water resources as well as cost control in the operation of the organization.

**3. Waste Management:** Britomart has a policy that avails a waste management policy, recycling and composting in addition to implementing waste minimization measures. It is successfully applied the environmental management policy of ‘zero waste to landfill’ thus minimizing its impact on the environment. (Farley, 2020)

# Task/3. Overview of Hotel Britomart

**Brief History**

Hotel Britomart was opened in 2020 and quickly established itself as a leader in sustainable hospitality. The hotel is located in Auckland’s Britomart precinct, a vibrant and rapidly developing area known for its commitment to sustainability and urban renewal. The hotel’s design and construction were guided by principles of environmental stewardship and resource efficiency. (Clarke, 2007)

**Location**

Situated in the heart of Auckland, Hotel Britomart benefits from its proximity to key business and cultural hubs. The hotel's location aligns with its sustainability goals by reducing the need for guests to travel long distances, thereby lowering their carbon footprint. (The Hotel Britomart, 2024)

**Sustainability Practices**

Hotel Britomart’s sustainability practices are integrated into every aspect of its operations. From its initial design and construction to its daily operations, the hotel prioritizes environmental performance. Key practices include: (Clarke, 2007)

**1. Sustainable Construction:** Environmentally friendly construction materials were used to construct the hotel, with optimum use of natural light and air to help decrease on the use of artificial lighting and air conditioning respectively.

**2. Energy and Water Efficiency:** The hotel employs efficient lighting and heating/ventilation controls, sanitary fixtures and fittings and state-of-the-art building automation.

**3. Waste Reduction:** Recycling forms part of the hotel’s waste management plan and so is composting, and minimization of single-use plastic. It also facilitates guests to all participate in such programs. (simon, 2022)

# Task/4. Overview of the Organisation’s Sustainability Plan

**Goals**

Hotel Britomart’s sustainability plan is ambitious and focuses on several key goals:

**1. Carbon Neutrality:** This way, the hotel will have zero carbon footprint, it wants to necessarily minimize the emissions of greenhouse gases, as well as fund carbon offset programs. The following is a list of the goal. The popular use of renewable energy sources and energy efficient technologies. (The Hotel Britomart, 2024)

**2. Zero Waste to Landfill:** This way, the hotel prevents getting to a situation where it disposes all sorts of wastes, especially for landfill disposal. (Morrow, 2020)

**3. Community Engagement:** Concerning the social responsibility, the hotel believes in giving back to the community; hence they buy products and services from the local community, and they are involved in community-related activities. (Smith, 2023)

**Strategies**

**1. Renewable Energy Investments:** This is evident through the hotel’s commitment to the use of renewable energy such as in the provision of solar power instead of the conventional non-renewable power sources.

**2. Sustainable Procurement:** At Hotel Britomart sustainability is incorporated in the purchasing and acquisition of products and services. This consists of buying locally and selecting the suppliers with the good sustainability policies.

**3. Education and Training:** The hotel also offers training to the employees on sustainable practices that they should observe and comes up with ideas that would further make the hotel environment sustainable. It also creates awareness on the guests on issues to do with sustainability and the importance of practicing sustainability. (The Hotel Britomart, 2024)

# Task/5. Impact on Social, Economic, and Environmental Aspects

**Social Impact**

Hotel Britomart’s social sustainability initiatives positively impact the community by:

1. **Supporting Local Businesses**: By sourcing products and services locally, the hotel supports the local economy and creates job opportunities in the community. (Clarke, 2007)
2. **Enhancing Community Well-Being**: The hotel’s engagement with the community includes supporting local charities and cultural events, contributing to the overall well-being and cohesion of the area. (The Hotel Britomart, 2024)

**Economic Impact**

The hotel’s economic sustainability practices contribute to:

1. **Cost Savings**: Energy and water efficiency measures result in lower operational costs, which can be reinvested into the business or used to enhance guest experiences. (Farley, 2020)
2. **Increased Revenue**: By attracting eco-conscious travellers and charging premium rates for its sustainable offerings, the hotel boosts its revenue and financial stability. (Morrow, 2020)

**Environmental Impact**

Hotel Britomart’s environmental sustainability practices have several positive effects:

1. **Reduced Carbon Footprint**: The use of renewable energy sources and energy-efficient technologies helps to significantly reduce the hotel’s carbon emissions. (cho, 2018)
2. **Conservation of Resources**: Water-saving fixtures and waste management programs contribute to the conservation of natural resources and minimize environmental impact. (The Hotel Britomart, 2024)

# Task/6. Cultural Impact in the Context of Te Tiriti o Waitangi

**Respect for Māori Culture**

Hotel Britomart incorporates Māori cultural values and practices into its operations, reflecting the principles of Te Tiriti o Waitangi. This includes:

1. **Cultural Representation**: The hotel features Māori art and design elements, showcasing local culture and heritage. This helps to promote and preserve Māori traditions and customs.
2. **Collaboration with Local Iwi**: The hotel collaborates with Māori iwi to ensure that its sustainability practices are culturally appropriate and beneficial to the Māori community. This partnership includes consulting on land use, resource management, and community engagement. (theeducationhub, 2023)

**Bicultural Society**

Hotel Britomart’s commitment to biculturalism is evident in its approach to:

1. **Inclusive Practices**: The hotel embraces New Zealand’s bicultural identity by integrating Māori perspectives into its business practices and engaging with Māori communities in a respectful and meaningful manner.
2. **Cultural Awareness**: Staff are trained to understand and appreciate Māori culture, which enhances the guest experience and fosters a more inclusive environment. (The Hotel Britomart, 2024)

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# Task/7. Viewpoints on Sustainability Plan

**Strengths**

Hotel Britomart’s sustainability plan is comprehensive and effective in several ways:

1. **Innovative Practices**: The hotel’s use of advanced technologies and sustainable materials sets a high standard for the industry and demonstrates a commitment to cutting-edge environmental practices.
2. **Community Involvement**: The hotel’s focus on community engagement and local sourcing supports economic development and fosters positive relationships with local stakeholders. (IBM, 2024)

**Areas for Improvement**

While the sustainability plan is robust, there are areas where improvements could be made:

1. **Expansion of Renewable Energy**: The hotel could further enhance its environmental impact by exploring additional renewable energy sources, such as wind or geothermal energy.
2. **Enhanced Community Programs**: Developing more extensive community outreach and education programs could strengthen the hotel’s role in promoting sustainability and cultural awareness. (envizi, 2022)

**Suggestions for Mitigation**

To address any identified sustainability challenges, the hotel could consider:

1. **Increasing Transparency**: Providing more detailed information about its sustainability achievements and challenges could enhance accountability and encourage other businesses to adopt similar practices.
2. **Strengthening Partnerships**: Building stronger partnerships with local and international sustainability organizations could provide additional resources and support for the hotel’s initiatives. (envizi, 2022)

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# Task/8: Conclusion

Britomart Hotel is a fine example of how it is possible to create modern hospitality based on luxury while staying environmentally and socially conscious. It seeks to obtain a 5 Green Star rating and consequently demonstrates that it possesses a good understanding of the impact of sustainability in the modern hospitality industry. Thus, the participation of sustainability practices helps the hotel decrease negative impacts to the environment while benefiting the local community and helping the local economy. In the future, the hotel practices will likely to be deemed as industry standards as it further changes overtime. In this report, several important facets of the sustainability plan of Hotel Britomart and the significance for the concerned stakeholders have been pointed out that ensure that it is a significant example of sustainable tourism. (The Hotel Britomart, 2024)

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