



Unit 2: Environment and Sustainability in the Hospitality Industry

Delivery guidance

Approaching the unit

This unit helps learners to develop knowledge and understanding of the impact of the hospitality industry on the environment and the measures taken to ensure a sustainable environment. Sustainability is a way for people to use resources without the resources running out and has become an important issue worldwide. The threat of global warming is not a passing trend that will fade away within a decade or so. Customers are becoming more alert when it comes to their purchases and the expectations they have of the business they support. When guests choose a hospitality establishment they will often look for a reduction in the use of single-use plastics and an increase in the establishment's use of composting. Adoption of sustainable practices should be encouraged by any hospitality businesses to appeal to its customers.

Your learners will look at the importance of the environment and sustainability in hospitality and what it means in general terms. They will then be able to describe both the positive and negative environmental impacts of the hospitality industry, how these are measured and the opportunities that exist to reduce the negative aspects. They will also develop an understanding of the costs and benefits of environmentally friendly practices – such as waste disposal and use of energy – to different parties, and the interest groups driving environmentally friendly operations within the context of the hospitality industry. For the final assessment, learners will participate in an environmental audit on a business of their choosing, making suitable recommendations to reduce any adverse qualities in the hospitality business and then plan an environmental policy.

To complete this unit, your learners will need access to a range of research materials, which could include sources of information and tools on the internet, journals or magazines, and books, in order to complete the assignment set.

You can use a range of delivery methods in this unit, such as:

- discussions, e.g. class and small group discussions on the effect of hospitality organisations on the environment and sustainability
- individual or group presentations, e.g. the measures taken by the hospitality industry to ensure a sustainable environment
- case studies illustrating the requirements of an environmental policy
- videos, to illustrate environmental issues.

This unit will benefit from the inclusion of visits to and involvement with different hospitality businesses to provide an insight into current environmental issues and the impact of the hospitality industry on the environment. You can involve local employers by inviting them as:

- guest speakers
- members of the audience for learner presentations
- contributors to case study material.

Learning aim A

Learning aim A allows learners to develop their understanding of the impact of the hospitality industry on the environment. Learners should carry out investigative tasks to explore both the positive and negative impacts of the hospitality industry on the environment. They should demonstrate their understanding of the responsibilities that hospitality businesses have to any interested stakeholders (parties) when maintaining sustainable practices, and investigate the benefits and challenges of operating such a sustainable business.

Learning aim B

Learning aim B allows learners to research an environmental issue which interests them. Prior to this, learners should investigate the measures taken by the hospitality industry to ensure sustainability, and produce a plan which will allow them to carry out their research.

Learning aim C

In this learning aim, learners develop a realistic environmental policy based on their research from learning aim B. They should evaluate the policy they have produced, demonstrating how it will meet the needs of their chosen organisation and assessing the chances of its success.



Assessment model

This unit has a set assignment. Learners must complete a Pearson Set Assignment Brief. An assignment is set by Pearson and marked by the centre, completed under controlled conditions.

Learning aim	Key content areas	Assessment approach
A Understand the impact of the hospitality industry on the environment	A1 Impact of the hospitality industry on the environment A2 Conflicting needs of different stakeholders A3 Benefits and challenges of operating a sustainable business	This unit will be assessed by a controlled assignment set by Pearson. Learners will be required to undertake independent research for a specific environmental issue detailed in the Set Task Brief and plan an environmental policy for a hospitality business.
B Undertake research into an environmental issue in a hospitality business	B1 Measures taken by the industry to ensure a sustainable environment B2 Plan research into an environmental issue B3 Carry out research into an environmental issue	
C Develop an environmental policy for a hospitality business	C1 Environmental policy C2 Procedures to complete the policy C3 Measure of success and progress	

Assessment guidance

This is an internally set unit with an assignment set by Pearson. It is important that your learners understand key terms and are able to apply them successfully to hospitality organisations.

The set assignment is introduced by means of a scenario and is divided into two parts, the first part being made up of research and the second part involving the production of a report, the results of research and the production of an environmental policy. Your learners are required to carry out research under controlled conditions into the impact that the hospitality industry has had on the environment. Learners will then review the current measures being taken by the hospitality industry to ensure sustainability. They will select a hospitality business that has published an environmental policy and research a key environmental issue; this issue should relate to either the business infrastructure or business practices or customer choices, and will affect the chosen business.

Any research should incorporate appropriate methods including primary and secondary data sources, so it is important that learners understand the different methods of data collection. Your learners will then plan and produce an environmental policy and set targets, evaluating how the policy will meet the needs of the organisation.

To prepare your learners for this extended writing activity, give them plenty of time to practise in class. Learners could complete any planned activities individually, in pairs or in small groups, and present their campaign to a group of peers who could test their depth of knowledge by asking questions about their ideas.

Getting started

This provides you with a starting place for one way of delivering the unit, based around the recommended assessment approach in the specification.

Unit 2: Environment and Sustainability in the Hospitality Industry

Introduction

This unit is about encouraging your learners to consider the impact of the hospitality industry on the wider environment and their role in maintaining a sustainable environment. It is important that your learners explore current environmental issues that hospitality businesses need to be aware of, the impact these practices can have and the measures that can be taken to ensure a sustainable environment.

Begin by providing an overview of the unit, outlining what your learners will study and how they will be assessed. Then lead a group discussion centred on learners' opinions on the state of the environment and if they have noticed issues such as waste food, water and electricity.

Learning aim A: Understand the impact of the hospitality industry on the environment

- You could begin the delivery of this unit by asking learners what they know about climate change. Ask for learners' opinions and if they have any ideas about what they can do about climate change. This will help you to determine their existing knowledge.
- Put learners into pairs and ask how they think the hospitality industry can positively impact the environment. Learners could list ways in which they think the hospitality industry can help the environment, such as using less water or using less energy. They should present their ideas to the rest of the group. Learners could use the feedback to suggest improvements to each other's work.
- A class discussion on what learners understand by the term 'environment' could then take place. Learners could complete research on what the term 'environment' means and then ask for and record their responses.
- A presentation will help learners to understand the key terms that relate to the environment and sustainability within the hospitality industry, including the 6 Rs – recycle, rethink, refuse, reuse, repair, reduce. Put learners into groups of three or four and ask them to devise their own lists of ways to encourage the 6 Rs. A tutor-devised worksheet can then be used to check learners' understanding of these definitions.
- Lead a class discussion on what learners think are the impacts of the hospitality industry on the environment. Learners should work in pairs or small groups to investigate both positive and negative effects and produce a presentation which they can give to the rest of the class.
- Use tutor-devised worksheets to reinforce the positive and negative impacts of the hospitality industry on the environment.
- Arrange a visit to a hospitality organisation to allow learners to gain a better understanding of the impacts of the hospitality industry on the environment.
- Use a class discussion to review the overall impacts on the environment of the increase in hospitality businesses, customer numbers and customer choices. Individually, learners should research the carbon footprint of different equipment and products used in the industry. Use a tutor-devised worksheet to produce a list of equipment and products used in the hospitality industry. Learners could be assigned different equipment and products to research. Learners share their findings with the rest of the group.
- Introduce learners to the term 'stakeholders', including shareholders, customers, employees, suppliers, the local community and the government. You may wish to devise a worksheet to check understanding.
- Use a presentation to introduce learners to the conflicting needs of different stakeholders when maintaining sustainable policies. The presentation should also discuss the role of relevant governments and agencies in topics relating to the environment, considering any conflicts that

may arise. Learners could work in pairs to investigate current environmental issues that are relevant to their country and present their findings to the rest of the group.

- Use a class discussion to introduce learners to the benefits of operating a sustainable business, to include: CSR (Corporate Social Responsibility); impact on quality of the environment; the local environment; and operating ethically. Use a tutor-devised worksheet to reinforce learners' understanding.
- Give a presentation on the commercial benefits of operating a sustainable business to include the impact on costs, staff motivation, customers' perception of the business, brand value and investment opportunities. Use a tutor-devised worksheet to reinforce learners' understanding.
- In pairs, learners could devise at least three questions they would like to ask a guest speaker about environmental or sustainability issues being faced by the hospitality industry and the speaker's organisation.
- Arrange for a guest speaker from a local hospitality business to talk to the learners about the current environmental issues they are facing and the ways in which they are dealing with these issues. This will give learners an opportunity to ask questions they may have about environmental or sustainability issues.
- Learners work in pairs to list the challenges faced by a hospitality business when operating sustainably. Learners can then share their ideas with the rest of the class.
- Give learners case studies (for example, a letter to a company asking them to introduce sustainable practices), activity sheets (for example, positive and negative impacts of hospitality on the environment) or a knowledge quiz to test their understanding. These activities are to be handed in for tutor marking as formative assessment.

Learning aim B: Undertake research into an environmental issue in a hospitality business

- You can begin delivery of this learning aim by allowing learners to research a definition of 'sustainability'. They should then write definitions on sticky notes and share their definitions with the rest of the group.
 - Use a presentation to ensure learners understand the definition of sustainability and the key areas. Then expand on this, using the presentation to give examples of the principles of sustainability including environmental, social and economic issues. Alternative terminology should also be highlighted, along with the costs and benefits (from different perspectives) of planning and implementing changes as a result of environmental impact assessments.
 - Give learners a case study based around a hospitality organisation that needs to improve its sustainability profile after a poor environmental impact assessment. Learners are to work in pairs to offer solutions as to how it may improve. Learners can record their answers and present their ideas to the rest of the group.
 - Use a presentation to enable learners to consider the measures that should be taken to ensure a sustainable environment is maintained in hospitality organisations. Give examples of good practice, to include local sourcing and environmentally-friendly operations, and outline the implications for businesses and customers.
 - Learners can then work in pairs to prepare a presentation on the measures taken by the hospitality industry to ensure a sustainable environment. They should present their ideas to the rest of the group. Learners could gather feedback from class members on their presentations and use this to identify any improvements.
 - Lead a class discussion to introduce learners to the concept of environmental issues which may affect the hospitality industry locally. Learners can then use the internet to research local environmental issues such as:
 - solar energy
 - destruction of local environment, habitat of local animals
 - business practices such as waste disposal, pollution, food waste, transport, recycling
 - customer choices such as laundered linen, hot water, energy usage.
- Learners should present their findings to the rest of the group.

- Give a presentation to outline the concepts involved when planning research. This should include:
 - the aims of their research and the planned outcome(s)
 - task and review dates
 - monitoring of these dates, including checking against timescales
 - primary and secondary sources of information
 - how they are going to collect data, including the use of questionnaires, interviews, surveys.
- Learners should then independently select an environmental issue(s) which interests them and plan how they are going to research this issue(s), using the areas highlighted in the presentation.
- Learners should carry out their research, to include:
 - primary sources (information collected from an original source)
 - secondary sources (research from other researchers)
 - the creation and use of research resources such as surveys, observation sheets and interview questions
 - meeting any relevant legislation
 - data collection
 - presentation
 - analysis.
- Learners should be able to summarise their findings and relate them back to the initial aims of the research.
- Learners should present the results of their research to the rest of the group and assess challenges encountered when completing the research study.
- All research activities should be handed in for tutor marking as formative assessment.

Learning aim C: Develop an environmental policy for a hospitality business

- You can begin delivery of this learning aim by introducing learners to the use of environmental policies in hospitality organisations. Show examples of completed environmental policies.
- In pairs, learners could research local hospitality organisations to find out if they have an environmental policy and, if so, what this policy consists of. Learners should present their findings to the rest of the group.
- Use a presentation to ensure learners understand the purpose of an environmental policy – i.e. to provide information on company performance and assess the extent of harm to the environment by activities, waste, noise, and so on. The presentation could be extended to explain the advantages of having such a policy, to include the reduction of environmental problems, improved company image, efficient use of sustainable resources, increased awareness, attract and retain staff, financial incentives, and competitive position.
- Arrange a visit to a hospitality business which has an environmental policy. This will allow learners to gain a better understanding of environmental policies and how they can help a hospitality business.
- Lead a class discussion to allow learners to consider what should be in an environmental policy. Areas covered should include:
 - minimisation of carbon footprint
 - reduction of waste going to landfill
 - sustainable sourcing
 - education of guests and employees on sustainability issues
 - use of local suppliers.
- Then use a presentation to explore how the following areas can be included in an environmental policy:

- energy, including sourcing and use
 - water, including consumption, quality and waste water treatment
 - waste, including opportunities for avoidance, reuse, recycling and disposal
 - air, including indoor air quality, air emissions and noise
 - food safety, including purchasing and supply chains
 - chemicals and other hazardous materials, including use, storage and disposal
 - refurbishment activities and care of the grounds
 - compliance with environmental regulations, including local, regional or national legislation that applies to the organisation
 - impact of the hotel on the local community, wildlife habitats and the landscape.
- Give learners a case study based on a local hospitality organisation to allow them to show their understanding of the requirements of an environmental policy. Then use a tutor-devised worksheet to reinforce learners' understanding.
 - In pairs, learners are then to devise an environmental policy for a chosen hospitality organisation.
 - Lead a class discussion to identify ways to measure the success of an environmental policy. This discussion should include how the needs of the organisation will be met and the likelihood that the policy will be a success, based on a review of the targets set.
 - In pairs, learners should then devise a set of targets for their environmental policy. Next, they should review their environmental policy and evaluate how it will meet the needs of the organisation and how the targets will be met.
 - Provide learners with mock assignment which can be handed in for tutor marking and feedback.

Details of links to other BTEC units and qualifications, and to other relevant units/qualifications

- Unit 1: The Hospitality Industry
- Unit 6: Hospitality Business Enterprise
- Unit 7: Supervise Food Service Operations
- Unit 8: Supervise Food and Beverage Service
- Unit 15: Front Office Operations
- Unit 16: Accommodation Operations

Resources

In addition to the resources listed below, publishers are likely to produce Pearson-endorsed textbooks that support this unit of the BTEC Internationals in Hospitality. Check the Pearson website (<http://qualifications.pearson.com/endorsed-resources>) for more information as titles achieve endorsement.

Textbooks

Legrand, W, Sloan, P and Chen J, *Sustainability in the Hospitality Industry*, 3rd edition (Routledge, 2017) ISBN 9781138915367

This book introduces learners to economic, environmental and socially sustainable issues specifically facing the industry, as well as exploring ideas and solutions.

Gardetti M A, Torres, A L, *Sustainability in Hospitality: How innovative hotels are transforming the industry*, 1st edition (Routledge, 2017) ISBN 9781783531998

This book introduces learners to ways in which the hospitality industry is addressing sustainability and ethical issues.

International Tourism Partnership, *Environmental Management for Hotels: The Industry Guide to Sustainable Operation*, 3rd edition (International Tourism Partnership, 2008) ISBN 9781899159154

This book provides hotels and other related businesses with the knowledge and means to develop practical solutions to 'green' their operations. It will be a useful resource for learners researching sustainability issues and environmental policies.

Jones M, *Sustainable Event Management: A Practical Guide*, 3rd edition (Routledge, 2018) ISBN 9781138217638

This book is a practical, step-by-step guide which will help learners to understand the key aspects of how to identify, evaluate and manage event sustainability issues.

Sharpley R, *Tourism Development and the Environment: Beyond Sustainability?* Earthscan, 2009, ISBN 9781844077335

This book discusses the developmental role of tourism as it relates to environmental consequences.

Websites

- Sustainable Tourism – sustainable tourism and current issues
- International Tourism Partnership – the world's leading hotel companies brought together to drive positive action on environmental and social responsibility
- Green Hotelier – source of information on the sustainable and responsible agenda within the hotel industry.

Pearson is not responsible for the content of any external internet sites. It is essential for tutors to preview each website before using it in class so as to ensure that the URL is still accurate, relevant and appropriate. We suggest that tutors bookmark useful websites and consider enabling students to access them through the school/college intranet.