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CO401 Multi-Genre Project

5/1/12

Annotated Bibliography

Alexander, Sarah. *Green Hotels: Opportunities and Resources for Success*. Ed. Carter Kennedy.

Zero Waste Alliance, Sept. 2002. Web. 3 Oct. 2010. <http://www.zerowaste.org/publications/GREEN_HO.PDF>.

In the article, “Green Hotels: Opportunities and Resources for Success” written for the Zero Waste Alliance, Sarah Alexander argues that hotels are consistently becoming greener because many in the hotel industry have recognized the negative impact on the environment through their business activities which harmonizes well with the newfound popularity of “ecotourism”. Ecotourism, as defined in this article, is tourism that is “nature-oriented and environmentally focused.” Since this type of tourism is on the rise, it provides a growing market for environmentally friendly practices in the tourism industry. Alexander also argues that hotels are becoming greener because the most costly and wasteful use of resources they use are the consumption of nonrenewable energy, excessive water use, and generation of waste.

Since this article is written for the Zero Waste Alliance, the goal it focuses on is reducing the consumption of resources and changing practices so that the waste produced in hotels can be utilized as raw material by someone else. This group argues that a zero waste approach can “increase efficiency, provide cost savings, reduce the burden of extraction from and waste to nature, and allow more resources to be available,” so the audience can be determined as environmentally conscious people with a focus on minimizing waste. This source can be applied to my perspective as it touches upon the environmentally mindful reasoning that hotels have in

their recognition that they actually want to change their negative impact; this differs from the intention that other sources say hotels have as they argue that more selfish intentions prevail.

Butler, Jim. "The Compelling 'Hard Case' for 'Green' Hotel Development." *Cornell Hospitality Quarterly* 49.3 (2008): 234-244. *Web of Science*. Web. 29 Sept. 2010.

In "The compelling 'Hard Case' for 'Green' Hotel Development" that appeared in the *Cornell Hospitality Quarterly*, Jim Butler argues that sustainable development in the hotel industry will be the new norm, unlike the attempts in the past that have just been "fads". Not only are government regulations for more energy-saving building codes being increased, but consumer demands for green standards are increasing as well. He provides past evidence for the rising trend of being ecologically friendly, lists large hotel companies that are launching initiatives for environmental programs, shows benefits as far as saving money and being healthier, and describes the certification regulations such as LEED and AB 32 in California.

The audience that can take this information and implement change is hotel managers/owners, the consumers that stay at hotels and even government officials that implement regulations. They can use this information and realize the benefits for building or retrofitting green hotels. Butler also describes the other side of the issue by mentioning possible hurdles that hotel developers face such as "finding vendors, contractors, engineers, housekeepers, and managers that understand new systems, products, and procedures." Even though these hurdles exist, Butler argues that hoteliers should start greener implements now because of the current benefits that may not exist in the future. Furthermore, Butler argues that "building green is the right thing to do for the hospitality industry, the public, and the planet". In order for this to happen, people need to be educated about the issue- developers need to learn

about it, as well as the companies, staffs, business partners, and the public. This source adds to my argument as it provides insight to the constraints of government regulations and consumer demands.

Kirk, David. "Environmental management in hotels." *International Journal of Contemporary Hospitality Management* 6 ser. 7 (1995): 3-8. *Emerald*. Web. 29 Sept. 2010.

The article, "Environmental Management in Hotels" by David Kirk explores the likely effects of environmental management in the hotel industry and the reasons why or why not hotels choose to implement environmentally conscious operations. It is argued that these reasons are based on location, customer expectations, and legal requirements. Kirk explains that there has been a change of focusing concern of environmental aspects from mainly pollution causing industries to a wider range in the 1980/90's. He argues that the hotel industry may not be in the frontline for concern in this environmental issue because of its relatively lower pollution levels and non-renewable energy consumption. In opposition to this, though, Kirk mentions that all small individual operations added together do have a significant effect on global resources.

The audience of this article consists of hotel managers/owners as well as the customers of these hotels concerned with environmental aspects. They can take the information provided and decide whether, or how, to implement change in their management/consumption. This source argues a different side of the situation from many of the other sources by arguing that in the case of becoming "green," the hospitality industry responds selfishly (direct financial gains) and from requirement because according to research in this article, customers do not want to pay additional costs for environmental management. Instead, it is argued that customers arrive with the image of luxury that overbears their concern with being environmentally conscious. This

adds to the question of my argument of why the hotel industry is changing to be more green and their specific intentions, whether they be selfishly based or based on their actual concern for rising environmental issues.

Motavalli, Jim. "Green Hotels: Beyond Good Hospitality." *The Environmental Magazine* July-Aug. 2002: 31. *ProQuest Multiple Databases*. Web. 29 Sept. 2010.

In Jim Motavalli's article "Green Hotels: Beyond Good Hospitality" that appeared in *The Environmental Magazine* in 2002, the focus is that hotels should concentrate on addressing local needs and benefits while attempting to be green as well as the idea that ecological awareness in hotels causes more business. The article argues that although a largely increasing amount of hotel businesses are attempting to be more environmentally sustainable, they aren't making enough efforts to address local people's needs and benefits, such as buying local produce and hiring local people. Motavalli presents a model of a hotel-like lodge built in Africa by local community members that focuses on local conservation efforts- this model presents what large hotel chains should aim for, but he states that they are "unlikely to ever be as conscientious as this". Even though hotels may not go as far as being local-only oriented, there is still an increase in the bookings of environmentally friendly guests after the addition of eco-amenities in hotels, which eventually offsets the costs of this type of construction. Also provided is information about the International Hotel Environment Initiative, a nonprofit organization started in 1993 that aids hotels internationally in the attempt to be more environmentally sustainable.

This source focuses on an audience of hotel businesses because of the gain of customers who are environmentally conscious and the customers themselves, especially those who are focused the benefits of being local. There is a website provided for those people who want to

make change and pay more attention to being community-based. This source adds to my argument that addresses what it takes for hotels to be considered “environmentally correct” or not, but also the intentions of hotels in being green just to attract business rather than the actually eco-oriented intentions argued by other sources.

Pizam, Abraham. “Green Hotels: A fad, ploy or fact of life?” *International Journal of Hospitality Management* 28.1 (2009): 1-1. *Web of Science*. Web. 29 Sept. 2010.

“Sustainable Solutions for Green Hotels.” *Global Stewards*. N.p., n.d. Web. 22 Sept. 2010. <<http://www.globalstewards.org/hotel.htm>>.

This editorial in the *International Journal of Hospitality Management* poses three specific questions regarding the phenomenon of the proliferation of green hotels. The first is whether it is a temporary fashion, the second is if it’s a marketing ploy to attract good natured and concerned tourists, and thirdly whether it’s a growing trend that will become a permanent feature. The audience is hotel managers and ecologically concerned tourists because they are the groups who are able to mediate change in this situation. The writer, Abraham Pizam takes a personal opinionated stance saying that he believes “green” hotels are both a marketing ploy as well as the beginning of a permanent change in hotel practices and operations. Although these hotels are possibly changing just for marketing enhancements, there are findings that a growing number of hoteliers are actually instituting programs that “save water and energy, reduce solid waste, use resources economically, protect the planet’s ecosystem, and provide products and services that do no harm to human health”. Although these are beneficial to the environment, the reasoning of this change is for “selfish profitable reasons”. This adds a new perspective to my argument with this selfish reasoning of why hotels are changing their practices.

“Why Should Hotels Be Green?” *Green Hotels Association*. N.p., 2010. Web. 22 Sept. 2010.
<<http://greenhotels.com/index.php>>.

The website of the “Green’ Hotels Association” defines “green” hotels as “environmentally friendly properties whose managers are eager to institute programs that save water, save energy, and reduce solid waste- while saving money- to help protect our one and only earth.” The purpose of this association is to help the audience of general managers, chief engineers, and executive housekeepers of hotels receive information and techniques on how to reduce bills while converting to environmentally friendly practices. This association argues that when energy saving measures are introduced, energy bills are reduced as well, a clearly win-win situation. They also argue that when these measures are incorporated in the hotels, the guests, staff and management are healthier because of the reduction of toxic and unhealthy chemicals. In order to help spur action, this association offers towel rack hangers and sheet changing cards for guests to use their linens more than once. This source reveals that there are many obvious benefits for hotels utilizing “green” practices, and they provide a list of hotels that are up to their standards. This supports and informs my perspective on the rise of hotels using eco-friendly practices and the reasons that support this rise.

Yu, Roger. “More Firms Prefer Employees Stay at ‘Green’ Hotels.” *USA Today* 9 Nov. 2009: n. pag.*Academic Search Premier*. Web. 22 Sept. 2010.

“More Firms Prefer Employees Stay at ‘Green’ Hotels” is a newspaper article by Roger Yu that appeared in USA Today in November 2009. There are two main benefits expressed as an outcome for companies to aim their traveling means toward environmentally friendly hotels. The first is that companies can boast their environmentally friendly conscious practices, and the

second being that hotels are further encouraged to implement energy conscious standards to attract business.

The audience is aimed toward large companies and hotel businesses as they are the groups that are able to mediate the change in their eco-friendly practices. Since these companies affect a large group of people, it is important that they understand the rising concern with having a “green” lifestyle in order to reduce our carbon footprint.

This article contains a lot of current information regarding the rise of green hotels and the rising amount of companies aiming their travel business to these green hotels. It is blunt and to the point with no personal narrative involved by the author. This source supports my perspective on travelling sustainably with the main argument being, “if two hotels are equal, you should choose green”, as said by Patricia Griffin of Green Hotels Association. The examples used to support this main idea can also support my argument with the statistics, questions posed at hotels, and major cities involved in the rise of green travelling measures.