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### Rhetorical Situation Analysis: Green Hotels

The appeal of “green” hotels has been on the rise since the beginning of the continuous concern focused on the impact of our actions that negatively impact the environment. The tourism industry is an extremely large one that is affected by many people worldwide, thus there are many different constraints and audiences involved in the situation of hotels and their actions taken to be more aware of their implications toward the environment. The exigence of the situation arises from the defective ways that hotels affect the environment if they don’t utilize sustainable means and can be changed with multiple sustainable modifications. The audience is composed of people involved in the hotel industry, as well as the consumers of this industry, as they are able to implement these modifications. There are many genres that address this situation which are largely composed of articles, websites, books, and editorials that work in different ways to portray a view of green hotels. Certain constraints do apply as there are many differing opinions and influences that appeal to the positions, yet through many logical findings, there is not much room for debate that environmentally sustainable practices in the hotel industry is in high demand for many reasons.

The exigence of the concern of global warming and other environmental issues causes the urgency in the hotel industry to implement change as well as in the travelers concerned with choosing to stay at green hotels. The continuous growth of the tourism industry has “created an increasing amount of stress on the environment” (Alexander). This rising stress has caused many people to rethink the way they travel. Since many people are changing their routines in order to

become more environmentally friendly, “many hoteliers use the label ‘green hotels’ as a marketing ploy to attract customers who are sympathetic to environmental causes” (Pizam). This could be considered a constraint as some hotels might falsely advertise their hotel as being “green” to attract customers when in fact they do not follow green standards. There are also those in the hotel industry who are legitimately concerned with their environmental impacts because they “have recognized the negative impacts their business activities have on the environment” and thus “have taken action to alleviate those impacts” (Alexander).

There are differing contexts in travelers and their decision to stay at a green hotel or not, which poses the constraint of consumer demand. As for large companies, many are “increasingly steering their travel business to hotels that meet ‘green’ environmental standards” (Yu). As a result of this, the companies can publicize their environmentally conscious practices and hotels are encouraged to implement energy-saving standards to attract guests. On an individual level, there are travelers concerned with the sustainability practices that different hotels use, and there are also travelers who are less concerned on this issue. In many situations, “guests may have unrealistic expectations of luxury and comfort in terms of green operation” (Butler). These types of customers arrive with the expectation of being pampered which overbears their concern with being environmentally conscious. There are also research based conclusions that a majority of customers do not want to pay for environmental maintenance. In opposition to this though, statistics have proved that there are many people who travel with environmental concerns, as shown by increase of business. For example, The Colony Hotel in Maine claims that their “bookings increased 25 percent after [its] green marketing campaign began” (Motavalli), thus proving the constraint on the growth of green hotels that derives from the demands of the consumers.

The constraints posed on this situation are also the costs of reconstructing hotels to meet green standards and government regulations to control global warming. The costs of hotels implementing sustainability practices definitely utilize a lot of money that the owners may not want to spend. Yet, most of the information on these types of costs shows that they will benefit financially in the long run. The managers at the Philadelphia Hotel say “the eco-amenities added two percent to construction costs, but this amount was soon offset by the increased bookings of environmental guests” (Motavalli). As far as government regulation, there are many active requirements in order for buildings to be environmentally conscious, depending on the location of the hotel. Although these regulations may not be imposed strictly on hotel buildings, “as a hotelier in today’s world, the time is now to consider the means by which you can meet the aggressive standards... because they will face like-minded legislation in the future” (Butler). The increased costs and limitations posed by legislature are bound to affect the hotel industry at large.

The authors of the sources in this situation appeal to logic, emotion, and credibility in order to sustain their argument and its effectiveness. There are many types of logical evidence that support different factors in the rise of green hotels including statistics and facts regarding the benefits of green hotels. Green hotels are said to provide financial benefits and healthier working environments along with the obvious conservation elements with energy, water and waste with the preservation of a natural environment. These appeals are effective because they provide true evidence in a changing situation. The authors appeal to pathos as they argue that humans are morally in debt to the environment. The idea here is that “if two hotels are equal, you should choose green” (Yu) because it is the right thing to do. This effect on the reader can be more effective than others since emotional aspects of situations are often stronger than simple facts. As far as the authors’ appeal to ethos, some of the writers lack appropriate credibility while others

are more trustworthy through their credentials. Some of the authors are simply newspaper journalists without much prior knowledge on the subject while others have immensely more experience on the subject, such as Jim Butler who is the author of a hotel law website as well as the leader of a Global Hospitality Group. The broad newspaper articles may not be as trustworthy as the editorials and articles that appear in environmentally-focused genres.

The exigence of the rising demand of green hotels is important with consideration to how the audience, contexts, and constraints work together in a certain genre. The contexts can be seen through the perspectives of the hoteliers and the consumers. Hotels may have certain reasoning for why they choose to be green, but it depends on the context of the customers and their demand for environmentally friendly hotel practices. The constraints also work to push or limit hotels to be green with the aspects of the financial limitations and government regulations. The audience, being the environmentally conscious hotel operators and consumers, is the group that can take this information and further implement a positive change for the environment by choosing to abide by sustainable standards during their travels as well as educate others on the issue. The authors generally meet all of these standards with addition to their argument-appeals to locos, ethos, and pathos in order to provide the aspects needed to understand this situation and why it's important.