



Greetings!

The Importance of Environmental Sustainability in the Hospitality Industry

Environmental sustainability is about acting in a way that ensures future generations have the natural resources available to live an equal if not better way of life as current generations. There is global consensus that there is need to ensure environmental sustainability, so as to tackle the increasing threats associated with environmental challenges of our lifetime such as climate change. It is no secret that modern patterns of consumption are to blame for the current state of our environment, and this has put various industries such as tourism at odds with the environmental movement. These issues have been brought on our doorstep and the most conscious of consumers now acknowledge the need to be an active part of the solution.

Why go green?

With the increase in both casual and business travel, there has been increase in environmental impacts. For instance, the levels of waste produced by guests have grown exponentially and the only way to remedy this situation is through the reorganization of existing practices in favour of more environmentally friendly solutions.

Luckily, guests are more concerned than ever with their environmental footprint and will gladly visit hotels and camps which strive for sustainability. As such going green is no longer simply a matter of consciousness but a business opportunity not to be overlooked, and here are some of the ways in which you can achieve this:

Waste reduction

The generation of food waste for instance, is inevitable for all hotels and camps, but a good way of making sure that any excess produce doesn't end up in a municipal dumpsite is to have a local composting site. But having less food to compost would be ideal, which is why it's best to use

local vendors and fresh seasonal produce. Guests are much more likely to engage with such a menu because of its freshness thus less to throw away. The camps and lodges can then use the compost manure in their gardens or redistribute it to the surrounding community. The picture below taken during the ecorating reassessment of Kichwa Tembo in November 2019 illustrates a properly covered compost site.



Energy Consumption

Energy conservation is also an important area where we can promote environmental sustainability. While there has been increased technological advancement, coupled with increased use of electricity, the good news is that accommodations are looking to cut back on energy consumption by implementing energy conservation measures such as key-card activated electric keys and energy saving bulbs. This simply means that it would be impossible for a guest to forget the light on in their room. While the initial investment in the technology could be high it is more than made up for in the years to come, as it saves on utility and it's also eco-friendly. Below is an image illustration of energy saving bulbs in use during the ecorating reassessment of Lake Elmenteita Serena conducted in June 2019.



Water Management

Water wastage is one of the most often overlooked aspects of sustainability. It poses a particularly challenging issue for hoteliers in areas such as cleaning of a swimming pool. But the real challenge here is not communal swimming and bathing areas, but rather something that on the first look, seems quite harmless. Leaky taps probably account for larger water waste and adding leak detectors can aid you in reducing water waste. Along with the help of low-flow showerheads, you can take the reins on your establishment's water usage and improve your hotel efficiency.

Involve Guests

Many modern guests are both environmentally engaged and self-sufficient which is why it's so important to communicate your sustainability practices and encourage them to participate at their fullest.

If you give your guests the option to recycle they will do so, if you provide them with the opportunity to handle much of their own guest experience at your hotel, they will most certainly take it. The below picture was taken during the ecorating assessment of Emboo River Camp in November 2019 illustrates a notice to involve the guests in conservation.



These are just a few areas in which you can promote environmental sustainability. From the above discussions it's evident that green hotels and camps are more than a trend, nowadays companies will favour sustainable hotels for their events as part of their own branding with environmentally friendly practices. Private guests will also look at your business with new eyes as sustainable hotels and camps are the epitome of innovation, proving that you can help yourself by doing the smart thing while helping preserve the environment!