

A Study to Review the Green Ecology and Sustainable Development in the Hotel Industry—Case Study of Coral Coast Resort Accor Vacation Club Apartments

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ABSTRACT: This paper aims to investigate the green ecology and sustainable development practices in the hotel industry, with a specific focus on the Coral Coast Resort Accor Vacation Club Apartments. The impact of travel and tourism on the environment and ecology has become a growing concern, with a majority of global travelers emphasizing the importance of sustainable travel. Additionally, consumers increasingly expect brands, including hotels, to contribute to environmental improvement. The concept of sustainable tourism has been discussed for decades, and sustainable development has emerged as a crucial aspect of economic, ecological, and social coordination. For hotels, achieving sustainable development while providing quality service is a significant challenge. It is vital for hotels to conserve resources and meet consumers' green demands. International hotels have been implementing innovative practices in ecological protection and sustainable development, which will be explored in this paper. By examining the experiences of Coral Coast Resort Accor Vacation Club Apartments and other international hotels, this study aims to provide insights into green ecology and sustainable development in the hotel industry.

KEYWORDS -Green ecology, sustainable development, travel and tourism, environment, hotels

I. INTRODUCTION

The impact of travel and tourism on the environment and ecology is costly. According to Skift Research, 83% of global travelers believe that sustainable travel is essential. In addition, according to Booking's 2021 sustainability report, 73% of travelers prefer Hotels with sustainable development practices, and 61% of their respondents said that the epidemic made them want to travel in a more sustainable way in the future. Futtera's latest research in Britain and the United States shows that 88% of consumers want brands to help them improve their environment. In fact, the idea of "sustainable tourism" has been discussed since the 1980s. Sustainable development is an inexhaustible driving force for the development of an industry. The purpose is to achieve the coordination and unity of a sustainable economy, ecology, and society. As a part of the socio-economic subject, how to better save resources while providing service products is an important issue to realize the sustainable development of hotels. At the same time, more and more consumers' awareness of ecological and environmental protection has been awakened, and consumers' green demand is also growing. International hotels have many novel practices in ecological protection and sustainable development. This paper will then introduce these practices to learn about green ecology and sustainable development in the hotel industry.

II. LITERATURE REVIEW

Economically, applying energy-efficient products in hotels is a significant challenge to reduce the waste of hotel resources. The main part of the energy supply of ecological hotels depends on renewable energy, using low-energy LED lighting, water-saving flow control systems, solar panels, or wind turbines, all of which have significantly reduced the carbon emissions of hotels. The development of science and technology also facilitates the development of energy-saving measures in hotels. The APP smart device of "field guide" developed by 1 Hotel under Starwood Capital Group not only facilitates guests in the hotel but also creates conditions for the paperless office. Guests can control the TV and temperature of the room through this application. They can also book relevant hotel products by booking room service and contacting the front desk, which not only improves the service efficiency but also creates conditions for the hotel to save paper resources better. At the same time, the hotel will not provide disposable bottled toiletries, do not provide paper in the guest room or remove plastic garbage bags, replace disposable toiletries with recyclable glass bottles, use towels or bed sheets made of organic, recycled materials in the hotel, reduce the times of room cleaning with the consent of guests, and recycle the daily necessities of the guest room.

Ecologically, it is a challenge in developing a hotel to construct an ecological and organic environmental atmosphere and let tourists feel green and healthy while staying in the hotel. Barry Sternlicht, CEO of 1 Hotel, once said: "It is the responsibility of 1 Hotel to capture the beauty of nature in the hotel and promise to protect it as much as we can". 1 hotel reprocesses and uses the trees eaten by the beetles discarded by people as the wood on the room's ceiling, protects resources based on constructing an environmentally friendly hotel, and uses natural products as works of art displayed by the hotel. The hotel also planted hundreds of green plants to provide guests with a green and comfortable accommodation environment. At the same time, Zleep Hotels of Aalborg has planted green plants on the roof to form a green roof, which is used to adjust the hotel temperature. In summer, the green plants on the roof will reflect sunlight and cool the hotel buildings. When it rains, plants will absorb rainwater, which can not only filter noise but also prolong the life of the roof. At the same time, the green roof has also become a new habitat for animals.

As for the social aspect, the participation of guests plays an essential role in developing hotel environmental protection measures. The dissemination of sustainable concepts to guests is a necessary foundation for the green and healthy development of the hotel. 1 hotel is pasted with the slogan of environmental protection, and the hotel staff will also encourage all customers to save resources. For example, the shower room of the hotel is equipped with a timer to remind everyone that saving time can contribute to the earth. The hotel will also carry out various natural and organic activities. There is a farmers' market in the lobby of each hotel for tourists to purchase, in which these organic agricultural products and seasonal vegetables from local farmers' markets will also be used in hotels, not only promoting the consumption of local farm products but also reducing the carbon emission of food transportation. The Draycott Hotel in London has put forward a green policy for guests to join the cause of environmental protection. Guests can participate in the practice of the concept of green development of the hotel by leaving the room, turning off the lights and the faucet, sorting the garbage, and reducing the replacement times of towels and sheets. At the same time, guests are encouraged to bring their spare books to the hotel, which will be sold, and then donate the money to local charities. In addition, the hotel will also provide tourists with walking maps of local scenic spots to encourage tourists to walk, ride bicycles, or use London public transport to reduce carbon emissions during travel.

Sustainable development is not only the trend of the times, but also the inevitable trend of the development of the hotel industry. The above-mentioned foreign hotels undertake sustainable development responsibilities, implement energy-saving measures, create an organic atmosphere of the hotel, and encourage guests to participate in environmental protection actions, which can better provide a reference for the hotel industry to save resources and reduce waste, and also contribute to the development of the hotel industry.

III. CASE STUDY-- BRIEF INTRODUCTION OF CORAL COAST RESORT ACCOR VACATION CLUB APARTMENTS

In this paper, I will apply sustainability knowledge to hotel operations in Coral Coast Resort Accor Vacation Club Apartments, located in Palm Bay, 6 minutes walk from Ellis Beach, equipped with popular facilities--outdoor swimming pool, free private parking, fitness center, and garden. This hotel is an excellent choice for two travelers coming here, while also has family rooms, with electric kettle, air conditioning, and flat-screen TV. Especially, it has been highly rated by recent guests (8.7) for its favorable location--this accommodation is a 7-minute walk from Palm Cove Beach, with the nearest airport -- Cairns Airport, providing the paid airport shuttle bus service. Given the guests' reviews, there are five reasons to live here: Prices you can't beat; Booking is safe; Manage your bookings online; The staff speaks fluent English; Great location and facilities for couples. In the design and operation process of this coastal hotel, the impact on the environment should be considered, and the pollution of the environment and the waste of resources should be minimized. As a seaside accommodation, improving energy efficiency, recycling and reuse, water conservation, and education are their main challenges. The following part will discuss specific challenges and suggestions for Coral Coast Resort Accor Vacation Club Apartments' sustainable development.

IV. CASE STUDY-- SUSTAINABILITY CHALLENGES AND FEASIBLE RECOMMENDATIONS OF CORAL COAST RESORT ACCOR VACATION CLUB APARTMENTS

Energy use is the top priority for service industries, especially hotels. Thanks to its unique location, the design idea should focus on humanities and art as the core, and pay attention to the construction of space comfort and temperament according to the guests' comments. In terms of materials, it'd be better to insist on taking and using them locally as much as possible, which is not only an efficient cycle of local culture and ecology, but also an essential means to integrate local coastal cultural elements and convey the sense of organic. To be more specific, Coral Coast Resort Accor Vacation Club Apartments can be decorated with natural materials such as green plants to get the concept of "green." It can also use a modern architectural style, with natural light introduced by fully considering the environment of the building itself, with many functional designs and the concept of an all-weather catering service to create a comprehensive sustainable tourism experience. As a resort hotel, the main public areas should use natural light as much as possible during the day. For example, skylights and open corridors can be installed in the Coral Coast Resort Accor Vacation Club Apartments. As for areas not often used by guests, automatic protection systems such as timers, light sensors, or motion sensors can be installed. The initial building shell design should be considered for the hotel air conditioning system to reduce the impact on energy load, including using certain insulating materials. Install double-glazed windows to prevent light reflection on windows and preserve heat or air conditioning in the house. The temperature regulating system device in the guest room uses the real-time temperature control system to turn off the heating or air conditioning when the guest room is vacant. The guest room can be heated or cooled quickly when the guest uses it.

In addition, the most critical group in the hotel industry is their guests themselves, so how to make guests involved in green practices is a significant challenge. The participation of guests is of great significance to the development of hotel sustainable measures. Coral Coast Resort Accor Vacation Club Apartments can introduce their local community, environment, and carbon emission offset information to their guests, and inform them that Accor hotel group launched the "Planet 21" environmental protection plan, encouraging the group hotels to implement the concept of sustainable development in the process of operation, and took "healthy food" and "energy-saving buildings" as the two fundamental problems to be solved. "Planet 21" environmental protection plan unifies hotel employees, hotel guests, partners, and local communities to participate in the cause of hotel ecological protection. In addition, the hotel can also introduce various energy-saving measures being implemented by the hotel to guests, encourage guests to reuse resources like bottles, consider using public transport like their shuttle bus or bicycle, encourage guests to participate in their local environmental protection activities like hiking, replanting, and cycling to reduce carbon footprint and protect the natural environment.

Furthermore, creating an environmental protection culture in the hotel is a big challenge. Coral Coast Resort Accor Vacation Club Apartments, can continue the concept of green sustainability with guests in various creative and innovative activities. Utilizing their geographic advantage, guests can put a small stone outside the door instead of a typical plastic sign when they want their room cleaned. Guests willing to give up daily cleaning during their stay can be offered a free shuttle bus service to Cairns Airport. Besides, each suite includes a recyclable blackboard that can be used for writing to save paper. For the most favorable shuttle bus service, an electric shuttle bus would be a better sustainable option in the long run. In their coastal areas, plastic water bottles have significantly damaged the environment, so Coral Coast Resort Accor Vacation Club Apartments should get rid of them. I suggest the hotel use recycled aluminum as a water cup, and after guests leave the hotel, they can take the bottle away and still use it at the next journey stop, rather than buying PVC water bottles and throwing them away when they are used up. Bit by bit, action brings together efficient green measures.

V. CONCLUSION

As a crucial link in tourism, many hotels have long adhered to the concept of "sustainable development, and have long contributed to "sustainable tourism". In the long run, some sustainable measures adopted by hotel operators can reduce hotel costs and improve our planet's environment significantly. This study has emphasized the need for hotels, including the Coral Coast Resort Accor Vacation Club Apartments, to prioritize sustainable development in response to the growing demand for environmentally friendly accommodations. The implementation of green initiatives not only contributes to environmental conservation but also results in economic benefits and enhanced brand reputation. It is hoped that the insights provided by this study will encourage more hotels to adopt sustainable practices and contribute to the overall sustainability of the hotel industry.

In conclusion, this paper provides a comprehensive investigation into the green ecology and sustainable development practices in the hotel industry, specifically focusing on the case study of the Coral Coast Resort Accor Vacation Club Apartments. The study was prompted by the increasing concern over the impact of travel and tourism on the environment and ecology, as well as the growing demand for sustainable travel among global travelers.

Throughout the paper, the concept of sustainable tourism and sustainable development has been discussed in the context of the hotel industry. It is evident that hotels face significant challenges in balancing resource conservation and meeting consumers' green demands. However, international hotels, including the Coral Coast Resort Accor Vacation Club Apartments, have been implementing innovative practices in ecological protection and sustainable development.

By examining the experiences of the Coral Coast Resort Accor Vacation Club Apartments and other international hotels, this study has provided valuable insights into green ecology and sustainable development practices in the hotel industry. The case study of the Coral Coast Resort Accor Vacation Club Apartments has showcased various initiatives taken by the hotel to promote sustainable practices, such as energy conservation, waste reduction, water management, and community engagement.

Furthermore, the study has found that implementing sustainable practices not only contributes to environmental and ecological conservation but also leads to economic benefits for hotels. By reducing energy and resource consumption, hotels can achieve cost savings and improve their overall profitability. Additionally, adopting sustainable practices enhances the reputation of hotels and attracts environmentally conscious travelers, thereby driving business growth.

The findings of this study highlight the importance of proactive efforts by hotels to integrate green ecology and sustainable development into their operations. Hotels need to continuously evaluate their practices, invest in sustainable technologies, and engage in partnerships with local communities to ensure the long-term sustainability of the industry.

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