



MEMORANDUM

To:

From:

Date:

Dear Sir,

Addressing issues concerning sustainability in the hotel industry is very important. The reason is that the business is capital intensive, and might only generate returns in the long term, thus there is need for measures that would ensure the hotel becomes sustainable. Operations that extends for a long period ensures that the owner of the business gets profit from the investment he/she had earlier invested (Hayes and Ninemeier 41). Since this is a major property including 2,200 rooms in an 8-story hotel, a medium size conference center, a snack bar, full service restaurant, and bar, 18-hole golf course, and other amenities, the extent to which the hotel regulates its energy consumption would make it sustainable. Furthermore, it will determine its profitability because the cost of energy continues to increase.

According to Hayes and Ninemeier (2006), this calls for several sustainability measures in line with the requirements of the industry, some of which are as explained herein.

First, it is not important to include a golf course within the hotel because this will lead to increased security concerns among the golf players. Since golf attracts high-end or affluent personalities, they may need adequate security measures while in the restaurant, thus it may lock other potential customers (Werbach 102). Some of the security measures might be a threat to other middle-class people who may not opt to visit the hotel. Moreover, the cost of meals and accommodation would be out of reach for many potential customers, thus they might shy off. In some cases, the high-end consumers might not frequent the hotel and they might not be many, hence this could lower the profit that the business makes on daily basis (Hitchcock and Willard 12). This means that excluding the golf resort will be advantageous to the hotel as it would increase the number of customers whose income level are average. They are many and the number keeps growing, thus it provides a better opportunity for the hotel to reap more from this population.

Another alternative is that the hotel management should consider using energy saver bulbs within the entire hotel to reduce energy consumption. Since it has 2,200 rooms, the number of visitors it receives might be high, and sometimes the lights might be on for 24 hours. In such situations, if the company uses bulbs that consume a lot

of energy, electricity bill might be very high and could limit the profits that the hotel realizes. Moreover, the management must make sure that all the facilities that are not in use have their power switched off by the hotel's employees responsible for that section. This would make the hotel not loose a lot of energy because of wasteful use of lights. Hayes and Ninemeier (2006) argued that reducing the energy consumption at the facility might increase the sustainability of the hotel because only sections that are in use will have their power on. Moreover, even if the energy saver bulbs are in use for long hours in the facilities occupied, the amount of energy that would consume will be generally low. Consequently, this will reduce the overall expenditure leading to its sustainability.

Recommendations

A number of recommendations are appropriate to the chief operations officer of the hotel as he goes about managing the facility. For example, the management should consider installing energy saver bulbs in all rooms (Hayes and Ninemeier 58). The hotel stands to benefit from the use of energy saver bulbs (O'Fallon and Rutherford 14). It would also mean that the power in the hotel rooms vacant and other social amenities like the conference facility are always off.

It is also important for the chief operating office to plan to increase the

stock of energy saver bulbs to cater for emergency and meet the needs of customers who may be inconvenienced if the ones they use go off unexpectedly. Customers should not stay long in a room without electricity because the one that was in use went off, and they would prefer to wait for the shortest time possible for a new bulb to be installed to avoid inconveniences (Willard 70). The inclusion of children's zone that does not require electricity is important for the hotel because it will encourage the whole family to visit the place. There will be no additional cost of energy for the hotel, thus promoting its sustainability. Here, the parents will be sure that as they have good time at the restaurant, their children will have a safe place for playing and interacting with others.

The other recommendation concerns the full service restaurant. This zone is also important for certain categories of clients, especially those who feel comfortable taking their meals in the presence of many consumers. According to O'Fallon and Rutherford (2010), the bulbs should only be on when necessary. This is important because it will save energy use in the full service restaurant and other common areas. Less consumption of energy would be economical to the hotel, thus making it sustainable. If the management does not consider the energy use, then the cost of maintaining the facility might be very high, making it not sustainable (O'Fallon and Rutherford 22).

It is also important that the management create awareness through posters at all electricity switches, asking users to switch off electricity

when not in use as this measure would help save energy (Werbach 145). This ensures that the hotel minimizes its energy consumption, thereby being sustainable. Willard (2012) also indicated that there are people who do not put off lights when they sleep. Since they will use the power for more than 12 hours a night, energy saver bulbs become very appropriate in controlling energy consumption.

Justification

The above recommendations are very important to the hotel because their full and accurate implementation during the management of the restaurant will assure it of low energy consumption and sustainability. In terms of their justification, it makes no sense to manage such a facility of the magnitude without considering the energy consumption by the expected consumers, their preferences and anticipated length of stay at the facility. For instance, when the hotel intends to attract more clients, the energy consumption at the facilities such as snack bars, full service restaurant, a bar, accommodation rooms, and conference rooms might be high. Moreover, it might be out of manageable limits if the facilities have high-energy consuming bulbs. There would be high bills because of pressure from the high number of users, leading to increased expenses for the hotel. This situation could result to more expenditure on electricity bills, thus making the hotel unsustainable. Therefore, the introduction of energy saver bulbs in lighting the

facilities, especially only the ones in use and at appropriate times, will mitigate this problem and boost sustainability.

In addition, carrying out proper audit and maintenance of the lighting system would reduce the amount of energy actually used in the 2,200 rooms, snack bars, full service area, and bars. Consequently, this minimizes energy consumption. Consequently, low energy use from all the facilities in use would limit expenses in terms of bill payment, thus leading to sustainability of the hotel. As a result, these measures would lead to sustainability of the hotel even if more customers frequent the facility.