

Adoption of sustainability practices: Auckland Hotels

Newlands K. J. Unitec Institute of Technology, Auckland

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Attached

Abstract one page

PowerPoint Presentation five pages, 25 slides

Presentation see Conference programme see listing on page 7/9, Pukete Room 1100-1230

Adoption of sustainability tourism practices: Auckland hotels.

Newlands, K. J. Unitec Institute of Technology Auckland New Zealand
Schitko, D. AUT University Auckland New Zealand

Abstract

This paper reports the findings of a survey of the reasons for adoption or non-adoption of sustainable practices by hotels in the greater Auckland region.

New Zealand prides itself on its clean green image. For over ten years Tourism New Zealand has used this catch cry to promote New Zealand. However some customers are becoming increasingly aware that New Zealand is not as green as it portrays, many are actively choosing to stay in accommodation that is really green.

A major longitudinal study of sustainability in SME's by Waikato University includes a small representation of the retail hotel and restaurants sector (11%) amongst the industries respondents (Collins, Lawrence, Roper & Haar, 2010). While that work indicates an increase in the adoption of sustainable business practices, this survey focuses primarily on the hospitality sector of the tourism industry, to provide a more in-depth review of the adoption such practices.

The Tourism Industry Association (2011) 'Strategy towards 2015' is based on the principles adopted of Kaitiakitanga and Manaakitanga. 'Kaitiakitanga' means guardianship, care and protection. It provides a basis for an approach to sustainably managing the natural and cultural environment for current and future generations. 'Manaakitanga' means sharing exceptional and natural hospitality, knowledge and beliefs, on the basis of mutual respect between host and visitor.

Rod Oram (2011), a business commentator, headlined an article about the 2011 merger of Business New Zealand's Sustainability Business Forum and the New Zealand Business Council for Sustainable Development Sustainability into a new entity the Sustainable Business forum as "Sustainability key to success." Oram noted that the three top reasons that companies adopted sustainable practices were to improve efficiency and reduce costs, safeguard their reputation and thirdly to spur growth.



This research quantifies the extent of the adoption of sustainable practices, and the reasons for their adoption or otherwise amongst Auckland hotels.

Key Words: Sustainability, business practices, Auckland, hotels

References



Collins, E., Lawrence, S., Roper, J. & Haar, J. (August 2010). Business sustainability practices during the recession: The growing sustainability divide. Waikato Management School University of Waikato retrieved from <http://cms.mngt.waikato.ac.nz/webdocs/research/sustainability/BusinessSustainabilityPracticesDuringtheRecession.pdf>

Oram, R. (2011, December 05).). Sustainability key to success. Sunday StarTimes retrieved from <http://www.stuff.co.nz/sunday-star-times/columnists/6081094/Sustainability-key-to-success>

Kia Ora.
**"Sustainable
 tourism practices:
 Auckland hotels"**

Ken Newlands (Unitec) and Denise Schitko (AUT)
 NZTHR Conference 9-12 Dec 2014 Novatel Tainui hotel
 Hamilton New Zealand

Methodology

Replicate early sustainability research of Collins, Lawrence, Roper and Haar but apply to hospitality industry and Auckland hotels in particular.

Initial search of tourism accommodation websites suggested 200 hotels in greater Auckland.



Discovered many listed hotels did not meet usual criteria of a hotel, e.g. no inhouse restaurant .

Ethics approval from partner Institutions Unitec and AUT

Personal phone call to establish email contact details

Seven interviews and invitation to respond on line Voic!

Reminders and offer of personal interview,
 47 respondents 80 Auckland hotels



Background

Dr Eva Collins, Prof Stewart Lawrence, Prof Juliet Roper and Dr Jarrod Haar Waikato Management School University of Waikato, Longitudinal study in 2003, 2006, 2010 but only 11% respondents from hotel, restaurant sector.

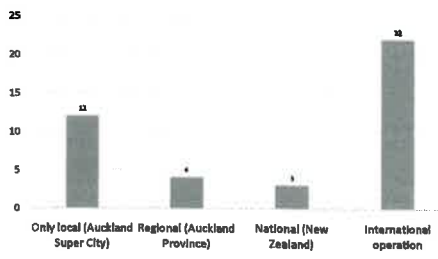
Adoption or not of sustainable business practices?

Importance of social and environmental strategies in sustainable strategy



Tourism Industry strategy "Towards 2025" is based on the principles of Kaitiakitanga and Manaakitanga

Geographic scale of company



| Geographic Scale | Count |
|----------------------------------|-------|
| Only local (Auckland Super City) | 12 |
| Regional (Auckland Province) | 4 |
| National (New Zealand) | 3 |
| International operation | 21 |



Kaitiakitanga and Manaakitanga

'Kaitiakitanga' = guardianship, care and protection. Provides a basis for an approach to sustainably managing the natural and cultural environment for current and future generations.

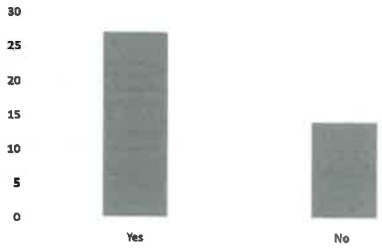
'Manaakitanga' means sharing exceptional and natural hospitality, knowledge and beliefs, on the basis of mutual respect between host and visitor.

Oram (2011) "Sustainability key to success" concludes companies adopted sustainable practices to:

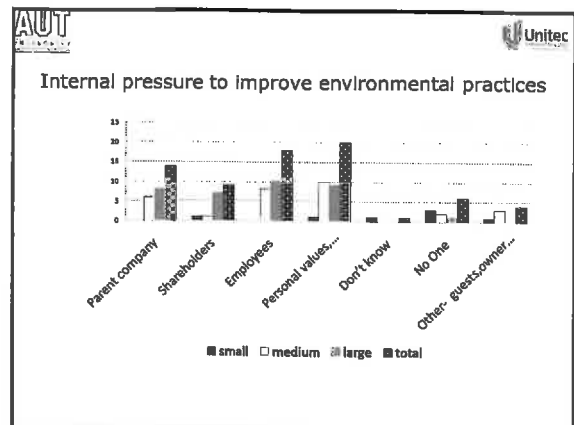
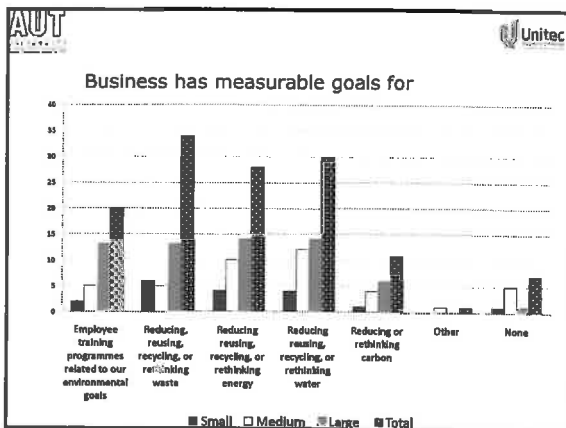
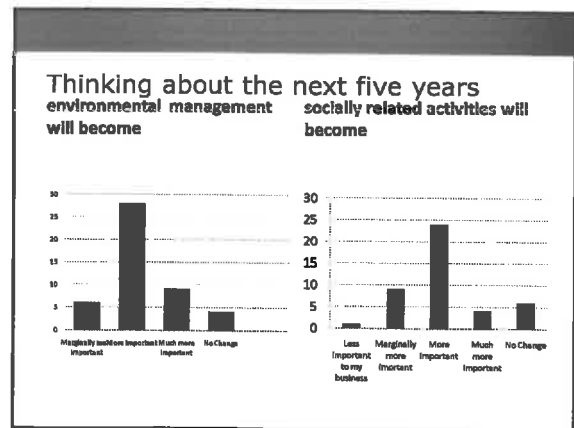
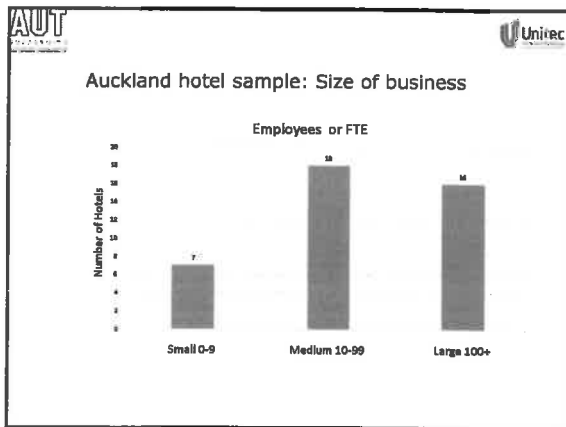
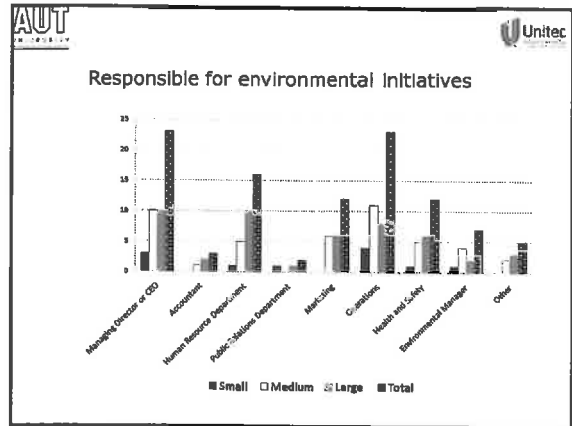
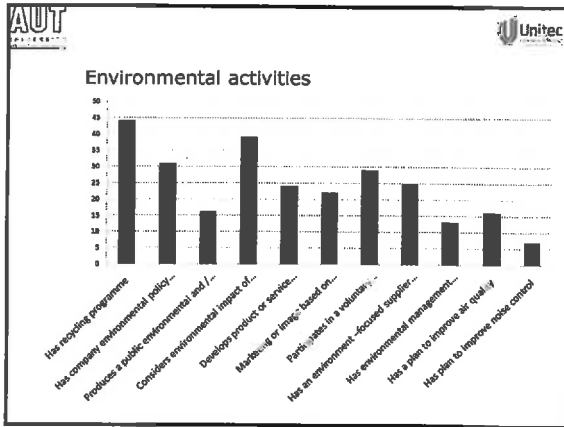
- 1: improve efficiency and reduce costs
- 2: safeguard their reputation and
- 3: to spur growth

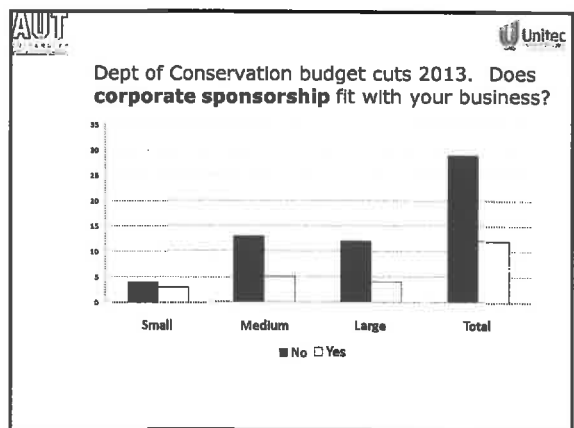
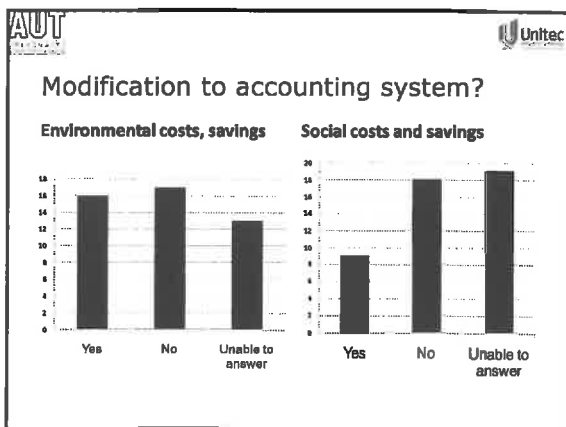
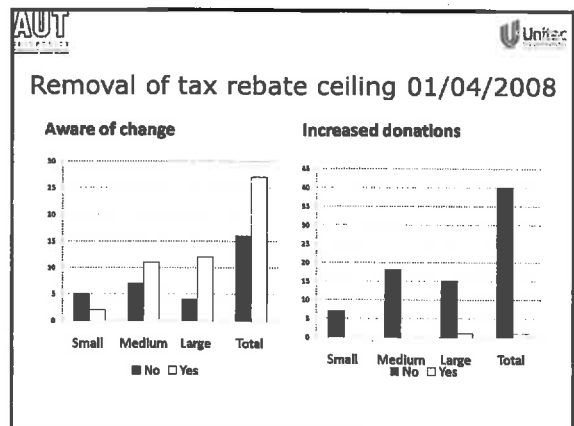
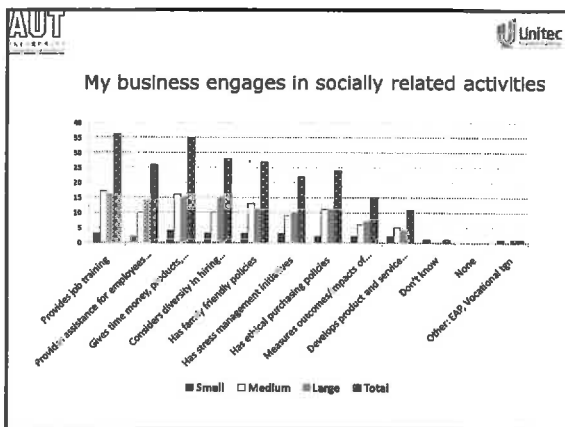
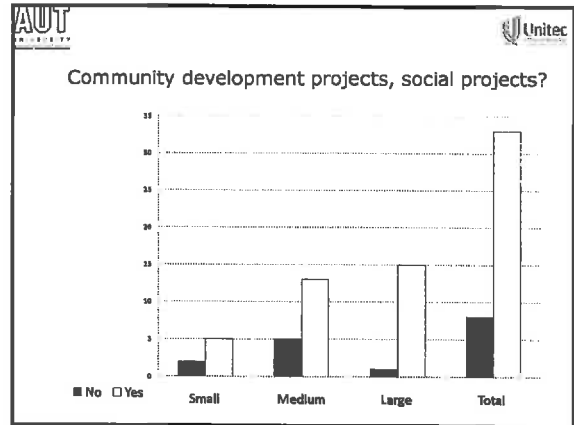
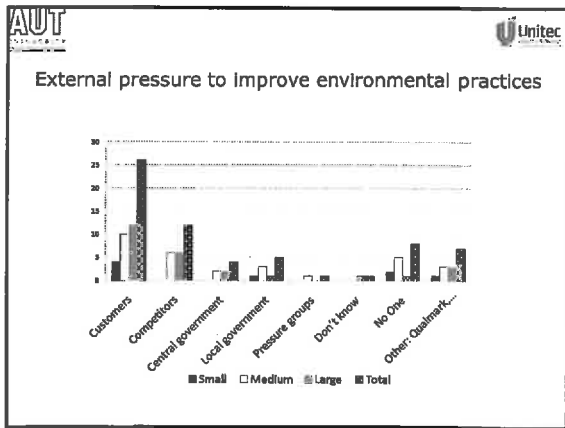



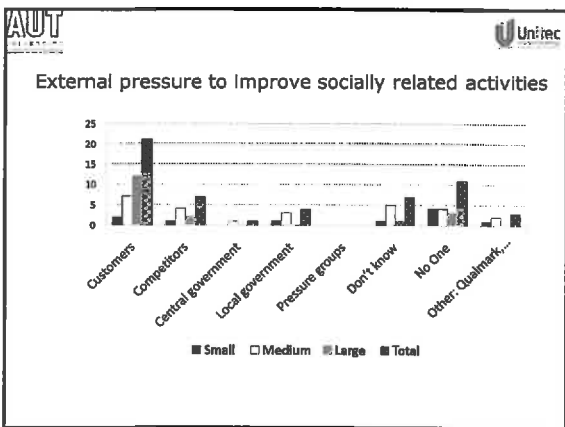
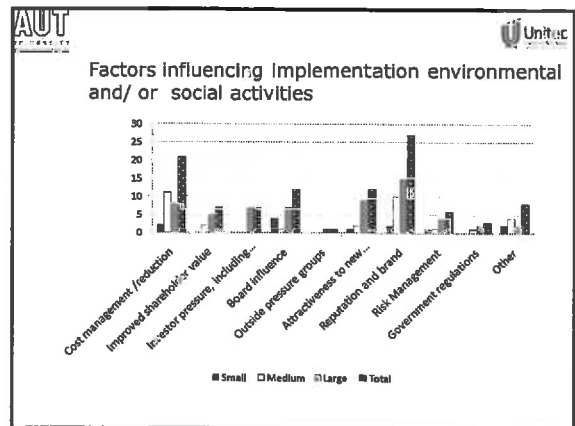
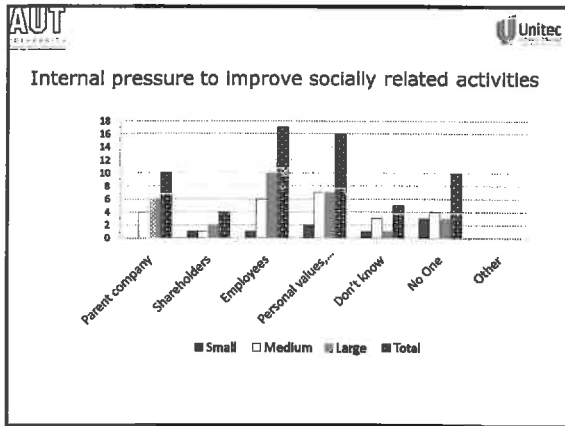
Family owned or operated



| Family Owned or Operated | Count |
|--------------------------|-------|
| Yes | 27 |
| No | 14 |

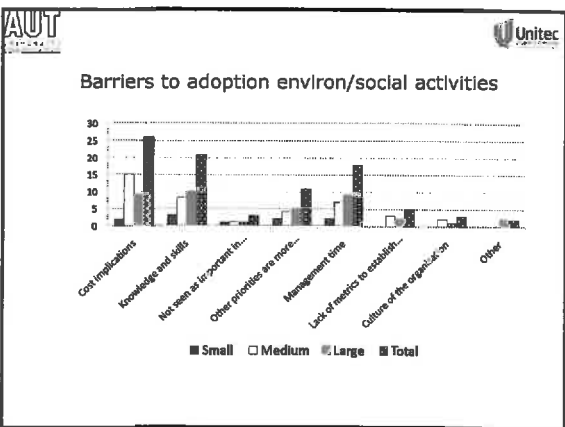






Information to facilitate sustainability strategy

- "Clear cases with ROI figures-how it will improve the business"
- "e file, paper-less environment"
- "Easy access to sustainable business ideas, suggestions for improvements, suggestions of good websites or and Newsletters to follow"
- "Educating the upper management more frequently"
- "Government / Council initiatives"
- "Local Sustainable Innovation Expo"
- "Model templates"
- "Some direction from TNZ so that hotel strategy is in sync"



11/12/2014



Conclusions

Respondents generally aware of positive effect of environmental and social sustainability practices, but not all have measurable goals

Enthusiasm of managers, employees important as well as programmes such as Planet 21, CarbonZero

More examples of sustainable practices,

Promulgation of international websites and organisations that assist with examples of sustainable business practices

Further analysis of this dataset, ANOVA tests of business engagement by business/ size

Expand research beyond Auckland hotels across tourism providers, but determine who can respond to a survey, e.g. HR manager to increase initial response rate beyond 50%

Thank You

Site visit - not for wine
Brewery - Chardonnay
Ten

11th New Zealand Tourism and Hospitality Research Conference

9th - 12 December 2014

Venue

Novotel Tanui

Victoria Street, Hamilton

Conference Hosts

Department of Tourism and Hospitality Management

And

China-New Zealand Tourism Research Unit

The University of Waikato Management School

Check Tourism 2025

Blog

Welcome
Kia Ora

* posters

Do MME
→ Canterbury

Managerial
Implications

Mixed Method approach

- Participant observation
- Semi structure int
- Visitor survey

Expert Panel review

Pilot Study - Hunter Valley

- Factor analysis
- Data Description for difference ANOVA

Theoretical contributions
Practical contributions

Registration form 4.00 pm 9th December
Tanui Novotel, Victoria Street

7.00 pm Reception

Conference Sessions

10th December

8.00 am onward - registration

9.00 am – 11.10am

The Union Room

Welcome Speeches

9.00 – 9.05

Chris Ryan – Conference Convenor

9.05 – 9.15

Ash Puriri Indigenous Advisor

9.15 – 9.25

Kiri Goulter – CEO Hamilton-Waikato RTO.

9.25 – 10.00

Stephen Riley

Tourism Industry Association New Zealand

*Tourism 2025 – The Policy Document of the
Tourism Industry Association*

1995 - 50 studied now 25,000 in NZ!
 visit market → 15% holiday → 180,000
 9000
 15% VFR

presses \$ of change / transaction
 Delegation group 1995-2005 ✓ 2000- now
 Group 18-20 v. few IT, many (no individual)
 New red diversity / - 18-24 months
 % decline but real nos ???
 Austerity messages effect

AOS → shopping tour
 Food a wide dog
 AOS visa partner with AOS Travel Agent - Travel velocity Employment
 Ministry of Business Innovation and
 Chinese international visitors - past, present
 and future
 Quality issue Visitor Satisfaction → code of conduct
 AOS visa partner with AOS Travel Agent - Travel velocity Employment
 Ministry of Business Innovation and
 Chinese international visitors - past, present
 and future
 Quality issue Visitor Satisfaction → code of conduct

11.10 - 11.30am Coffee Break
 11.30 - 12.30pm Fairfield Room
 Chair Person Mirrin Locke

Hotel Operations
 How does ICT adoption enhance customer experience? An investigation in luxury hotels in Shanghai
 Lianping Ren, Peilai Wang & Hanqin Qiu Zhang

Implementation of Employee Empowerment in Chinese State-owned Hotels as seen through the Lens of Cultural Barriers
 Jun Wen, Tim Lockyer & Ann Zahra

Tourism Products and Chinese Culture *
 Understanding the subjectivities of Chinese outbound tourists: New Zealand contemplates becoming China ready
 Judan Zhang & Eric Shelton

Whitiara Room
 Chair Person Bongkosh N. Rittichainuwat
Gender Issues
 Workplace sexual harassment in the new gaming capital: a case of Macau
 Ching Chi Lam, Fernando Lourenço & Natalie Sappleton

260,000
 500,000
 180,000
 8 Rules anti corruption
 Par capita disposable income ↑
 7 top providers + 4/

AOS still sit. of mid
 * India visas up to 60% (Dubai in 5yr)
 New New Travel low - more at into open
 NZ in 52
 200,000

Language in NZ Infrastructure
 (Infrastructure + employ)
 Golden week
 Short stays

Pukete Room
 Chair Person Xu Honggang
Tourism Products and Chinese Culture *
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Hotel Operations
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Gender Issues
 Workplace sexual harassment in the new gaming capital: a case of Macau
 Ching Chi Lam, Fernando Lourenço & Natalie Sappleton

Sex and Risk in Women's Tourist Experiences: Context, Likelihood, and Consequences
 Liza Berdychevsky & Heather Gibson

12.30 – 1.30pm Lunch

1.30 – 3.00 pm Fairfield Room

Chair Person Zhang Chaozhi

Nature Based Product

Developing Vataan Wetland as an eco-tourism destination

Christine Chung-Chuan

Birdwatching as a Potential Tourism Market on Kiritimati Island

Krisztian Vas, Nicholas Towner, Simon Milne

Visitor motivations for volcano tourism at Mount Pinatubo, Philippines,

Richard Aquino, Heike Schänzel & Ken Hyde

Pukete Room

Chair Person

Jeremy Buultjens

Forecasting

An analysis of volatility and forecasting error – The case of Mainland Chinese visitors to Macao

Joey Su Pek U & Wendy Tang Sio Lei

Cognitive biases and debiasing strategies in the design of tourism demand forecasting support system (TDFSS)

Gao Zixuan & Haiyan Song

Coordinated Development Evaluation of the Ecosystem Health and the Tourism Economy of Sea Islands Destination: A Case of Zhoushan

Zhou (Devine) Bin

Empirical Assessment of the tourism-led Growth Hypothesis: The Case of New Zealand

Giuliano Bianchi, Mondher Sahli and Laura Vici

Whitiara Room

Chair Person Joanne Fountain

Issues in Hospitality *

No More Lollipop! The Future Focus in Service Q Branded and Unbranded Hotels in Macao.

Lam, C.C. & Loi, K.I.,

The cause and consequence of China listed companies diversification into the hospitality industry

Caiping Wang and Honggang Xu

Service experience through the Eyes of Budget Hotel Guests: Do factors of importance influence performance dimensions?

Asad Mohsin & Jorge Lengler

What Are You Looking For? The Accommodation Preferences of the Girlfriend Getaway Market in Malaysia

Catheryn Khoo-Lattimore & Girish Prayag

3.00 – 3.30 pm Tea Break

3.30 – 5.00 pm Fairfield Room

Chair Person Si Lei (Clara) Weng

Special Interest Tourism

Visitors' Perceptions of Authenticity of Eco-cultural Tours in Kazakhstan.

Guillaume Tiberghien, Hamish Brenner & Simon Milne

Tourist Perspective of Dongba linguistic landscape

Yan Ren, Ke Wang & Honggang Xu

Chinese visitors' interest and engagement with wine tourism in New Zealand: A comparison of short-stay holidaymakers and students

Joanna Fountain, Yuan Wen & David Menival

What is involved in halal tourism?

Adam Brown & Rubaiyet Khan

Pukete Room

Chair Person Farhad Moghimehfar

Space and networks

Planning for leisure and tourism precincts in post-disaster contexts: evidence from Christchurch, New Zealand

Alberto Amore

Are today's migrants tomorrow's tourists? Sustaining tourism in the Pacific using diasporan networks

Jenny Cave and Michael C Hall.

Differentiation or Agglomeration? A Spatial Approach to Investigate the Hotel Distribution in Guangdong Province of China

Lei Fang & Hanqin Qiu Zhang

How LCCs (Low Cost Carriers) affect tourism distribution in the Pacific region

Semisi Taumoepeau

Whitiora Room

Chair Person Elisa Backer
Rules, Regulations and Law

Is It A Relation-based or Rule-based Governance Model of DMO in Rural Tourism: Hekou Village, Shandong, China

Jin Yi, Chris Ryan & Jenny Cave

A Study of Public Service Facilities Construction in China after China's Tourism Law – an assessment: The example of Tourist Satisfaction with the Beijing Tourist Information Centre.

Juanjuan Zhang, Yuling Hamn and Kuan Zhao.

Does a corporate socially responsible incentive stimulate corporate social responsible involvement among hotel employees?

Murray McKenzie & Tim Lockyer

A Study of the Influence of the Tourism Law on China's Tourism Industry

Han Yuling, Wu Binxin & Zhao Kuan

5.30 pm Bus Leaves for Zealoug

6.00 pm Bus Departs for Raglan

11th December

9.00 – 10.30 am Fairfield Room

Pukete Room

Whitiara Room

Chair Person Bongkosh N. Rittichainuwat

Chair Person Isabelle Frochot

Chair Person Cora Wong

Culture and Tourism

Issues of Perception

Developing skills

Cultural Distance in Tourist Behavior Research

Examining the relationship among tourists' s experiential value, satisfaction and revisit Intention of indigenous cuisine in Hualien

Developing reflective qualitative research skills among young Chinese researchers

Daisy Xuefeng & Hanqin Qiu Zhang

Film Induced Tourism in China: Revisiting the classical site of Grand View Gardens

Wen-chaun Chang

Mary Mostafanezhad & Hazel Tucker

Xiaoyu Zhang, Chris Ryan & Jenny Cave

Does psychological contract drive service-oriented behaviors of hospitality employees? Exploring the mediating role of organizational identification

Early Career Challenges Faced by Event Management Graduates

Narratives and Tourism: Exploring Contents Tourism in a non-Japanese Context

Si Lei (Clara) Weng & Kim Ieng Loi (Connie)

Sue Beeton

Vinh Nhat Lu, Alessandra Capezio, Patrick Garcia, Lu Wang, & Simon Restubog.

Impact of general and tourist self-efficacy and tourist worry on coping: Chinese tourists to Australia

How Do People Negotiate Through Their Constraints to Engage in Pro-Environmental Behaviour? A Study of Front-Country Campers in the Canadian Rockies

Xin Cathy Jin, Lei Wei & Suzanne Becken,

Farhad Moghimehfar & Elizabeth Halpenny

10.30 – 11.00

Coffee Break

11.00 – 12.30 pm Fairfield Room

Pukete Room

Whitiora Room

Chair Person Steve Pan

Chair Person Girish Prayag

Chair Person Liza Berdychevsky

Chinese Perceptions when overseas

Hotels and Tour Operators

Experiences and Family

What affects Chinese tourists' satisfaction with retailers in Macau?

Adoption of sustainability tourism practices: Auckland hotels.

The experience patterns: understanding flow and immersion interplay within a holiday

Veronica Lok Lam & Ipking Anthony Wang

D. Schitko & Ken Newlands

Isabelle Frochot

Chinese Virtual Tourism Communities' views of New Zealand as a Destination for Free Independent Chinese Travellers

Heritage and nostalgia: hotels and the future of the past

The Influence of Family Life Cycle on Destination Routing and Multi-Destination Trip Preferences of Mainland Chinese Outbound Market

Vincent Lu, Anne Zahra & Jenny Cave

Ann Cameron

Kim I Loi

Understanding Chinese tourists in North Korea: Evidence from in-depth interviews

Challenges in the Tour Operating Business: The Case of Ethiopia

The Relationship between VFR Travel and Social Tourism in Australia

Fangxuan Li & Chris Ryan

Tibebe Sirak Asfaw

Elisa Backer

Lunch 12.30 – 2.00 pm

2.00 – 3.00 pm Fairfield Room

Chair Person Jenny Cave

Pukete Room

Chair Person Michael Shone

Whitiara Room

Chair Person Chris Ryan

Narratives of Power

Tourism Development in Sri Lankan Tourism: Implications for Human Rights

Jeremy Buultjens

Wine Tourism

The potential of wine tourism to enhance the Chinese visitor experience in New Zealand: a stakeholders' perspective

Joanna Fountain

Promoting Tourism, Projecting Power: A study of Korean TVCs

Steve Pan, Sam Kim & Ping-Ho Ting

Motivation of Tourists for Visiting Phi Phi Islands

Supaporn Rattanaphinanchai

3.00 – 3.30 pm Tea Break

3.30 – 4.30 Fairfield Room

Chair Person Charlie Panakera

Natural Hazards

Towards a post-disciplinary assessment of the governance regime of tourist destinations: evidence from post-earthquake Christchurch

Albert Amore

The Impact of Air pollution on the Travel Market of a Destination: The Case of Beijing

Qi Shanshan & Cora Un In Wong

Pukete Room

Chair Person Steve Pan

Measuring decisions and impacts

Attribute Framing Effects on Decision-Making for Tourism Service Purchases' - An experimental study from a regulatory fit perspective

Meng Zhang, Guangyu Zhang & Haiyan Song

Measuring the impact of cruise ship visitors on the Akaroa 'community'

Michael Shone & Jude Wilson

Whitiara Room

Chair Person Chris Ryan

The Thai Perspective (2)

Social Sciences Educators' Convention Selection Criteria in Choosing Competing International Conferences

Bongkosh Rittichainuwat

Shopping Tourism: Perspectives from Thai and Chinese Tourists

Bongkosh Rittichainuwat, Supaporn Rattanaphinanchai, Yasue Hichitake, & Side Wei.

– Bus Departs for Hobbiton 6.15 pm

12th December

9.30 – 11.00 am Fairfield Room

Chair Person Anne Zahra
Quieter Holidays?

Characterising the qualities of a rural holiday home village: Insights from Otematata, New Zealand

Mike Mackay & Jude Wilson

Not so) risky business: Commercially packaged volunteer tourism as a 'safer' travel option

Nico Schlenker, Jane Godfrey & Stephen Wearing

In Quest for Buddhist Authenticity: A Pilgrimage tour to Sri Lanka

Cora Un In Wong

11.00 – 11.30 am
Coffee Break

11.30 – 12.15 pm
Best paper awards
Announcement of next conference venue

Chair Person Sue Beeton
Tourist Perceptions and planning
Chinese Tourist attitudes towards pollution in the new capital of gaming: A case of Macau

Fernando Lourenço

Tourist's perception of responsibility and its antecedents

Jun (Tom) Gao & Chaozhi (Taylor) Zhang

Strategic Planning for Destination Competitiveness: A Comparison of USA and Australia / New Zealand

Rick Perdue, Nancy G. McGehee, Whitney Knollenberg & B. Bynum Boley

Chair Person Asad Mohsin

Special Subjects

Exceed Customer Expectations of Service Quality: The Case of the Haidilao Hotpot Company

Rosanna Chen and James Shen

A Dysfunctional Network - The Auckland MICE Sector 2008-2011

Mirrin Locke

Exploring social media's effect on airlines brand and users' behavior intention

Yi Hsin Lin, Chrystal B Zhang & Lai Yu Shun

*Pen
by workshop*

*Workshop
of
Fulbright
award*

*Noticed
Fulbright award
subject changed.*