



Greening Your Hospitality Business: For Accommodations, Tour Operators, and Restaurants (Green Series)

Jill Doucette, J.C. Scott

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As business becomes more environmentally conscious, new practices are emerging that help the food and hospitality sector operate sustainably. This book, the first of its kind, is a practical and affordable guide for restaurants, hotels, resorts, clubhouses, bed and breakfasts, tour operators, and food services on how to deliver a more environmentally friendly service.

The hospitality sector is poised to be a change-maker within the realm of commerce and sustainability. With that power and ability to influence our communities is the vast potential to make a positive impact on the world. The planet needs leaders in sustainability, and that leadership does not go unrecognized. Customers also want to see action, and they are starting to choose businesses with values that match their own.

The financial benefits of going green are a powerful incentive for business owners. Going green has great perks such as increased marketability of your business, staff retention due to stronger corporate ethics, and the financial benefits that can be gained through eco-efficiencies.

By greening your hospitality company and taking action on areas such as alternative energy, waste reduction, sustainable purchasing, and community support, you will be paving the way toward a shift in your corporate culture, increased efficiencies and revenue, and a new, loyal clientele that looks for sound environmental practices. You will also be able to measure the change in your environmental impact, and develop the potential to influence other companies.

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