

Chapter I

Why a Green Hotel ?

- Why should hotels care about the environment?
 - a. Benefits to Hotels
 - b. Benefits to Environment and Community



Chapter 1: Why a Green Hotel ?

The hotel industry is one of the pillars of Macau's leading tourism and entertainment sector. Being one of Macau's most important business sectors, hotel owners and top management are in a unique position to help to protect the city's environment. In fact, the concept and principles of "Green Hotels" have been widely incorporated into hotel operation in many parts of the world. Many of these hotels, on adopting environmental friendly measures, have experienced cost savings from waste as well as increased visitor rates due to enhanced customer satisfaction and loyalty. Developing green hotel industry in Macau is therefore conducive to an enhancement of the industry's market competitiveness. In time, it will also benefit the overall environmental development in Macau.

Why should hotels care about the environment ?

a. Benefits to Hotels

Cost Savings

Hotels, which consistently implement environmental practices will find they benefit from resources savings and reduced pollution costs. An efficient environmental management programme in place can reduce the operational cost.

Improved Productivity and Competitiveness

Many environmental practices (e.g. energy-saving measures) can increase the productivity of hotel businesses and enhance their competitive advantages. Furthermore, implementing an environmental programme can improve the working environment, thus ensuring workers' health and safety. Many hotels use their environmental programme as a staff incentive – the financial costs saved are translated into cash or other rewards such as in-house staff events or trips out.



(Photo 1.1) Promotion of green hotel can benefit the overall environmental development in Macau.



Attracting Guests

Through adopting environmental measures, hotel businesses can improve their corporate images by demonstrating their social responsibility for environmental protection. Companies in the private sector with their own environmental programmes are demanding higher environmental standards of their suppliers – and this includes the hotels they use for their business travel and conference needs. Some guests are even willing to pay more for hotels that actively benefit the environment. Hence, such efforts will help promote guest loyalty.

b. Benefits to Environment and Community

Protecting Non-renewable Resources

By minimizing resource usage, limited resources can be preserved and pollution levels decreased.

Better Living Environment

Through the efforts to improve environmental quality, the hotel industry will help Macau to become a better place to live in (e.g. access to safe water resources and cleaner air) as well as to improve the global environment.



(Photo 1.2) Implementation of green hotel management can help conserve the limited natural resources and reduce the pollution.

International Recognition

Through efforts to protect the environment of the hotel sector, Macau can receive international recognition and potentially attract more tourists. This, in turn, will help promote tourism development.

