



# Sustainability

by William D. Frye, Ph.D., CHE

## New book offers comprehensive look at best practices for hotel sustainability

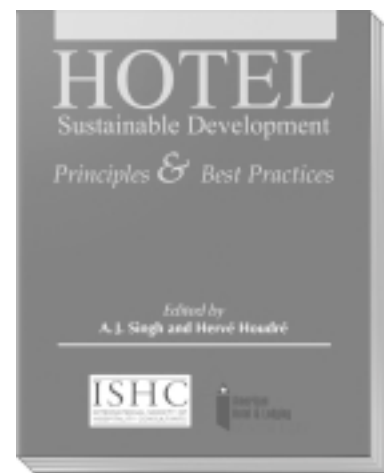
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It has been several years in the making and now hoteliers have at their disposal a definitive and comprehensive source of information and education regarding sustainability efforts for their properties. Edited by Dr. A.J. Singh of Michigan State University and Hervé Houdré, general manager of the InterContinental New York Barclay, *Hotel Sustainable Development: Principles and Best Practices* is an authoritative reservoir of information for any hotel manager seriously seeking to establish a green program or hotel culture of sustainability.

In this book's 21 chapters, various leading sustainable development experts identify emerging trends and discuss how sustainability affects regulatory, policy, development, architectural, financial, and operational issues as they apply to hotels and resorts. Each chapter presents important elements in the implementation of sustainable development to provide valuable insights to hotel investors, developers, owners, and lodging operators.

Special focus is given to the triple bottom line of economic prosperity, social responsibility and environmental protection. Case studies are incorporated and various hotels that have successfully developed sustainability programs are presented to the reader. Sections provide a historical context of hotel sustainability, as well as investment, corporate, and operating perspectives. Content also includes practical tips for hotel operators, understanding and implementing carbon-neutral policies, and a guide to measuring sustainability efforts.



Singh and Houdré remind the reader, "Hotels that practice sustainable development can accrue benefits including cost containment, revenue enhancement, and a positive image, not to mention employee satisfaction. All evidence indicates that sustainable development is here to stay, as more and more stakeholders become increasingly committed to sustainable development. If the customers want it, governments require it, employees find pride in being associated with it, and certifications and standards provide measures of performance for it, can hotel companies and owners afford to be far behind?" ✧

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