

# ADVANCES IN HOSPITALITY AND LEISURE

**Edited by** Joseph S. Chen

ADVANCES IN HOSPITALITY  
AND LEISURE

**VOLUME 19**

ADVANCES IN HOSPITALITY AND  
LEISURE

# ADVANCES IN HOSPITALITY AND LEISURE

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EDITED BY

**JOSEPH S. CHEN**

*Indiana University, USA*



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# LIST OF CONTRIBUTORS

<i>Joseph S. Chen</i>	Indiana University, USA
<i>Yi-Chun Chen</i>	National Chiayi University, Taiwan
<i>Yuan-Chiu Chen</i>	National Chi Nan University, Taiwan
<i>You-De Dai</i>	National Chi Nan University, Taiwan
<i>Rachel J. C. Fu</i>	University of Florida, USA
<i>Clare Hindley</i>	IU University of Applied Sciences Bad Honnef, Germany
<i>Willy Legrand</i>	IU University of Applied Sciences Bad Honnef, Germany
<i>An-Na Li</i>	National Penghu University of Science and Technology, Taiwan
<i>Wan-Yu Liu</i>	National Chung Hsing University Taichung, Taiwan
<i>Tianyu Pan</i>	University of Florida, USA
<i>Bruce Prideaux</i>	Prince of Songkla University, Thailand; Central Queensland University, Australia
<i>Ruiping Ren</i>	School of Public Health Indiana University Bloomington, USA
<i>Han Shen</i>	Fudan University, China
<i>Michelle Thompson</i>	Central Queensland University, Cairns Campus, Australia
<i>Tsungpo Tsai</i>	National Chi Nan University, Taiwan
<i>Johanna van Stiphout</i>	IU University of Applied Sciences Bad Honnef, Germany
<i>Jie Wang</i>	National Chung Hsing University Taichung, Taiwan
<i>Jingqi Wang</i>	Fudan University, China
<i>Giun-Ting Yeh</i>	Tainan University of Technology, Taiwan
<i>Han Zhang</i>	Fudan University, China

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# AIMS AND SUBMISSION GUIDELINES

*Advances in Hospitality and Leisure (AHL)*, a double-blind peer view journal published annually since 2004, attempts to promote seminal and innovative research outputs pertaining to hospitality, leisure, tourism, and lifestyle. Specifically, this journal encourages researchers to investigate new research issues and problems that are critical but have been largely ignored while providing a forum that will disseminate singular thoughts advancing empirical undertakings both theoretically and methodologically.

This 19th annual volume includes seven full papers and one research note. As for data collection, the articles present a quantitative research method. The contributors to the present issue come from six nations/regions entailing Australia, China, Germany, Thailand, Taiwan, and the United States of America.

For submission to future issues, please review the following guidelines.

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*Style and Length of Manuscript:* 12 pt Times Roman font; double spacing; APA; 7,000 words (Full Paper) or 4,000 words (Research Note).

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FULL PAPER

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# LUXURY HOSPITALITY AND SUSTAINABILITY: AN OXYMORON OR VIABLE PURSUIT?

Clare Hindley, Johanna van Stiphout and Willy Legrand

## ABSTRACT

*The search for luxurious hospitality experiences increasingly coincides with the imperative to mitigate negative impacts in the pursuit of greater sustainability. This is a task often understood as being complex particularly in the context of luxury hospitality which often resonates with conspicuous consumption. This chapter uses a case study approach to analyze the complex relationship between luxury tourism and sustainability. The study focuses on the development of “luxury” from a materialistic perspective toward an experience economy and relates this to the concept of sustainability and agreements relevant to the tourism industry. The environmental impact of luxury hospitality is then discussed. The case study on properties in Costa Rica, South Africa, the Maldives, Vietnam, and French Polynesia focuses on philosophy, facilities, energy and waste consumption, food and beverage, conservational and educational activities, and alignment to the United Nations Sustainable Development Goals (UN SDGs). The focus is on the properties and shows limitations in that it is not applicable to the whole tourist journey and experience. All properties understand luxury as based on experiences and involvement in nature. Measures to mitigate environmental impact and foster conservational and educational activities are mainstream practices. Comparing the cases with academic literature on luxury, sustainability, ecotourism, and environmental policies underline that sustainability-driven luxury hospitality shows valuable steps toward a more sustainable product but is ultimately faced with the dilemma of taking into consideration and ultimately mitigating the impacts of the entire travel value chain.*

**Keywords:** Luxury hospitality; sustainability; environmental impact; socio-cultural environment; SDGs; case study

## INTRODUCTION

In recent years, the demand for luxury tourism products has increased tremendously. Sales of luxury hotels are forecasted at US\$92 billion by 2025 (WTTC, 2023), and travel by private jet increased by 64% from 2021 to 2022 (Greenpeace, 2023). This is one of the many dilemmas facing luxury properties driven by sustainable management policies: those who can afford the sustainable properties also expect services which may prove to be incompatible to greater sustainability such as an airstrip for their private jet. Within luxury tourism and hospitality, experiential purchases have gained more importance exemplified by the growth of the global glamping market, for example (Lu, Suhartanto, & Chen, 2022). The focus of luxury hospitality is increasingly geared toward personalized services and experiences and self-concept, rather than on material purchases, (Hindley, Legrand, & Laeis, 2022; Le & Quy, 2021) a unique experience playing a decisive role in the concept of luxury tourism (Legrand, 2020). Atkinson and Kang (2022) underline this by saying that clients are increasingly looking for experiences which are bespoke, curate and relevant, and niche. Hindley et al. (2022) discuss the decline in so-called trophy collection and an increased desire for environmental connection, personal fulfillment, and finding a brand with similar life values to the consumer.

The luxury tourist is demanding, expecting spas, pools, or gyms among other facilities, such as a private airstrip, even at the most remote location of luxury hospitality products (Alberts et al., 2022). Luxury hospitality is associated with being “more,” which is in alignment with the general definition of luxury being extravagant (Hindley et al., 2022). The price premium which is paid for a luxury product usually exceeds the function of the product or the values it possesses (Kapferer, Klippert, & Leproux, 2013; Peng & Chen, 2019). Yet, an individual is usually willing to pay a premium to satisfy their personal needs and meet their personal values (Kapferer et al., 2013; Sjostrom, Corsi, & Lockshin, 2016). Premium brands are often highly innovative, aesthetically remarkable, have excellent quality, or represent the high social status of the consumer (Kim, Bang, & Campbell, 2021).

This concept of luxury seems alien to one of sustainable practices (Hindley et al., 2022), despite hotels and resorts marketing themselves as eco-lodges and sustainable mostly belonging to the five-star segment (Mariani, 2022). Luxury tourism has been both described as the most unsustainable tourism sector and also as attracting the consumer segment which can afford to be sustainable (Hindley et al., 2022; Legrand, 2020).

In a world with mounting environmental and societal challenges (e.g., Dasgupta, 2021; IPCC, 2023; WEF, 2023) and, therefore, ripe for sustainable development, this chapter uses case studies of luxury hospitality properties to analyze the claimed combination of luxury and sustainability and the impact of individual initiatives.

The following sections review the concept of sustainable tourism, the United Nations Sustainable Development Goals (UN SDGs), and assess the environmental impact of luxury hospitality.

## LITERATURE REVIEW

### *Sustainable Tourism*

According to UNWTO, sustainable tourism is tourism that “takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry and the environment and host communities” (UNWTO, n.d.a). UNWTO further says that ecotourism and tourism in protected areas is tourism which fulfills the following criteria:

- Tourism which has the main motivation of observing and approaching nature, as well as the traditional cultures of a destination prevailing in natural areas.
- Tourism that contains educational and interpretational features.
- Tourism that minimizes its negative impacts on the natural as well as socio-cultural environment (UNWTO, n.d.b).

Sustainable tourism can take many different forms, such as ecotourism, nature-based tourism, conscious travel, ethical travel, or community tourism (Gale & Hill, 2009). Sustainable tourism can also be referred to as responsible tourism (Mihalic, 2016; Saarinen, 2020) which requires all stakeholders to participate and work toward a more responsible future, by taking sustainable actions (Leslie, 2012). The Global Sustainable Tourism Council (GSTC) explains that responsible tourism refers to “the behavior of individual travelers aspiring to act and make choices according to sustainable tourism practices” (GSTC, 2022, para 14), while sustainable tourism, on the other hand, “does not refer to a specific type of tourism, it is an aspiration for the impacts of all forms of tourism” (GSTC, 2022, para 1). Sustainable Tourism, as in the UNWTO’s definition above, encompasses the triple bottom line in addressing the economic, environmental, and social footprint of tourism. Similar to the GSTC’s approach, the organization *Earth Changers* (2017) considers sustainability as the ultimate destination for any product to arrive at, while responsibility is the journey it takes to get there. In practice, sustainable tourism can take different forms. For example, the Long Run, an organization for nature-based tourism businesses, focuses on sustainability standards which encompass the 4C Framework, referring to conservation, community, culture, and commerce (The Long Run, 2020).

Travelers are aware and gradually demand more sustainable travel options (Booking.com, 2022; WTTC, 2023). They further show an increasing interest in wellness offerings and tourism products that support anti-stress treatments (CBI, 2022). This trend is in alignment with the Neo Luxury era where consumers see meaningful actions as the new sort of luxury (Haus von Eden, 2023). Consumers are a driving force toward a more sustainable future and thus often referred to as the engaged customer (Legrand, Chen, & Laeis, 2023; Veerasamy, 2021). However, there are frictions in the operationalization of sustainable tourism, both in terms of impacts of products and experiences offered and the resources required in both infrastructure development and service provisions (Hindley et al., 2022; Legrand et al., 2023; Lenzen et al., 2018).

### *Sustainable Tourism and the UN SDGs*

UNWTO (2020) has set five key priorities for the reopening of tourism after the COVID-19 pandemic:

- Mitigate socioeconomic impacts on livelihood,
- Boost competitiveness and build resilience,
- Advance innovation and digital transformation of tourism,
- Foster sustainability and green growth,
- Support coordination and partnerships to restart and transform the tourism sector toward achieving the SDGs.

The UN SDGs are a set of 17 interconnected goals and 169 targets and are a 2015 global call for actions “to end poverty, protect the planet, and ensure that by 2030 all people enjoy peace and prosperity” (UNDP, 2023, para 1). As one of the largest industries globally, the tourism sector can directly or indirectly contribute significantly to the achievement of all SDGs (Saarinen, 2020; Seraphin & Gowreesunkar, 2021; Tourism4sdgs, n.d.). Tourism is directly mentioned in Goal 8 on decent work and economic growth, Goal 12 on responsible consumption and production, and Goal 14 on life below water. More specifically, targets that include the tourism sector are (UN SDGs, n.d.):

- *Target 8.9:* By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products.
- *Target 12.b:* Develop and implement tools to monitor sustainable development impacts for sustainable tourism that creates jobs and promotes local culture and products.
- *Target 14.7:* By 2030, increase the economic benefits to Small Island Developing States and least developed countries from the sustainable use of marine resources, including through sustainable management of fisheries, aquaculture, and tourism.

Indirectly, tourism is linked to a majority of the 169 targets of the 17 goals via the positive and negative socioeconomic and environmental impacts associated with the development and operations at a regional, national, and global scale (Legrand et al., 2023). A simplified way to understand the SDGs is proposed by the Stockholm Resilience Centre by layering the 17 SDGs as a wedding cake (Stockholm Resilience Centre, 2016). The base of the wedding cake is non-negotiable SDGs which are SDG 6, 13, 14, and 15 representing the “biosphere.” On top and as the second layer are SDGs 1, 2, 3, 4, 5, 7, 11, and 16 representing “society” which can only thrive on top of a thriving biosphere. The third layer, SDGs 8, 9, 10, and 12, depicts the “economy” built on a healthy society. The final layer and top of the wedding cake is SDG 17 on partnership for the goals which represent the cooperation, collaboration and partnership across industries, civil society, and governments to ensure a prosperous future. Similar to the SDG wedding cake, to fully realize the potential of sustainable tourism in contributing

to the SDGs, it is essential to ensure that its development (i.e., in terms of access and building infrastructure) and activities (i.e., products and service offerings) are managed in a sustainable manner requiring a collaboration between governments, businesses, and local communities (GSTC, 2022; Legrand et al., 2023).

As stated, luxury tourists demand extensive facilities, such as spas, a selection of restaurants, and, depending on the location, even a comfortable way of getting there (Alberts et al., 2022; Moscardo & Benckendorff, 2010). Luxury travelers demand the most exclusive, authentic, and eco-friendly experience (The Luxury Travel Expert, 2021). Luekveerawattana (2018) argues that tourists are willing to pay a higher price if part of the fee is contributing to the ecological purposes of protecting the environment they stay in. Sustainability is, however, not the first choice of consumers, as they place a bigger focus on the price, location, and physical appearance of a property. This means that tourists place huge importance on the facilities offered by the hotel (Luekveerawattana, 2018). When putting this in the context of luxury tourism, hotels have the power to provide the facilities and amenities a client is looking for, while at the same time operating them in a sustainable and energy-efficient way. Hence, the opportunities faced by luxury tourism properties are very unique (Alberts et al., 2022), and sustainable management can contribute significantly to achieving the SDGs.

### *The Impacts of Luxury Hospitality*

The depth and granularity of data related to the operational impact of hospitality is improving due to increased digitalization of the data and acceptance of common measurement and metrics across the global hospitality sector. The Sustainable Hospitality Alliance and its members, representing 23 leading global hospitality companies, developed the Hotel Carbon Measurement Initiative (HCMI) and the Hotel Water Management Initiative (HWMI) with the aim of providing the industry with a free of charge methodology to understand, measure, and mitigate their impacts on energy, carbon emissions, and water usage (Sustainable Hospitality Alliance, 2021). In addition, participating hotels can benchmark their HCMI and HWMI output using the Cornell Hotel Sustainability Benchmark Index (CHSB) which, with more than 20,000 participating properties, is to date the industry's largest annual benchmarking of energy, water, and carbon (Ricaurte & Jagarajan, 2021).

This chapter reviews the hospitality industry operational impact (energy, carbon, and water) using data from the Hotel Sustainability Benchmark Index 2021 (Ricaurte & Jagarajan, 2021) which is based on properties located in the United States. The United States is used as a baseline as it is the largest data set represented in the index with over 9,000 hotel properties (Ricaurte & Jagarajan, 2021). Such data sets enable the exploration of the energy, carbon, and water footprint of various segments separately including comparing the 5-star hotel segment to mid-range or economy, for example. For the purpose of this research, luxury hospitality is represented by the category "Luxury Segment" as identified in the index and based on the average daily rate. Other segments include economy and midscale, upscale, and upper upscale. The luxury segment in the United

States includes 205 properties for values on energy and carbon footprint and 160 properties for water (Ricaurte & Jagarajan, 2021). The entire database of US properties includes 9,819 properties with values on energy and carbon footprint and 8,625 for water footprint (Ricaurte & Jagarajan, 2021).

In regard to energy consumption, the sample of 9,819 properties shows a mean energy consumption of 257.2 kilowatt-hours per square meter of floor space (kWh/m<sup>2</sup>) with a lower quartile at 187.9 kWh/m<sup>2</sup> and an upper quartile of 299.3 kWh/m<sup>2</sup> (See Table 1). In comparison, the sample of 205 properties located in the luxury segment shows a median of 377.5 kWh/m<sup>2</sup> with a lower quartile of 260.1 kWh/m<sup>2</sup> and an upper quartile of 473.1 kWh/m<sup>2</sup> (See Table 1). Properties located in the luxury segment are roughly 47% more energy intensive (based on mean data) than all properties in all segments put together and 133% more carbon intensive which may be driven by the extensive offers in services such as multiple food and beverage outlets and spas.

Water intensity based on liters per occupied room (L/Occ. Room) for all properties ranges from a lower quartile of 336.5 L/Occ. Room to an upper quartile of 533.2 L/Occ. with a mean of 458.4 L/Occ. Room. Luxury properties are 78% more water intensive (based on Mean data) with a mean water usage of 820.4 L/Occ. Room, a lower quartile of 508.3 L/Occ. Room, and upper quartile of 1012.8 L/Occ. Room (See Table 2).

Comparing the performance of the luxury hospitality segments to other segments in regard to other impacts such as waste, food waste, biodiversity, and well-being is more difficult due to either the lack of measurement and disclosure in place as well as the scarcity of large, transparent, and meaningful data sets.

The 2018 study conducted by Lenzen et al. provides insights into the relationship between carbon intensity in travel and affluence. The relationship between the expenditures in a sector or for a commodity over the carbon footprint of that sector or commodity is known as the carbon multiplier. Measured in kilogram of carbon dioxide equivalent per US dollar of final demand (kgCO<sub>2</sub>e/\$ final demand), the carbon multiplier of the global tourism industry is at 0.975 kgCO<sub>2</sub>e/US\$ final demand and thus higher than those of goods manufacturing or construction. Air transport is the major driver of the global tourism carbon intensity with 1.36 kgCO<sub>2</sub>e per US\$. The accommodation (0.441 kgCO<sub>2</sub>e per US\$) and food and beverage sector (0.438 kgCO<sub>2</sub>e per US\$) remain a significant driver of carbon emissions but lower than air or water transport in the tourism value chain (Lenzen et al., 2018).

**Table 1.** Comparing All US Hotels to Luxury Segment: Energy and Carbon.

	Energy (kWh/m <sup>2</sup> )			Carbon (kgCO <sub>2</sub> e/Occ. Room)		
	Lower Quartile	Mean	Higher Quartile	Lower Quartile	Mean	Higher Quartile
All properties <i>n</i> = 9,819	187.9	257.2	299.3	12.8	19.8	22.9
Luxury segment <i>n</i> = 205	260.1	377.5	473.1	22.2	46.2	61.0

Source: Ricaurte and Jagarajan (2021).