



Hotel Sustainability RoadMAP

to guide your journey to a more sustainable and successful future –
for People and Planet, and for your business too.

Elaborating your hotel status quo + priorities:



1. Discovering your Purpose:



2. Building a strong and diverse team:



3. Reviewing your communication:



4. Building sustainable partnerships:



OUR PDF IS INTERACTIVE:
ADD YOUR ANSWERS DIRECTLY

CLICK AND GET ON YOUR WAY

Hotel Sustainability RoadMap

Let us support you #stepbystep.

Elaborating your hotel status quo + priorities:

WHY: With a clear understanding of your sustainability status quo, you can identify areas of improvement and prioritise next steps and activities.

HOW: Note down all sustainability activities you are doing right now, categorise them in the respective P, evaluate the outcome.

DESTINATION: To improve consistently in all areas of sustainability (Purpose, People, Planet and Profit).

RESOURCE: [Take our online assessment](#) to measure your sustainability performance. The assessment is aligned with the requirements of hotel sustainability certifications.

1. Discovering your Purpose:

WHY: Being clear on what your Purpose is gives you clarity on what sustainability priorities you focus; it acts as your guiding compass on the sustainability journey.

HOW: Ask yourself: Why are you doing what you do? What is that one thing that you and your team really want to achieve, change, or serve?

DESTINATION: You make a bigger impact, become more profitable, foster a culture of innovation, attract the right People, have a motivated team doing meaningful work, ...

RESOURCE: With *The Sustainable Hotel Handbook: Purpose*, you create a hotel that lives its Purpose every day, including expert interviews, best practice examples, etc.

3. Reviewing your communication:

WHY: If you do not communicate what you are doing and why, you might end up not attracting the right People, not having that much impact on the Planet, and of course, not being as profitable as you could (and should) be.

HOW: Ask yourself: How are you communicating your sustainability activities? Are you explaining, being dogmatic, promising too much?

DESTINATION: You are communicating your activities in a successful, consistent and non-dogmatic way to a wider audience.

RESOURCE: In *The Sustainable Hotel Handbook: Profit* we have included a section on how you can communicate your sustainability activities and included practical examples.

2. Building a strong and diverse team:

WHY: In a challenging job market, diverse and inclusive hiring can be your game-changer. Because when you think about it, diversity is simply an effort to accommodate the full range of the human experience.

HOW: Ask yourself: What is the make-up of your hotel staff? How do you write job ads? Do you truly welcome ALL People to your hotel?

DESTINATION: You have a diverse and strong team in place which, as shown in various studies, increases as well your Profit.

RESOURCE: In *The Sustainable Hotel Handbook: Employees* we address the most critical and challenging phases of the employee life cycle, including attracting, hiring and maintaining employees.

4. Building sustainable partnerships:

WHY: The future belongs to those who understand the advantages of partnerships and community. Together, they can achieve so much more. Partnering will be a crucial success factor in a world where changes don't happen overnight.

HOW: Ask yourself: Do you have strong partners at your side (and are you a strong partner)? Do you use synergies to make a bigger impact?

DESTINATION: You have partners with similar values and goals and start to create synergies and a bigger impact.

RESOURCE: In *The Sustainable Hotel Handbook: People* we examine the impact your hotel has on People, including your partners, and show you how to foster sustainable partnerships that are mutually beneficial.

Hotel Sustainability RoadMAP

Go further: tools and must-reads!

ASSESSMENT

How sustainable is your boutique hotel?

Let's find out by taking this short online assessment.

[LINK](#)

KNOWLEDGE HUB

Sustainability library for boutique hotels

Tools, checklists, useful links and organisations that can support you on your sustainability journey compiled in this helpful and practical library.

[LINK](#)

TEMPLATES

Partnering Leadership Meeting Canvas

By Human Facts

The Partnering Leadership Meeting Canvas has been developed for promoting partnership experience in every meeting and is perfect for hoteliers, meeting leaders, hosts, facilitators and participants in

order to prepare for meetings and create partnership value.

[LINK](#)

GOOD READS

The Sustainable Hotel Handbook - Collection

by MAp Boutique Consultancy
Composed of four distinct handbooks, each dedicated to one of MAp's 4 Ps of sustainability (Purpose, People, Planet, Profit), this collection MAPs out the way for boutique hoteliers to develop sustainable hotels that make a positive impact for People and Planet, while delivering long-term sustainable success.

[LINK](#)

4 megatrends that will shape the hospitality industry in 2023 and beyond

by MAp Boutique Consultancy
MAp's outlook into this year's megatrends and the sustainable action steps to take in order to create bigger impact.

[LINK](#)

The 6 ELEMENTS of inclusive and attractive job ads

by MAp Boutique Consultancy
We help you craft a job ad that appeals to a broad and diverse audience (Free PDF).

[LINK](#)

The Sustainable Hotel Handbook: Employees

by MAp Boutique Consultancy
Nearly 120 pages about employee management with 105 concrete employee action steps you can take NOW. This practical handbook addresses the most critical and challenging phases of the employee life cycle, including attracting, hiring and maintaining employees.

[LINK](#)

Start With Why: How Great Leaders Inspire Everyone to Take Action

by Simon Sinek

It all starts with the WHY. Why? Because People won't truly buy into a product, service, movement, or idea until they understand the WHY behind it. Discover in this

book, why WHY is not just a word but the lifeblood of what you do.

[LINK](#)

The 17 Goals of Sustainable Development

by United Nations

Learn more about the 17 SDG's which are designed to serve as a "shared blueprint for peace and prosperity for people and the planet now and into the future".

[LINK](#)



Certified



Corporation

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