GREEN AND PROFITABLE: SUSTAINABLE HOTEL MANAGEMENT STRATEGIES THAT WORK

Course Focus:

Can hotels manage their bottom line and still make a difference to society? Corporate responsibility can drive your hotel’s bottom and top line as well as positively impact your community. Apply the concepts of corporate responsibility and shared value to the challenges and opportunities faced by global hotel companies in the high-tech, resource-constrained world of the future. Participants will engage with these issues from a strategic business view and a focus on hotel operations. A central focus is given to making a profit with business models and organizational approaches that create value for your hotel and society.

Key Benefits:

Participants will gain knowledge of current issues of sustainable development and understand how to analyze and leverage the business relevance of sustainability and corporate responsibility to create and protect value in an organization from a guest, owner, managerial, and investor perspective.

Topics Include:

- Understanding key sustainable development issues and their impact on the hotel industry and operations
- Identifying challenges and opportunities presented to hotel operations
- Navigating certification, reporting, and ratings frameworks
- Effectively accessing resources and information on corporate responsibility and shared value
- Tracking and integrating key performance indicators
- Engaging and creating shared value for the organization’s stakeholders
- Developing and implementing corporate responsibility platforms
- Developing and evaluating hotel sustainability performance measurement and reporting systems
- Leveraging sustainability and corporate responsibility to create competitive advantage

Part of these Certifications:

hotelschool.cornell.edu/execed/pdpschedule

Cornell University
School of Hotel Administration