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## **Annotated Bibliography**

The research focuses on different sustainable products and practices that can be offered in hotels to make it carbon-free and sustainable. This information will help me put together a guide for hotels on sustainable products and practices to benefit their hotel. My research below features a range of information from research about a specific tool to hearing top executives in the hospitality industry talk about sustainability in their hotels.

eCornell. "Sustainability in the Hospitality Industry: Challenges and Opportunities." *Youtube*, June 10, 2022, [www.youtube.com/watch?v=aZL9cNpZ\\_Ww](https://www.youtube.com/watch?v=aZL9cNpZ_Ww).

This YouTube video created by eCornell is a recorded panel hosted by Aaron Adulja, a professor at the Nolan School of Hotel Administration at Cornell University. This panel features executives in the sustainability department from corporate hotel brands. This panel talks about how more customers are curious about the efforts that a hotel is completing to become carbon-free and more sustainable. But having customers curious about this information presents itself another issue, retaining this data, as one panelist mentioned, this information is hard to measure, track, and interpret and because of this you need to hire an individual to interpret the data to have the ability to create change. This is an added pressure for hotels to uphold, although an important one. Denise Naguib, the Vice President of Sustainability at Marriott International mentions the importance of making this knowledge clear, transparent, and understandable to the guests. Initiatives companies have looked at are giving the guest a report of their carbon and water footprint during their stay. This is a very informative source as it's a window into what big hotel companies are pursuing and feeling about having sustainable practices implemented. This source left me with more questions to research.

Edwards, Carlyann. "What is Greenwashing?" *Business Daily*, August 5, 2022, [www.businessnewsdaily.com/10946-greenwashing.html](https://www.businessnewsdaily.com/10946-greenwashing.html)

This article is very insightful about something that many of us do not know about, Greenwashing. Greenwashing is when a company tries to deceive customers about their sustainable and environmentally friendly practices within their company and in their product when they are not that great. This could look like a brand marketing that they will plant a tree for every share, but don't, or use that money elsewhere. If you are an entrepreneur, this article presents ways for you to not incidentally greenwash your company as it can be humiliating for your company. There is also a difference between greenwashing and green marketing. Green Marketing is for the honest truth of how the company is being sustainable but this line can get crossed easily especially with a motivation for increased profits. This article was written for entrepreneurs wanting to learn more about greenwashing. This is important to me as I will include it in my final essay. Marketing is very important and the way you market your business can increase

and decrease bookings. I am interested in how a company can maintain and complete sustainable practices that can increase their bookings having guests willing to pay more.

Fredericks, Laura. "Sustainable Hotel Ideas: 25 Ways to Go Green." *Cvent*, January 6, 2020, [www.cvent.com/en/blog/hospitality/eco-friendly-hotel-ideas](http://www.cvent.com/en/blog/hospitality/eco-friendly-hotel-ideas).

Cvent gives a really in depth way on how it's possible to create an environmentally friendly hotel with reducing carbon emissions and the amount of waste. Cvent started the article off with a baseline of why being sustainable is important to us and the Earth. These reasons include that it's important for the Earth, makes guests happy, creates cleaner air, and possibly could save money. Cvent gave recommendations to make a hotel more sustainable. For example, having automatic and sensed showers, thermostats, and lights to shut off after a long period of time, when guests leave their room, wasting energy and materials as all the lights are on. Another example is having a rain garden at the bottom of the property for all excess storm water to be drained into so that it is not polluting the water stream. To make this successful, pavement would need to be laid at a slant draining all the water into the garden. This article gave clear information on how to make a hotel more sustainable with such easy, simple, and manageable tips. This research will help me as I recommend products and services on how a hotel can become more sustainable and carbon-free.

"Solar 101: A Beginner's Guide." *Forme Solar*, <https://formesolar.com/solar-101-a-beginners-guide/>.

This guide provides information for the citizen that is interested in ordering solar panels to be put on their house. It served its purpose of providing the reader an understanding of what solar panels are, the costs entailed, the maintenance of them, and the advantages of having solar panels. Solar panels can convert the Sun's energy into electricity and are placed on the roofs of buildings. Many people believe that solar panels are expensive but if you install solar panels on your house or business, there is a tax deduction that you are eligible for. If you have a solar net metering plan you can make money based on how much energy your panels are able to produce on top of the energy needed for your property. This article is easy and informative, providing the right guidance to make a decision about solar panels. I researched solar panels because they are very popular in the sustainability industry and I was curious to see if they truly are as good as they are made out to be. This information will help me as I write my essay noting the benefits of solar panels, as they are a renewable energy source.

"What are Scope 1, 2 and 3 carbon emissions?." *National Grid*, [www.nationalgrid.com/stories/energy-explained/what-are-scope-1-2-3-carbon-emissions](http://www.nationalgrid.com/stories/energy-explained/what-are-scope-1-2-3-carbon-emissions).

This information article taught me the meaning of "Scope 1, 2, and 3" as these terms were mentioned in another source I used and I did not know what they meant. I decided to research this to understand this terminology because it's used by sustainability

departments in corporate companies. This terminology is a way for businesses to scale their production of carbon being emitted into the atmosphere. Scope 1 is the carbon emissions directly produced by the business, for example, the pollution of gas vehicles. Scope 2 is the carbon emissions that are indirectly created from the company, for example, purchasing a cooling system. Scope 3 is the carbon emissions that are not created from the business but consumers of the business. For example, the excess packaging of products and the disposal of it. National Grid also embedded a picture of their examples of the different scopes. Overall, this source displays the information well although the information is a bit blurred. I feel that to understand what these scopes are you have to know specific examples. I think National Grid could have gone into more depth with this topic and article.

“What Is An Aerator And Why Do I Need One?” *Danco*, November 19, 2016, [www.danco.com/news/what-is-an-aerator-and-why-do-i-need-one/#:~:text=First%20and%20foremost%2C%20aerators%20are,plumbing%20change%20you%20can%20make](http://www.danco.com/news/what-is-an-aerator-and-why-do-i-need-one/#:~:text=First%20and%20foremost%2C%20aerators%20are,plumbing%20change%20you%20can%20make).

This article describes what an aerator is and the benefits of having one on your sink. An aerator is an attachment that is put on the spout of your faucet that has mesh holes so that water can run through. This prevents the full capacity of water from coming out, controlling the water flow to use less water. If your faucet is producing one gallon per minute an aerator can save at least 50% of the water used. This article also points out the different types of aerators for different types of faucets. For example, there are “male” and “female” aerators all depending on the threading of your faucet. This source was helpful to me since I did not know what an aerator was as it was noted in another source I used. Being sustainable involves many factors not just stopping the pollution of fossil fuels but also wasting less water so that we have more to provide for the world population of humans and animals. This article was perfect to learn everything about aerators and was written for a regular citizen to read and understand.