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RH OPINION

Financial incentives boost hotel sustainability efforts: HRAWI



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“Interest-free or low-interest loans for green projects can encourage hotels to invest in energy-efficient technologies, water conservation systems.”

The hospitality industry plays a key role in advancing sustainability, and policy changes can improve its ability to invest in and adopt sustainable practices. The current landscape provides opportunities for hotels to reduce their environmental impact, but significant policy support is needed to drive widespread implementation.

• **Financial incentives and subsidies:** One barrier to sustainability in hospitality is the high initial cost. Policies should introduce financial incentives such as grants, subsidies and tax breaks to offset these costs. Interest-free or low-interest loans for green projects can encourage hotels to invest in energy-efficient technologies, water conservation systems and waste reduction initiatives.



• **Simplified and streamlined approval processes:** The approval process for implementing sustainable practices often involves red tapism that can deter investment. Streamlining processes and establishing a clear regulatory framework can expedite the transition to sustainable operations. Simplifying the approval of eco-friendly modifications and providing technical support can further encourage hotels to pursue sustainable projects.

• **Recognition and certification programmes:** Introducing government-backed recognition programmes can motivate hotels to adopt green practices. Certifications signal quality and commitment to sustainability, attracting environmentally conscious travellers. Establishing standards and recognition programmes can also give hotels a competitive edge.

• **Education and training:** Investment in education and training is crucial for equipping hotel staff with the knowledge and skills needed to implement sustainable practices effectively. Policies should encourage partnerships between educational institutions and industry bodies to develop comprehensive training programmes that focus on sustainability in hospitality.

• **Public-private partnerships:** Public-private partnerships can significantly promote innovation and the sharing of best practices. Policies that encourage collaboration between government bodies, industry leaders and technology providers can lead to the development of cutting-edge solutions that drive sustainability.

• **Consumer awareness and engagement:** Policies should also focus on raising consumer awareness about the importance of sustainability in hospitality. Campaigns that educate travellers about the environmental impact of their choices can create demand for sustainable options, encouraging hotels to prioritise eco-friendly initiatives.

