



The Butler wears Prada

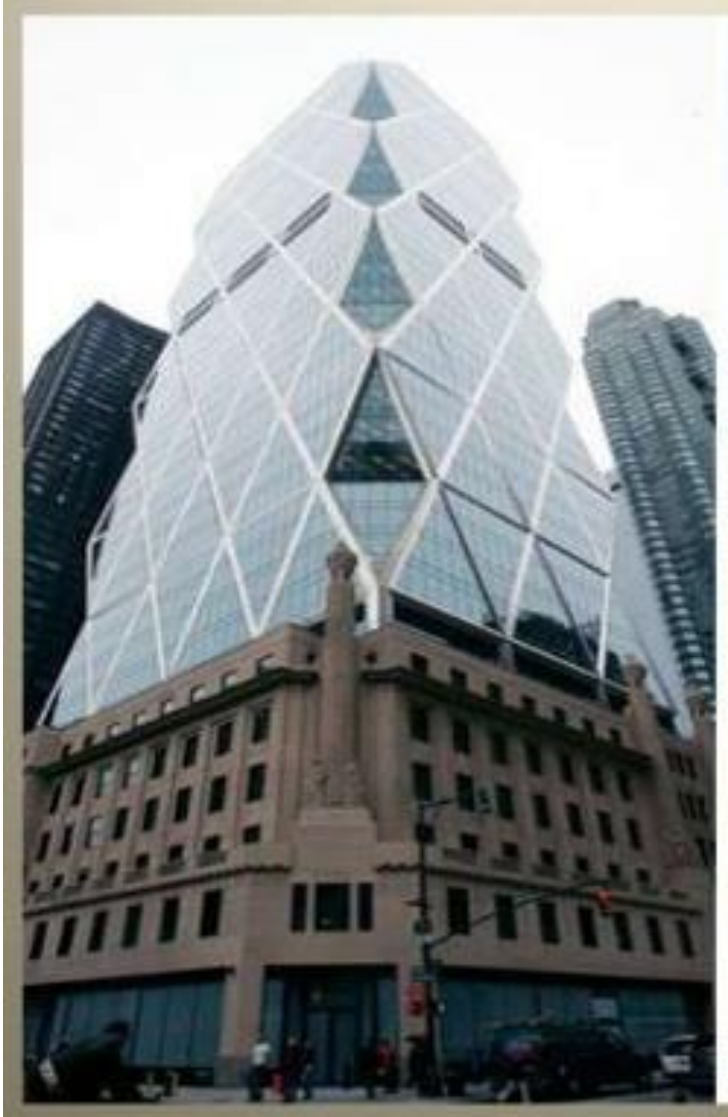
International Conference
Issues of Social Responsibility
13 April 2016



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Hotel industry + Uniform industry = ?



The Butler wears Prada

- ❖ Sustainability - fashion and hotel industry
- ❖ Attitudes towards sustainability
- ❖ Problems and solutions
- ❖ One example: green uniform
- ❖ Hungarian case-study
- ❖ Conclusions



Two parallel aspects of sustainability

Sustainable fashion



☐ Ethical fashion

☐ Eco-fashion

☐ Slow fashion

Sustainable hotels



☐ Green hotel

☐ Eco-hotel

☐ Slow hotel

Hotel CHAINS and sustainABILITY

Hotel Company	Green Program	Number of Properties	Number of Hotel Rooms
Accor	Sustainable Development	4000	500 000
Banyan Tree	Corporate Social Responsibility	18	655
Fairmont Hotels	Green Partnership Program	56	23 000
Hilton	WeCare	514	176 257
IHG	Corporate Responsibility	4 400	640 000
Kimpton Hotels	Earthcare	41	9322
Marriott	Social Responsibility and Community Engagement	3178	560681

Hotel CHAINS and sustainABILITY



QUOTE FROM MARRIOTT'S CEO

"As I travel the world, I realize how important corporate social responsibility and community engagement are to customers and clients. We all want to do business with companies who embrace values similar to our own. Marriott's "spirit to serve" our customers, employees and communities is an important part of our company culture and has become recognized around the world. As a good corporate citizen, Marriott is strengthening our communities throughout the world – today, and for tomorrow."

- J.W. Marriott, Jr.

Chairman and CEO



SHANGRI-LA

HOTELS and RESORTS

sanctuary
Shangri-La's Care for Nature Project

sustainability
Shangri-La's Social Responsibility

embrace
Shangri-La's Care for People Project



QUOTE FROM IHG's CEO

"When I look out into the future I see our hotels as more intelligent and sustainable. This thinking is in keeping with changing consumer expectations. With over 4,000 hotels globally, we have a big responsibility and a big opportunity to make a positive difference. A small incremental change across all our hotels can have a large impact."

-Andrew Cosslett, IHG,
Chief Executive

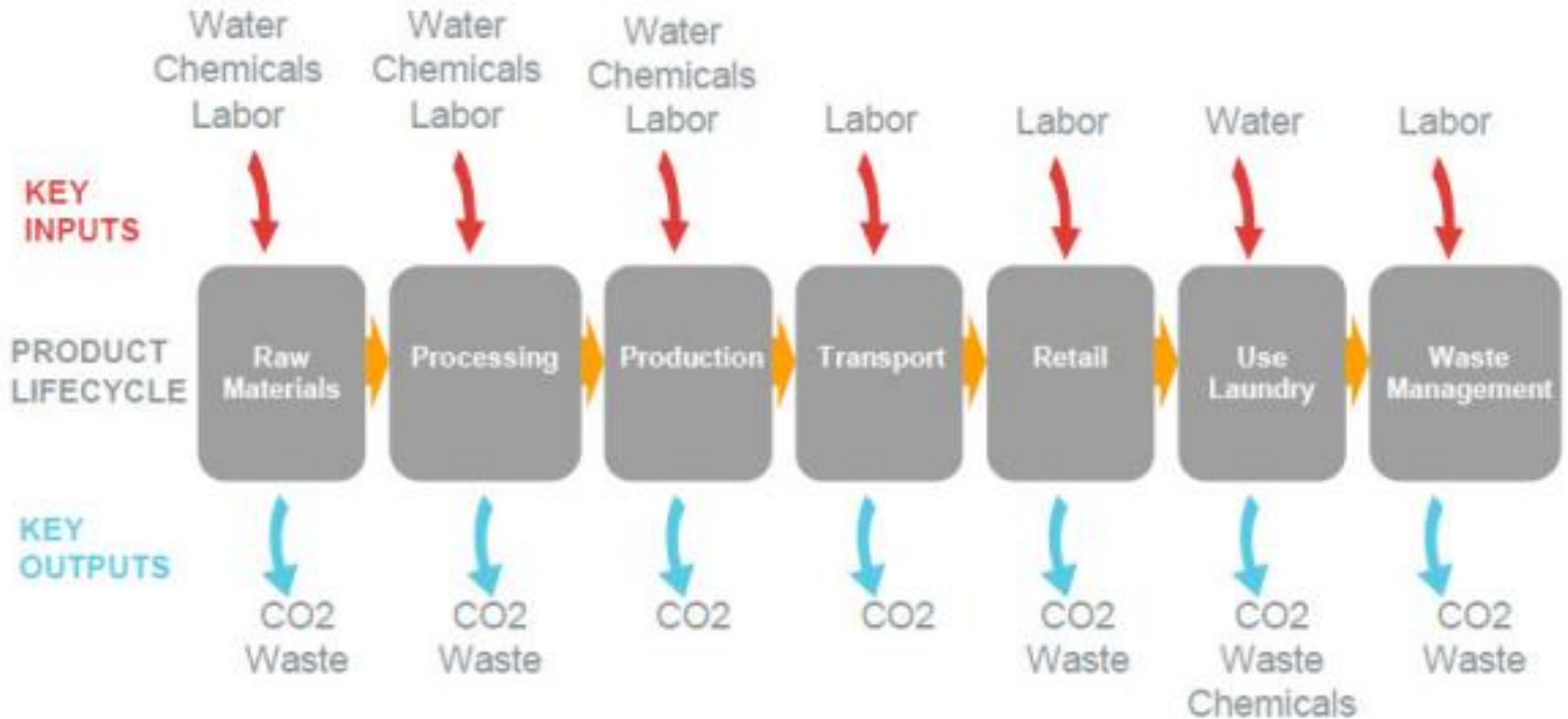
Environmental impacts of a hotel

Service/Activity	Description	Main Environmental Impacts
Administration	Hotel management Reception of clients	Energy, water and materials (mainly paper) Generation of waste and hazardous waste (toner cartridges)
Technical Services	Equipment for producing hot water and heating Air conditioning Lighting Swimming pools Green areas Mice and insect extermination Repairs and maintenance	Energy and water consumption Consumption and generation of a wide range of hazardous products Air and soil emissions Generation of waste water Pesticides use
Restaurant/bar	Breakfast, lunch, dinner Beverages and snacks	Energy, water and raw materials consumption Packaging waste Organic waste
Kitchen	Food conservation Food preparation Dish washing	Consumption of energy and water Packaging waste Oil waste Organic waste Generation of odours
Room Use	Use by guests Products for guests' use Housekeeping	Energy, water and raw materials consumption Use of hazardous products Generation of waste packaging Generation of waste water
Laundry	Washing and ironing of guest clothes Washing and ironing of hotel linens	Consumption of energy and water Use of hazardous cleaning products Generation of waste water

UNIFORM Industry - PROBLEMS

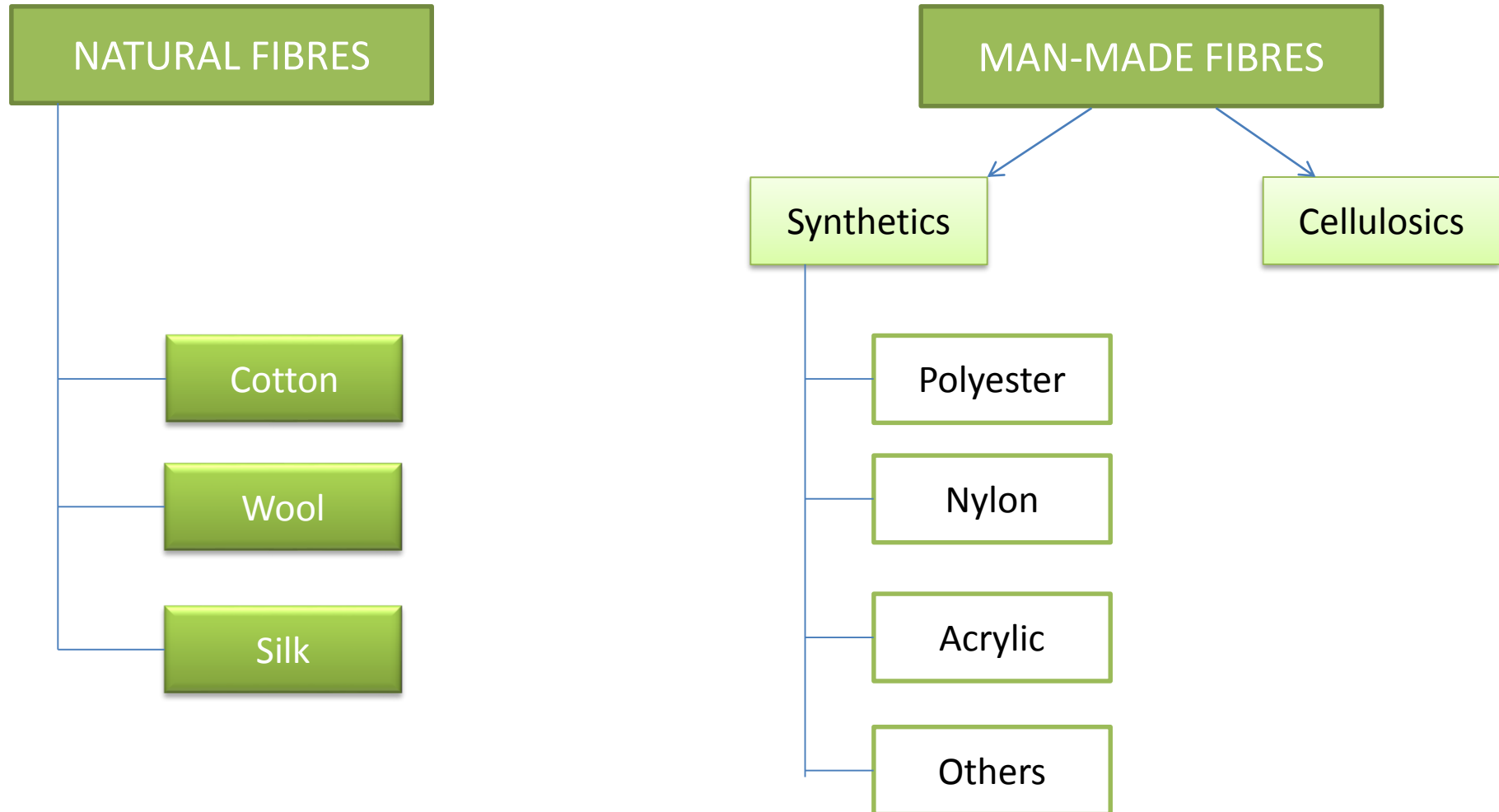
Environmental problems		Social problems
At the beginning of the product's lifecycle:	At the end of the product's lifecycle:	At the beginning of the product's lifecycle:
The energy use of raw materials	Disposal of clothing at the end of their lifecycle	Child labour
Use of toxic chemicals		Low payment of the workers
The appearance these toxic chemicals in the water		Sexual harassment
Large quantity of water use		Forced labour
The amount of waste arising from yarn manufacturing of natural fibers		Very long working hours
The distribution of products across regions and countries		Dangerous working conditions

The **LIFECYCLE** of the **PRODUCT**



Source: Kosewska (2011)

The classification of FIBRES



Not all black and white...

- ❖ In the uniform industry the **main fibres** used are **cotton and polyester**
- ❖ **Differentiation of good and bad fibres**

*Generally from the point of sustainability synthetic fibres such as polyester, nylon or acrylic are seen as „bad“ natural fibres, such as cotton, wool or silk as good. However the truth is that the key sustainability challenges in fibre production is changing from material to material.
(Fletcher, 2008)*

GREEN HOTEL UNIFORM



https://www.youtube.com/watch?v=hY7WArIA_Uk



Cintas/Marriott - New Fashions

September 19, 2008

Wyndham Hotels Introduces Plastic Uniforms

Paul Nastu



Wyndham Hotels and Resorts launched a new uniform line for hotel staff which is made from recycled polyester fibers spun from plastic beverage bottles.

Recycled plastic bottles are processed into flakes, then filaments are spun into yarn, then woven into fabric.

The uniform will be introduced in select Wyndham hotels in fall. Front desk and other customer-facing employees will start wearing the uniform by the end of 2009; and housekeeping and other back-of-the house staff by 2010.

It seems that environmentally friendly fabric and designs are here to stay. Designers and sponsors at New York's fashion week agreed that green fashion is sustainable.

This week, the hotelier also announced a "Global Green Day" event on Oct. 2, which will take place at Wyndham's offices around the world. The goal is to boost the company's commitment to environmental sustainability by focusing on educational events and to cut energy consumption throughout the company.

RELATED STORIES

Wyndham Sustainability Report: Normalized CO2 Emissions Drop 5%

Wyndham Worldwide Beats Carbon Emissions Goal Six Years Early

MGM Resorts Joins Carbon Measurement Working Group

Eco-Friendly Hilton Hotels Uniforms Designed By Superior Uniform Group Recognized For Design Excellence

March 09, 2010 | *This information originated in American English.*



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Quintessentially British & Political

The uniform designs for the London InterContinental Westminster use a contemporary silhouette with inspiration from some of the great Parliamentarians and reflect a quintessentially British style, indicating the unique location of this hotel. The designs pay homage to great 'English Eccentrics' such as Mrs Thatcher and her "pussy cat bow" signature style and the parliamentary tradition of "Dandyism" in fabrics and colours.

HUNGARIAN CASE-STUDY



CORINTHIA

HOTEL
BUDAPEST

Green, unique,
local, hand-made
folk embroidery
and tailor- made
uniforms!



GREEN UNIFORM

decorated with traditional hand-made Hungarian pattern,
made of good quality natural fiber



RELEVANCE of the example

Natural
fibres
(cotton,
wool, silk)

Local
employees

Use of
good
quality
fabric

Pioneer
in
Hungary

Traditional
unique
pattern

Presenting
values, folk
embroideries



CONCLUSIONS

- ❖ Utilization of green uniform is in connection with the operation type/ownership of the hotel -> brand identity, franchise, management
- ❖ Large hotel chains influence the environment in a greater way than the smaller businesses but also lay more emphasis/more focus on the sustainability -> REPORTS
- ❖ Based on the product lifecycle and the attributes of the materials, it can be concluded that the quality is more important from the point of sustainability than the material type the uniform is made of
- ❖ Use of durable materials is more sustainable than throwaway fashion
- ❖ Future -> further analysis of the social environment

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Thank you!



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