

The 13th IGS Seminar

The 181th Taoyaka Program Seminar

EXPLORING SUSTAINABLE BUSINESS MODEL FOR THE HOSPITALITY INDUSTRY



SPEAKER DR. TADAYUKI HARA

Associate Professor at Rosen College of Hospitality Management,
a Senior Research Fellow at Dick Pope Sr. Institute for Tourism
Studies, at University of Central Florida in Orlando, Florida

While some management started to wear the round pin batch of the SDG, most of the hotel managers in Japan appear to respond to the call for sustainability with their replacements of plastic amenities with wooden toothbrushes for the guests. Some came up with a plan to exchange bedsheets less frequently than daily, so that they can claim that they reduce environmental impacts of the washing detergents.

In the meantime, sustainability concept may not be confined to the narrow environmental impacts but may cover larger concept of sustainability of business models in the longer term. What would be the relationship between sustainability and profitability? Are they mutually exclusive, or can they co-exist in the world which has been dominated by the capitalism?

We will explore those questions by looking at some cases in the world.

**JUNE 21 (TUE.) 2022
10:30-12:00 AM
K204**

IF YOU WANT TO PARTICIPATE
ONLINE, PLEASE CONTACT C. FUNCK
FUNCKC@HIROSHIMA-U.AC.JP