

Understanding unsustainable behaviours in sustainable operations

Why is this research important?

Whilst every company aims to be profitable, global challenges such as climate change require the adoption of environmental considerations. Environmental sustainability initiatives have the benefit of offering substantially reduced operating cost whilst positively impacting corporate reputation. However, **a staggering 98% of sustainability programs fail** to achieve their targets leading to missed opportunities to save costs.



What is the goal of this research?

This research aims to **understand when, where and why operational staff do not engage** in sustainability initiatives or actively engage in unsustainable behaviour. A preliminary study already provided some insights (see Figure to the left). These will now be tested within a larger employee cohort.

Studies suggest that an average sized hotel with 66% occupancy foregoes approx. AU\$300,000 in cost savings every year due to housekeepers not honouring towel reuse wishes of guests.

What is in it for you?

Understanding where, when, and why employees engage in unsustainable behaviours will assist with reviewing and revising current processes **for more employee engagement and increased cost savings**.

Will you have access to the research results?

Results will be shared as an executive summary of research findings. If you wish to have a **specific summary** for your hotel(s) or brand(s) this **can be arranged** by contacting [the study lead](#) (contact details below).

What do I need to do?

All you need to do is to **disseminate a survey link to your frontline employees** and encourage them to participate. The study lead can provide email templates and engaging posters to share.

When will the research be conducted?

The survey will be open from **January to March 2023**.

Who will conduct the research?

Study lead
Ms Antje Martins



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The research will be conducted by PhD Candidate, Ms Antje Martins. Antje has more than 20 years of experience working in tourism and hospitality. Before starting her PhD, Antje has worked as Operations and Training Manager for EarthCheck, the world's leading Benchmarking and Certification company for sustainable tourism. She is still an active industry trainer for the Global Sustainable Tourism Council and TrainingAid, a training platform for sustainable tourism.