

Sustainable Practices of Viennese City-centre and Outskirts Hotels

Bachelor Thesis for Obtaining the Degree

Bachelor of Business Administration in

Tourism and Hotel Management

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Vienna, 2nd of June, 2023

Abstract

This paper aims to investigate the relationship between the location of a hotel in a city and its sustainable practices. In order to achieve this aim, an interview was developed and directed to general managers of 4 or 5-star hotels, located in either the city centre or the outskirts of Vienna. Nine general managers participated in the interview, five of which were from the city centre and four from the outskirts. The findings revealed that, for the interviewed hotels, the location of a hotel does influence the choices of sustainable initiatives that are implemented, though other factors such as the hotel segment and the historicity of the building, were also found to influence the practices in place. Additionally, the importance of sustainable practices for each hotel did not quite depend on the location but rather on the importance that each general manager gave to sustainable initiatives.

Due to the location, hotels will or will not have space limitations which might result as restrictions in the choice of sustainable initiatives. Additionally, hotels in one of the two areas were found unable to modify the exterior part of their building, which in turn limited their sustainable practices. Finally, the findings showed that the location might affect the type of energy resources that a hotel can use. Even with the limitation in sample size, the research can be the basis for future research on this topic, to study furthermore the relationship between the location of a hotel in a city and its sustainable practices.