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Sustainable development practices for the hotel industry in Nigeria: Implications for the Ilaro area of Ogun State

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Sustainable development practices of 15 hotels were investigated in this study in which a 41 point questionnaire, prepared in 10 sub-scales, was administered to 350 respondents selected from employees of the hotels and residents of the host community to ascertain the level of involvement of hotels in the enforcement of sustainable development practices in the Ilaro community of Ogun State, Nigeria. Data were analysed in inferential statistics, and Z-test statistics was utilised to test hypotheses. Results show that hotels in the area have not embraced sustainable development practices in the host community. The study recommends that corporate social responsibility and sustainable development practices should be enforced by these hotels in the community through a systematic approach, which includes creating a synergy between hotels and the host community with a view to improving the well-being of the local people.

Keywords: community development, environmental impact, hotel industry, poverty alleviation, social responsibility, sustainable development

Introduction

The hotel industry is a global sector (with significant growth expectations) which caters for a majority of people, and with a majority of employees working to achieve its objective. In Ilaro area of Ogun State, Nigeria, in particular, the hotel industry has experienced an upsurge in growth and development in recent times, and it is expected that the industry will continue to grow rapidly, as characterised by population growth in the community and the influx of local tourists to the environs. This paradigm shift in tourism development puts an extra burden on tourism industry practitioners in the expansion in technology, acquisition of resources, and production methods, which in turn put tremendous pressure on both the environment and existing infrastructure and create further environmental impacts on existing climatic conditions. As Aksu, Yaşar, Öz, Demir, Turgut, and Fauziah (2016, p. 128) wrote: “a projection shows that by 2035, the tourism sector’s effect on climate change will stem from an increase of 222% in tourist travel that will bring about 152% greater CO₂ emissions”. They also stated that “... possible effects of climate change on the tourism sector are, a rise of sea levels, scarcity of water, harm to biodiversity...” in which “the tourism sector has a 5% share of global CO₂ emissions, which equates to 4.6 % of global warming” (Aksu et al., 2016, p. 129). These situations generate some level of animosity (both in the short and long run) between business organisations and host communities because environmental harmony has been distorted to the detriment of the host community (Mattera & Moreno-Melgarejo, 2012).

Against this backdrop, about 193 countries of the world adopted a set of goals (in 2015) geared towards ending poverty, protecting the planet, and ensuring prosperity

for all as part of a new sustainable development agenda directed towards the well-being of all citizens of the world. Each of the 17 sustainable development goals (SDGs) has specific targets to be achieved over the next 15 years, hence the theme “Transforming our world: The 2030 Agenda for Sustainable Development” (United Nations, 2015). According to the document, everyone has a role to play for the goals to be reached: governments, the private sector, civil society, the local community, as well as individuals. For the SDGs to be achieved, they are further expanded to 169 proposed targets for these goals and 304 proposed indicators to indicate compliance. Both the formal and informal sectors are designated in the realisation of the SDGs. Specifically, Goal 7 of the SDGs is geared towards ensuring the use of affordable, reliable, sustainable and modern energy, since “energy is the dominant contributor to climate change, accounting for about 60 per cent of total global greenhouse emissions” (United Nations, 2015, p. 1). It is expected that hotel establishments in developing nations should key into the SDGs agenda in the course of their operations in order to mitigate significant environmental impacts accruing from their overall business activities which would end up contributing to environmental disharmony and may affect both the long-term survival of the business, mutual relations between the hotel and the host community, and the health of humanity at large.

Objectives of the study

The impact of the activities of hotels in the Ilaro area of Ogun State, Nigeria, as they affect the environment and well-being of the local people was examined in this study. Such activities are those utilised by the hospitality organisations in their daily business operations, including their commitment to

development and maintenance of local infrastructure, source of energy supply (and usage), water and sanitation management, source of (food) raw materials, food production mechanism, waste and sewage disposal, as well as their level of involvement in community development in the area of operation. These are indices with which the level of compliance to the SDGs are measured for both manufacturing and service industries (SDG Industry Matrix, 2015). Specifically, the study examined:

- Corporate social responsibility undertakings of the hotels for the host community; and
- Sustainable development practices of the hotels in the study area.

Literature review

One of the major responsibilities of manufacturing and service industries is the assurance of a long-lasting cordial relationships between the establishments and the host communities (Welcomer, Cochran, Rands & Haggerty, 2003). The host communities are the inhabitants of the districts where the business activities of the hotels take place. A certain conviction emanates for the local people who feel that their locality is capable of accommodating certain business enterprises, and as such, they tend to believe that their status should be enhanced in a variety of ways through the emergence of these business enterprises. There is, consequently, a need to strike a balance between the expectations of the local population and that of the businesses who are of the belief that the host community will be very accommodating for their enterprise to prosper.

Residents of the host community, as well as the firm itself, are all stakeholders who are, in one way or the other, affected by either the activities of the firm, or the grievances of the residents as characterised by the activities of the firm. Eweje (2006, p. 100) wrote that a stakeholder is anyone who has "a stake in or claim on the firm", which was further interpreted to include "any group or individual who can affect or is affected by the corporation". This clarifies the scope of stakeholders for the hotel industry to include customers, employees, suppliers, management, and the local community. Consequently, Eweje asserts that business success can best be achieved by giving the interests of the business' stakeholders proper consideration and adopting policies that produce the optimal balance among them. Similarly, Welcomer et al., (2003) posited that firms and stakeholders actively working together in hopes of mutual gain can have a significant impact on the firm. The foregoing clearly defines the relationship between hotels and their host communities as that which is expected to be of immense benefit to both the establishments and the host communities. This is where corporate social responsibility and sustainable development practices play prominent roles.

CSR expectations for hotel establishments

Corporate social responsibility (CSR) is the sum total of the initiative of a business organisation to evaluate and take responsibility for the organisation's effects on environmental and social well-being. The term generally applies to efforts that go beyond what may be required by industry regulators or environmental protection groups. Ihlen, Bartlett and May (2013) stated that companies express this responsibility (1) through their waste and pollution reduction processes (SDGs 3 and 15), (2) by contributing to educational and social programs

(SDG 4), and (3) by earning adequate returns on the employed resources. Mattera and Moreno-Melgarejo (2012) wrote that the roles played by firms in the host community in the socio-economic and environmental context have resulted to a new business strategy that has drawn a triple bottom line which include achieving sustainable profits while reducing environmental footprints (planet), and balancing these objectives with the people involved, from employees to the overall community. Most local communities are unaware of the responsibility of firms towards their sustainable development, whereas such firms take undue advantage towards profit maximisation at the expense of the society. This development has been endorsed by firms to be responsible for social unrest within the host community in due time owing to the obvious degradation that emerges as a result of unchecked and significant environmental aspects and impacts of a firm's activities on the environment (Ihlen et al., 2013).

DGs expectations for hotel establishments

Business activities in Ilaro, Ogun State, have significantly increased over the last ten years, with a significant surge in the number of hotels in the locality (Obiora & Nwokorie, 2018). Significant environmental aspects and impacts of the activities of these hotels are expected to create environmental challenges for the host community (Bohdanowicz-Godfrey & Zientara, 2014), which may affect overall community well-being and hamper the sustainability of the business undertaking. The United Nations 2030 Agenda for Sustainable Development is a 17-point sustainable development objective, with specific achievable targets over the next 15 years to end poverty, protect the planet, and ensure prosperity for all as part of a new sustainable development agenda (UNESCO, 2016). The specific targets can be summarised as geared towards the purpose of inspiring and informing greater private sector action to drive inclusive, sustainable prosperity; and that, through the lens of "shared values", the private sector can identify opportunities in addressing social and environmental challenges (Kanie, 2015). As the SDGs Goal 7 (for instance) demands, a major fact there is to reduce carbon intensity of energy as a key objective in long-term climate goals, because energy is a dominant contributor to climate change, accounting for around 60 per cent of total global greenhouse gas emissions (Bhattacharya, Khan, Rezvana, & Mostaque, 2016).

Similarly, goal 15 observed that land degradation has affected over 1.5 billion people globally by 2008 (Bhattacharya et al., 2016), which is caused by human and industry activities, and climate change, as it poses major challenges to sustainable development and has affected the lives and livelihood of millions of people in the fight against poverty. The question is: have hotel establishments in Ilaro made any form of effort to key into the SDGs programme to ensure a prosperous life for the inhabitants of their host community? Or are the establishments on the singular mission of profit maximisation, without recourse to the well-being of the local people? These questions need urgent responses to maintain lasting harmony amongn the relevant stakeholders, and studies are lacking in this regard.

Ensuring healthy and prosperous lives and promoting the well-being of the local people are significant to sustainable development. Significant efforts should be made in improving life expectancy and reducing some common killer-associated

child and maternal mortality issues. In most developing countries, major progress has already been made (through the adoption of the SDGs) on increasing access to clean water and sanitation, and reducing malaria, polio, tuberculosis, typhoid fever and related diseases. However, more efforts are needed to fully eradicate a wide range of diseases and address many different persistent and emerging health issues at every business locality (Bhattacharya et al., 2016). To this end, studies and subsequent reports are necessary to further ensure that “naïve” hotel managers and chief executives get the requisite knowledge and direction for a sustained effort to safeguard the environment and improve the well-being of the local people in order that the future of the business is not threatened. Specifically, issues such as sustainable practices and the social responsibility by hotel establishments, energy and water usage for operational efficiency, as well as pollution and land degradation are emerging threats to the sustainable development matrix.

Methodology

The non-probability sampling technique was adopted to select respondents for the study (from 15 hotels and the entire Ilaro community) because it is more convenient in studying both large and small populations in order to discover the distribution of the sample of the population (Osuala, 2002). A survey method was used to elicit data from respondents. The study employed a questionnaire (using a four-point Likert rating scale) which was premised upon relevant literature and the expected targets of the entire United Nations Sustainable Development Goals (UNSDGs), as well the research carried out by Aksu et al., (2016). To this end, a 41-point questionnaire was prepared in ten sub-scales with strict reference to the contents of the UNSDGs in order to address the research objectives and form the basis for testing the hypotheses formulated for the study. The elements in the sub-scales were determinants of the level of adherence to the targets of the SDGs by the hotel establishments studied.

Hypotheses

Two null hypotheses (H_0) were formulated for the study in relation to goals 3, 4, 6 and 7 of the UNSDGs to address the specific research objective and draw conclusions.

- H_1 : There is no corporate social responsibility by the hotels for the host communities.
- H_2 : Sustainable development practices are not embraced by the hotels.

Study population and sample size

The target population for the study is made up of employees of the selected hotels and community residents in Ilaro. The sample size for the study was determined using two different methods due to the finite and infinite nature of the population. The sample size for the employees of the hotels was determined using the Taro Yamane formula (Schawnms, 1994), while that of the community residents was calculated using the Freud and Williams formula (Alugbuo, 2002) due to the infinite nature of the population. The estimated population for the residents was done post-determination (Tables 1 and 3). Further, Anyanwu (2002) recommends that 20% of the sample is appropriate if the population is in many hundreds. Therefore,

a 20% probability of residents in Ilaro that do not reside very close to the selected hotels within the period of the study was assumed. Consequently, the sample size for employees is 109, while the sample size for community residents is 246. The total sample size, therefore, is 355.

Results

About 81.65% of hotel employee respondents were between 30 to 50 years old, while 82.16% of the residents are in the same age bracket. Up to 57.8% of hotel staff studied have operated between six and 15 years, while 59.34% of the residents have resided in the hotels’ local community in the same period. It was discovered through respondents’ demographic profile that up to 55.05% of the respondents are male employees from the hotels studied, while 56.02% are male residents of the community, and all the respondents studied are formally educated. The population of hotel employees whose job roles are management-inclined include 42 staff, while the remaining 108 employees are made up of those performing operational roles in various units, including facility maintenance, housekeeping, and engineering. A total of 355 questionnaires (100% effective sample size) were distributed to the respondents, made up of 109 employees of the hotels studied, as well as 246 residents of the host community, in which 350 of the questionnaire were returned, representing 98.6% response rate (Tables 1, 2 and 4).

Analysis of data

Table 5 presents inferential statistical analyses of responses generated through the research instrument prepared on a four-point Likert rating scale. The SA and A codes represent positive responses, while negatives responses are represented using the SD and D codes. Sustainable development practices and the targeted achievements of them are the major key indicators in the sub-scales of the survey instrument. Sustainable practices that ensure a healthy lifestyle for the populace were indicated (Table 5, item 1) and respondents declined the availability of waste management and recycling mechanism for the hotel with \bar{x} 1.58 and $\sigma\bar{x}$ 0.72. Usage

Table 1: Population stratification on nature of job role (for hotel employees)

Selected hotel	Elements of the population		Total
	Management staff	Operational staff	
Hotel 1	2	3	5
Hotel 2	1	3	4
Hotel 3	4	4	8
Hotel 4	3	4	7
Hotel 5	3	7	10
Hotel 6	3	11	14
Hotel 7	3	10	13
Hotel 8	3	6	9
Hotel 9	4	13	17
Hotel 10	1	3	4
Hotel 11	4	13	17
Hotel 12	3	7	10
Hotel 13	2	6	8
Hotel 14	3	7	10
Hotel 15	3	11	14
Total	42	108	150

Table 2: Population stratification on demographics

	Hotel employees (n = 109)	Residents (n = 241)	Valid %*		Total
			Hotel employees	Residents	
Gender					
Male	60	135	55.05	56.02	100
Female	49	106	44.95	43.98	
Education background					
Formal	109	241	100	100	100
Informal	Nil	Nil	Nil	Nil	
Age					
25–29	13	22	11.93	9.13	
30–35	18	31	16.51	12.86	
36–40	19	55	17.43	22.82	100
41–45	44	60	40.37	24.90	
46–50	8	52	7.34	21.58	
51 and above	7	21	6.42	8.71	
Years of service (hotel employees)/ Years of residence (residents)					
1–5 years	42	59	38.53	24.48	100
6–10 years	50	83	45.87	34.44	
11–15 years	13	60	11.93	24.90	
16 and above	4	39	3.67	16.18	

*Based on the cases of usable questionnaire

of energy efficient lighting had \bar{x} 2.27 and $\sigma\bar{x}$ 0.57, while efficient natural resource management by the hotels, availability of cleaning products, water usage control and minimisation, and effective management of waste water had \bar{x} 1.76, 1.98, 2.06 and 1.59, and $\sigma\bar{x}$ 0.67, 0.62, 0.60 and 0.72. The long-run outcome, if not effectively checked, is resultant danger posed to the ecosystem, while endangering child health and maternal mortality, as indicated in the studies of

Table 3: Distribution of questionnaire

Selected hotel	Population size	Resident population (hotel area) using simple proportion
Hotel 1	3	17 – Pahayi Area
Hotel 2	2	16 – Express Area (a)
Hotel 3	5	16 – Oke-Ola Area (a)
Hotel 4	4	17 – Orita Pahayi Area
Hotel 5	8	16 – Ikosi Area
Hotel 6	10	16 – Surulere Area
Hotel 7	10	17 – Express Area (b)
Hotel 8	5	16 – Oke-Ola Area (b)
Hotel 9	14	17 – Yewa College Area
Hotel 10	2	16 – 1004 Area
Hotel 11	14	16 – Ibese Road Extension Area
Hotel 12	7	17 – Ikosi Road Area
Hotel 13	6	16 – Express Area (c)
Hotel 14	8	16 – Ona-Egbo Area
Hotel 15	11	17 – Express Area (d)
Total	109	246

Table 4: Return rate of questionnaire

Options	Distributed	Returned	% Returned
Hotel employees	109	109*	100
Residents	246	241*	98
Total	355	350*	98.6

*100% usable questionnaire

Weldearegawi et al. (2015) and Oye-Adeniran et al. (2014). This is coupled with responses affirming poor sustainable environmental management and lack of action by the hotels to tackle land degradation and environmental pollution in the host community, as the mean scores and standard deviation for responses analysed in Table 5, item 4 (a. \bar{x} 2.94 $\sigma\bar{x}$ 0.60; b. \bar{x} 1.75 $\sigma\bar{x}$ 0.67; c. \bar{x} 3.13 $\sigma\bar{x}$ 0.67; d. \bar{x} 3.02 $\sigma\bar{x}$ 0.62; e. \bar{x} 3.15 $\sigma\bar{x}$ 0.65) indicate visible erosion sites, lack of tropical trees, littering around the hotels, poor refuse disposal, and noise pollution due to the energy generating mechanism of the hotels. The menace of land degradation can also be attributed to poor infrastructural development for waste and water management by the hotels (Thongpan & Waramit, 2008), as part of their corporate social responsibility for the community, as indicated during the study, hence failing to promote the achievement of Goals 3, 7, 9, and 15 of the SDGs. Respondents also affirmed that access to water is equally denied local residents by the hotels, against Goal 6 of the SDGs, since almost 70% of the residents source potable water from vendors.

Further indications for CSR show that the hotels are yet to support education at both the primary and post-primary levels (Table 5, item 2). Support for local market and agricultural development, as well as provision of direct employment for the local residents by the hotel establishments were negatively indicated. The actions of these hotel establishments, in this case, are in contrast with Goals 6 and 9 of the UNSDGs, and are equally a pointer to social and security unrest by the uneducated and unemployed youth in the community (Nwokorie, Everest & Ojo, 2014).

Test of hypotheses

The Z-test statistics were adopted in the test of hypotheses for the study. A 95% confidence interval was assumed with a 5% level of significance ($\alpha = 0.05$). Decision for the test is: Accept H_0 if $\alpha < p$ -value, otherwise reject H_0 .

Z-test statistical analysis was carried out to determine whether to accept or reject the hypotheses stated for the

Table 5: Statistics of responses

Statement	Responses					
	SA	A	D	SD	\bar{x}	$\sigma\bar{x}$
1. Sustainable practices						
a. Availability of waste management and recycling mechanisms	7	12	19	71	1.58	0.72
b. Energy efficient lighting	13	21	57	18	2.27	0.57
c. Efficient natural resource management	7	18	27	57	1.76	0.67
d. Availability of environmental cleaning products and practices	9	23	34	43	1.98	0.62
e. Mechanically controlled water usage system	11	13	57	28	2.06	0.60
f. Efficient management of waste water	7	12	19	71	1.59	0.72
2. Social responsibility: Goals 4, 6 & 7)						
a. Water supply to local community by hotel	44	67	75	55	2.41	0.56
b. Energy supply to local community by hotel	–	–	121	120	1.50	0.75
c. Provision of agricultural and farm support to local community by hotel	–	–	121	120	1.50	0.75
d. Support for primary education facilities by hotel	–	–	121	120	1.50	0.75
e. Support for secondary education facilities by hotel	–	–	121	120	1.50	0.75
f. Offers of scholarships to the local populace by hotel	–	–	121	120	1.50	0.75
g. Support for local market infrastructure by hotel	–	–	121	120	1.50	0.75
h. Provision of employment to local residents by hotel	47	53	83	58	2.37	0.56
3. Source of water and energy supply for the hotel						
a. Regular energy supply through national grid	3	7	67	32	1.83	0.65
b. Regular energy supply through independent power generator	67	32	3	7	3.17	0.65
c. Regular energy supply through independent solar-power system	–	–	36	73	1.33	0.81
d. Regular water supply through independent borehole	71	38	–	–	3.65	0.81
4. Land degradation and pollution						
a. Erosion visibility around the hotel community area	83	93	33	32	2.94	0.60
b. Visible tropical trees around the hotel community area	14	34	71	122	1.75	0.67
c. Visible litter around hotel area	83	113	39	6	3.13	0.67
d. Utilisation of local refuse dump site by hotel	97	89	20	35	3.02	0.62
e. Noise pollution from hotel power generating set	117	67	33	24	3.15	0.65

Scale and symbol codes: SA = strongly agree; A = agree; D = disagree; SD = strongly disagree; \bar{x} = Mean; $\sigma\bar{x}$ = standard deviation. Decision rule: Respondents disagree if $\bar{x} \leq 2.49$, otherwise respondents agree. Decision is based on effective sample size (≥ 100) for multiple sub-scale and nature of data, as \bar{x} is expected to increase significantly from a lesser degree; hence, the Mean-Value Theorem applies (Egbulonu, 2007).

study. Results show that p -value for the two hypotheses ($p = 1.37$ and $p = 1.42$) are greater than $\alpha = 0.05$ with a mean score and standard deviation of 1.50 and 0.75 (H_1), and 1.58 0.72 (H_2), respectively (Tables 6 and 7). Consequently, the null hypotheses are accepted to affirm that (a) there is no desirable corporate social responsibility by the hotels for the host communities, and (b) sustainable development practices are not embraced by the hotels in the study area.

Summary of findings

After data analyses and test of hypotheses, the study reveals a significant deviation from the UNSDGs agenda and CSR by the hotels in the Ilaro community. Regrettably, employees of the hotels are not given any form of training on sustainable development by their employees, nor do they attend seminars/workshops as a means of updating knowledge on contemporary sustainable development practices, since they

Table 6: Z-test Table (H1) using items 2b–2f in Table 5 for UNSDGs 4, 6 & 7

Options	x	f	fx	$x-\bar{x}$	$(x-\bar{x})^2$	\bar{x}	μ	$\sigma\bar{x}$	p -value
SA	4	0	0	2.5	6.25				
A	3	0	0	1.5	2.25				
D	2	121	242	0.5	0.25				
SD	1	120	120	-0.5	0.25				
Total	10	241	362		9.0	1.50	1.48	0.75	1.37

Table 7: Z-test Table (H2) using item 1a in Table 5 for UNSDGs 3, 6 & 7

Options	x	f	fx	$x-\bar{x}$	$(x-\bar{x})^2$	\bar{x}	μ	$\sigma\bar{x}$	p -value
SA	4	7	28	2.42	5.86				
A	3	12	36	1.42	2.02				
D	2	19	38	0.42	0.18				
SD	1	71	71	-0.58	0.34				
Total	10	109	173		8.4	1.58	1.15	0.72	1.42

have no professional affiliations. Means and standard deviation for the items were also negative during data analysis (a. \bar{x} 1.63 and $\sigma\bar{x}$ 0.71; b. \bar{x} 1.35 and $\sigma\bar{x}$ 0.80; c. \bar{x} 2.10 and $\sigma\bar{x}$ 0.59; d. \bar{x} 1.46 and $\sigma\bar{x}$ 0.76).

Item 3 (Table 5) shows inadequate renewable energy usage for the hotel establishments. Energy supply from the Power Holding Company of Nigeria (PHCN) national grid had \bar{x} 1.83 and $\sigma\bar{x}$ 0.65 to show that power supply from the PHCN national grid is unarguably poor in the area, while energy supply from solar power systems is minimal (\bar{x} 1.33 and $\sigma\bar{x}$ 0.81). The establishments have, as a result, resorted to the use of power generators for their regular energy supply (\bar{x} 3.17 and $\sigma\bar{x}$ 0.65). Consequently, community residents bear the outcome of the circumstance as they affirm the noise and air pollution produced from the generators, hence the failure of the hotel establishments to resort to the use of renewable energy in contrast to the UNSDGs, to the detriment of the local residents.

The study has confirmed, at the test of hypotheses, the essence of corporate social responsibility and sustainable development practices by the hotels in the Ilaro community. Responses in Table 5 (items 2a–2h) equally reveal that the hotels have failed on their part to take up corporate social responsibility to enhance the well-being of the residents of Ilaro community where their businesses are established. Provision of water to the residents by hotel establishments has up to 53.90% response (\bar{x} 2.41 and $\sigma\bar{x}$ 0.56), while other elements of social responsibility, including energy supply, provision of agricultural and farm support, scholarship assistance, and provision of local market infrastructure had 100% negative responses (\bar{x} 1.50 and $\sigma\bar{x}$ 0.75). Hung Chen (2011) advocated a procedure for identifying a CSR model with best goodness-of-fit, influenced by four core components: accountability, transparency, competitiveness, and responsibility, which the hotel establishments have failed to embrace at present.

The study affirms that sustainable development practices are not embraced by the hotels. Responses from Table 5 (item 1a, in relation to H_2 test result) show up to 82.5% (\bar{x} 1.58 and $\sigma\bar{x}$ 0.72) confirmation of non-availability of waste management and recycling mechanism for the hotel establishments, which explains the utilisation of the local refuse dump site for refuse disposal by the hotels (Table 5, item 4d). Mohammed (2016) wrote that the most important reason for waste collection is the protection of the environment and the health of the population, as rubbish and waste can cause air and water pollution, giving rise to the danger of diseases. Rotting garbage is also known to produce harmful gases that mix with the air and can cause breathing problems in people (Pervez & Kafeel, 2013), and this is where the study found the hotels to have shown little or no responsibility.

Conclusion

From the findings of this study, hotels in the study area are yet to understand the UNSDGs prevailing conditions for business undertakings, and more especially in improving community well-being. The majority of the hotel establishments in the Ilaro community do not understand the necessity of corporate social responsibility and its advantage in fostering mutual relationships between hospitality organisations and host communities. Sustainable development indices are poorly

represented in the hotels studied. The implication for the local community is gradually made manifest in the form of the varieties of pollution, including noise and air pollution from power generators and dump sites, as well as the unforeseen contributions to global warming from CO₂ emissions from the energy generation mechanism of the establishments.

Additionally, hotels in the area presently do not have information regarding the requirements of sustainable development practices, as there is no regular or periodic training, nor workshops for that purpose for both existing and new employees. Employees in most of the establishments do not belong to trade unions and professional associations, hence limiting their opportunity to network with colleagues outside the locality. Finally, the hotels have failed to assist the community in reversing the growing menace of land degradation in the community, while indices such as support for education and agriculture, provision of market infrastructure, and community development point towards total neglect on the part of the hotel establishments to the host community.

Recommendations

Local government authorities, who are better informed about the UNSDGs and CSR ideologies, should provide the management of hotel establishments operating within their jurisdiction with recent documents on sustainable development practices and corporate social responsibility to enable adequate and systematic dissemination of information and acquisition of knowledge. This will acquaint managers with adequate awareness of sustainable development practices and enable them to train and retrain both new and existing employees in the necessity of implementation of sustainable practices for tourism development.

Regulatory agencies and the management of hotels should encourage hotel employees to identify with relevant professional associations in the tourism industry. This will assist establishments to identify with each other in order to generate and share ideas for solving problems bothering on sustainable development practices for the hotel industry.

Hotels should create a synergy with one another that would enable them to form a consortium for the purpose of assisting the host community with corporate social responsibility undertakings. This could be done through a systematic approach that would identify the areas of need of the community which the hotels could handle through a gradual process to improve the well-being of the local people.

The management and/or owners of hotel establishments should understand that the business cannot survive where the society and host community fail to flourish. To this end, hotels should make it a point of orientation to embrace sustainable development practices and, especially, ensure the safety and protection of the business environment and that of the society at large. Therefore, competent employees should be engaged by hotel establishments to ensure strict compliance to the principles of CSR and that of the UNSDGs in order to minimise the long-term implications of the neglect, while creating a lasting harmony between the organisation and the host community. While this could be seen as a challenge, it should equally be embraced as a great responsibility.

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