

Managerial Barriers of Hotel Green Practices: A Case Study

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INTRODUCTION

Businesses today are being influenced by green trends and policies and are becoming more conscious of their environmental impact and it's good business to do so.

Hotels in particular are making progressive strides but there still remain barriers to implementing green practices faced by management.

This project addresses and conceptualizes what managers perceive to be the most significant barriers.

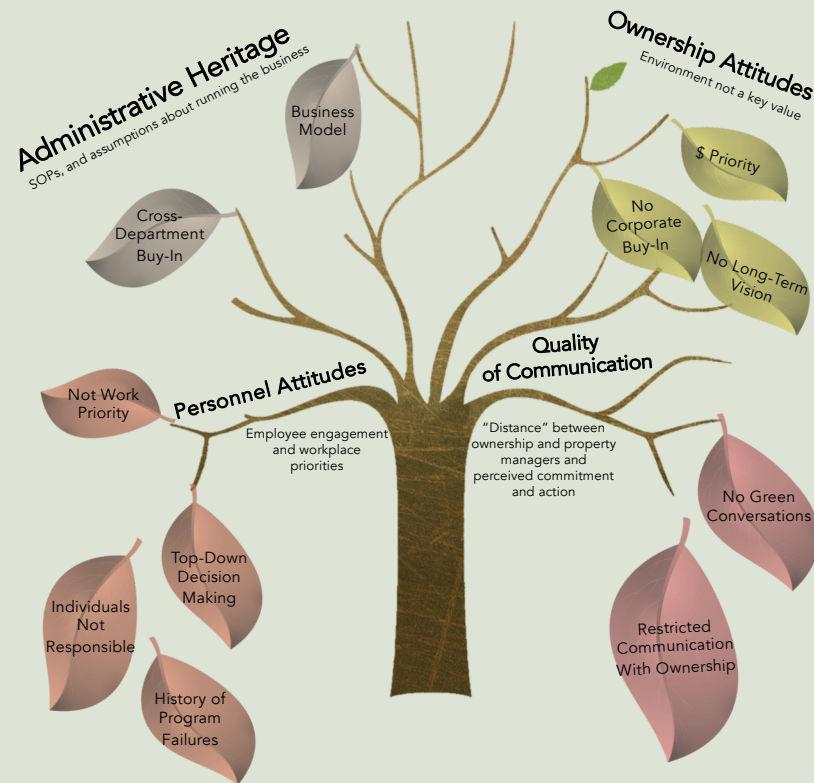
METHODS

- Case study approach - real-life context
- Non-probability convenience sample
 - 8 former managers
 - Employment duration 2.5 - 6 years
 - Various resort departments
- Semi-structured interviews
- Documented common codes & themes

Literature Cited

Post, James E., and Barbara W. Altma. "Managing the Environmental Change Process: Barriers and Opportunities." 1994.

RESULTS



CONCLUSION

"Organizational barriers are not unique to environmental problems, but which affect a firm's capacity to deal with any form of change, including environmental change."

(Post & Altma 1994)

OVERCOMING BARRIERS



Further Information

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Acknowledgments

An overwhelming amount of gratitude goes to my family for encouraging me to another life milestone. A big thank you to Dr. Traphagan, Dr. Spinuzzi and Dr. Ware for helping me navigate this project. To my HDO cohort, the knowledge you shared with me over these past 15 months will forever impact me and I greatly appreciate each of you.