



# **Bachelor's in Tourism and Leisure Management**

## **FINAL DEGREE PROJECT**

### **Amanpuri, Phuket, Thailand A transition to a plastic-free hotel**

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## **Abstract**

Plastic pollution is a global problem, which is currently causing negative consequences for humans, wildlife and the planet, such as health problems, death and suffocation to the wildlife, and extreme weather events, which is necessary to combat for a better future. In fact, studies show that 80% of marine pollution is plastic (Fava, 2020). The purpose of this study is to help navigate Amanpuri to become a plastic-free hotel. Methodology used includes in-depth interviews, research through academic papers, documentaries, governmental websites, and understanding and seeing the relevance of the transition through the perspective of potential guests through surveys. Results showed that the respondents find significant importance in luxury hotels taking environmentally-friendly initiatives, which is considered a basic attribute, as they have the profits and resources. Moreover, all parties during the survey and interviews agree on the challenges that plastic is causing to businesses, humans, wildlife and the environment. This project proposes 12 actions to support Amanpuri to decrease their plastic consumption, which are organized around three areas (plan for employees, guests and operation), including actions such as, conducting training, activities, donations, encouragement among suppliers, guests and employees, and joining initiatives. The support from all stakeholders is needed to successfully complete the transition to a plastic free hotel.

La contaminación por plástico es un problema global, que actualmente está causando consecuencias negativas para los seres humanos, la vida silvestre y el planeta, como problemas de salud, muerte y asfixia a la fauna, y fenómenos meteorológicos extremos, que es necesario combatir para un futuro mejor. De hecho, los estudios demuestran que el 80% de la contaminación marina es de plástico (Fava, 2020). El objetivo de este estudio es ayudar a Amanpuri a convertirse en un hotel libre de plástico. La metodología utilizada incluye entrevistas en profundidad, investigación a través de artículos académicos, documentales, sitios web gubernamentales, y comprender y ver la relevancia de la transición a través de la perspectiva de los huéspedes potenciales mediante encuestas. Los resultados mostraron que los encuestados consideran muy importante que los hoteles de lujo adopten iniciativas respetuosas con el medio ambiente, lo que se considera un atributo básico, ya que disponen de beneficios y recursos. Además, durante la encuesta y las entrevistas todas las partes coincidieron en los retos que el plástico está causando a las empresas, los seres humanos, la fauna y el medio ambiente. Este proyecto propone 12 acciones para ayudar a Amanpuri a reducir su consumo de plástico, organizadas en torno a tres áreas (plan para empleados, huéspedes y operaciones), que incluyen acciones como formación, actividades, donaciones,

fomento entre proveedores, huéspedes y empleados, y adhesión a iniciativas. El apoyo de todas las partes interesadas es necesario para completar con éxito la transición a un hotel libre de plástico.

**Keywords:** plastic; hotel; plastic pollution; single-use plastic; tourism; hospitality sector; Amanpuri; Thailand

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## **1. Introduction**

For the last few centuries, since plastic was introduced, we have seen the growing popularity of its use - as well as its many impacts. Though it was considered a more efficient material compared to the use of natural resources, we have seen the growing negative impacts it has created for the planet, humans and wildlife. We have witnessed the death of animals, the pollution it has created for our seas, lands and general environment, and the illnesses it has cost humans. In fact, studies show that by our continued consumption, there will be more plastic than fish in our oceans by the year 2050 and that currently 80% of marine pollution is plastic (Fava, 2020).

It has become a constant habit and ease for both businesses and individuals to consume plastic on a daily basis, but it is time to combat the challenges that we are facing, and to look forward to a more sustainable future for both the planet and for us. Whilst many businesses and individuals have started taking actions to reduce their plastic consumption, we are all still far from the goal. Some may argue that it is too late, whereas some believe there is still hope to save the Earth. But is it really attainable for businesses and individuals to reach this goal as a global community by doing their part, and is it enough?

Looking at the tourism industry, we see that the accommodation sector has started focusing on eliminating unnecessary plastic (Samson, 2022). In this case, we see Amanpuri, which is categorized as a luxury resort brand located in Phuket, Thailand. Amanpuri is the flagship property of Aman and has been operating for 35 years, with a total of 40 pavilions and 44 villas (Aman, n.d.). Amanpuri has taken it step by step to reduce plastic pollution, but are still facing challenges in the back office. Nevertheless, further support is needed to reach the goal of becoming a zero plastic resort.

### **1.1 Objectives of the study**

The main objective of this study is to bring Amanpuri one step closer to become a plastic free hotel. Whilst succeeding heavily on the front office and in the appearance of the hotel, Amanpuri is facing challenges in the back office, and for this reason, the primary objective of this study will be narrowing the focus to be reducing plastic consumption in these departments. The objectives will be based around the following research questions:

1. How will Amanpuri be able to transition to a 100% plastic free hotel?
2. In what way does sustainability play an important role for hotel guests at luxury hotel brands?
3. How does sustainability influence the decision-making for hotel guests at luxury hotel brands?

4. Which positive or negative effects will the transition to a plastic free hotel have on the business?

## **2. Methodology**

Throughout this paper, we will be using academic papers, documentaries, reliable associations, reports and webinars, as well as governmental and official websites. We will be able to understand everything about plastic, the problems plastic causes, how to reduce the consumption of it, as well as seeing the possibilities of reaching the goal of Amanpuri's transition to a plastic free resort.

Moreover, we will be using both qualitative and quantitative methods to analyze and identify the steps that are relevant to take in order to transform Amanpuri into a plastic free hotel. Additionally, we will contribute towards understanding the importance of reducing plastic consumption from the perspective of the environment, the guests and the business itself.

More specifically, a quantitative method that will be used is by conducting a survey through Google Forms which will be targeting potential hotel guests, to understand the importance and the impact for them to choose an accommodation which is fighting against plastic pollution. The aim of this survey is to target as many different nationalities as possible who have the desire to travel, with a big advantage of prioritizing at staying at luxury hotels, however, is not limited to such, but is also willing to stay at luxury hotels. This is also to be able to understand the importance for luxury brands to be linked to environmentally-friendly practices from potential guests' perspectives. The survey will be shared throughout social media, such as LinkedIn, Instagram and Facebook, as well as through word of mouth.

Furthermore, a qualitative method which will be used is by doing site inspection and daily observations at the property, which is attainable through my internship during the months of February to May, to identify the current plastic challenges in all departments as well as identify their current successes. Furthermore, as well as by conducting in-depth interviews with the Head of Department of Food and Beverage, Housekeeping and Human Resources, to gain qualitative insight and perspectives to attain the most efficient outcomes, whereas the questions can be found in Annex 8.

## **3. Theoretical framework**

This section presents the theoretical framework of plastic pollution and the role of the hotel industry in these matters. Additionally, on the perspective of hotel guests on the consumption of single-use plastic with the review of academic papers, publications from organizations and associations, as well as the

common agreement by official governments, scientists, small businesses, authors, such as UNWTO, OECD, that plastic consumption is harming humans, the wildlife, the environment and planet Earth. As plastic pollution is a big factor which contributes heavily to climate change, it is relevant to take the necessary actions to reduce our plastic consumption in order to create better circumstances for the future generations as well as for the surrounding nature and habitats.

### **3.1 About plastic**

To begin with, it is necessary to understand what plastic is. According to the Cambridge Dictionary (plastic, n.d.) plastic is defined as “an artificial substance that can be shaped when soft into many different forms and has many different uses” and “any one of a group of materials made chemically and shaped into different forms for different uses”.

Moreover, Li et al. (2020) defines the concept of plastic pollution as “the introduction of plastics (regardless of sizes, shapes or types) into the environment, resulting in potential threats to the environment, organisms, or even human health.”

#### **3.1.1 History of plastic**

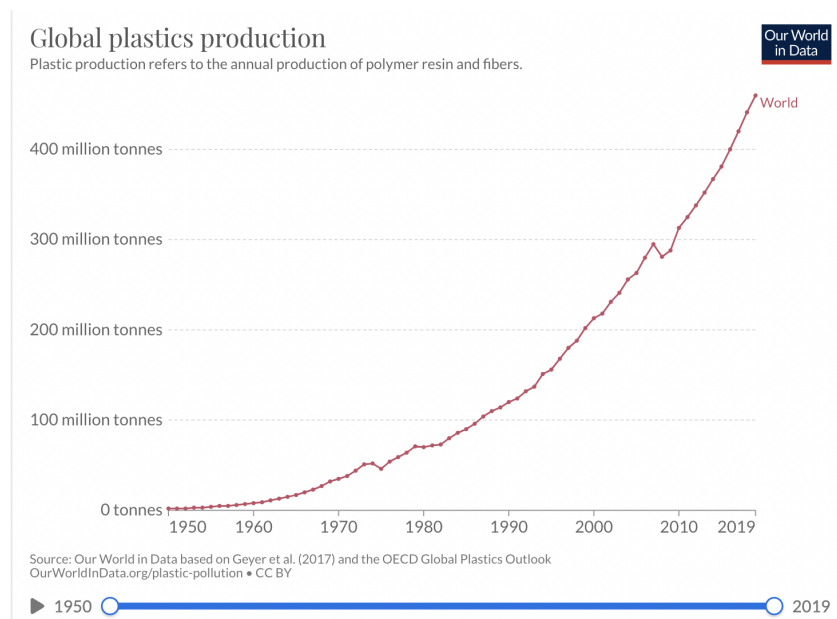
The history of plastic dates back to the year 1862, where the first human-made plastic was introduced, which was made by Alexander Parkes. However, it was not before the year 1907, that the plastic called Bakelite was built up on and turned into the first synthetic plastic, which is what we know it as today. This type of plastic became very popular for mass production due to its low costs and appearance, which was efficient for the market as the creators saw the critical situation of limited natural resources in the 1800's due to the constant evolvement of new inventions. In continuation to this, they started creating machinery for World War II, however, it did not stop there. Once the war ended, they continued producing plastic as it became a popular material in the daily life of households due to plastic being cheap and its ease of use (4 Ocean, 2020).

Looking at the statistics on global plastic production from 1950 to 2019 in Graph 1, we see that in 1950 we produced around 2 million tonnes annually, whereas fast forward to 2019, we produced approximately 460 million tonnes of plastic, which shows us the significant popularity in plastic and the ease of adaptation (Ritchie, 2018).

Considering the statistics ends in 2019, and despite Samson (2022) arguing that hotel accommodations have seen a significant support from hotel guests and their awareness in regards to their plastic consumption on their hotel stays

in 2019, Covid-19 hit in 2020 which changed the world drastically. According to Samson (2022), single-use plastic consumption had increased with approximately 250-300% during Covid-19, with the increase global use in face masks, latex gloves, plastic wrapping, PVC visors, transparent screens at the receptions and cashiers, as well as single-use plastic bags, cups, amenities etc. However, Samson (2022) also argues that the efficiency of plastic used during the pandemic is not as efficient as they may say, as scientists have researched that Covid-19 still survives on plastic.

**Graph 1: Global plastics production**



*Source: Ritchie (2018)*

### 3.1.2 Types of plastic

There are in total identified the 7 most common types of plastic that we are exposed to on a daily basis, which have been categorized through their recycling codes (Hardin, 2021; TUI, 2019):

1. **Polyethylene Terephthalate (PET or PETE):** This type of plastic is the most commonly used worldwide and can be characterized as lightweight, strong material and typically transparent. It is commonly used for food packaging and fabrics. Examples are soda bottles, water bottles, food jars etc. and this type is also considered to be recyclable.
2. **High Density Polyethylene (HDPE):** This type of plastics is characterized by its strong and resistant to moisture and chemicals.

Typical examples are trash bags, shampoo bottles, detergent bottles, milk cartons, toys etc. which are considered to be recyclable.

3. **Polyvinyl Chloride (PVC):** This type of plastic is considered to be the most dangerous plastic for human health due to the toxins it beholds. It is often used for medical applications due to the ease of disinfection as well as for building and construction applications due to its efficient resistance to the weather and other chemicals. This type of plastic is rarely recycled, and examples of this would be credit cards, sewage pipes, oxygen masks etc.
4. **Low Density Polyethylene (LDPE):** This is a lighter version of the HDPE, so it can be recycled. It is widely used as a liner inside beverage cartons, such as garbage bags, bubblewrap, grocery bags, plastic wraps, sandwich and bread bags etc.
5. **Polypropylene (PP):** This is considered to be the most durable type of plastic but the category where you can find the most single-use plastic items, and is a category that is more challenging to recycle. It has greater heat resistance, hence, being convenient for storing hot food etc. and is also characterized by holding its shape for a longer period of time, whilst still being able to bend the material. Examples are straws, bottled caps, hot food containers, diapers, disposable cups and plates, and DVD/CD boxes.
6. **Polystyrene (PS):** Better known as styrofoam, this category is also common within single-use plastic items and are very hard to recycle. Moreover, it is harmful to human beings due to the toxins it creates and absorbed through food and ingestion, hence, considered one of the most dangerous plastics. This can often be found in take-away containers, egg cartons, product packaging, plastic cutlery etc.
7. **Other:** This category is usually a combination of the above-mentioned plastics or just does not fit in any of them. These are a challenge to recycle due to a long process. Examples of this type are plastic CD's and DVD's, electronics, baby bottles etc.

In terms of plastic pollution, there are different types of plastic degradations that we have to be aware of: (1) microplastics which are between 1 micrometer up to 5 millimeter, which are the most commonly found in plastic pollution and most widely studied, and (2) nanoplastics which has the size of maximum 1 micrometer (Horton, 2022). At last, there are (3) nurdles, which are small pellets, which all plastics products are made of before production (Comic Science, 2021). These types of plastic degradations, mainly microplastics and nurdles, are commonly found in animals such as seabirds, who have died due to the significant amount of plastic they had ingested. In fact, according to

Cosmic Science (2021), they had found a record of 234 pieces of plastic inside a dead seabird, which is equivalent to 6 kilos of plastic inside a human being.

### **3.2 Plastic pollution**

According to Fava (2020), 80% percent of marine pollution is plastic, and there are approximately 8-10 tonnes of plastic annually which are thrown in the ocean, in which we can currently also find 50-75 trillion pieces of plastic, including microplastics. Other facts to take into account is that plastic production contributes heavily to greenhouse gas emissions (Horton, 2022), and according to research, there will be more plastic than fish in the ocean (Fava, 2020). Moreover, The Environmental Agency has stated that all the plastic that has been produced since the beginning, is still on our planet and has not vanished due to its effective resistance to degradation (Fava, 2020; Li et al., 2020).

Fava (2020) discusses the different impacts it has; (1) to humans, microplastics have entered our food chain, and we can find it in everything we consume, whether it be in our waters, the salt and in our soils which can cause health hazards, as well as the toxins found on the surface of the plastics. Li et al. (2020) also mentions a recent study showing that American adults ingest ten thousands of microplastics annually through the food, the skin and the air. (2) To our earth, it contributes to climate change and global warming, as plastic is made out of fossil fuels as well as releases carbon dioxide and methane. (3) To wildlife, as the animals can get entangled in it, suffocate, ingest it, and get infections and internal injuries. Animals do not only get injured, but it can also lead to death if they ingest it due to the chemical harm, or get entangled in plastics, such as seabirds getting stuck in fish nets and gears (Li et al., 2020). Moreover, we also see whales dying due to ingesting too much plastic (Cosmic Science, 2021).

Looking at the example in the Smoky Mountains, in the Philippines, we have seen the danger in human health and wildlife. Smoky Mountain is known for burning plastic, which then leads to methane in the air. Mixing it with the temperature and heat in the area, it can catch on fire which puts danger to the population, environment and wildlife, among others. At last, a common disease found in the area is Tuberculosis (Cosmic Science, 2021).

According to Horton (2022), plastic pollution has become an easy target to increase awareness throughout the public naturally, as it is a problem that is visible and unavoidable for the human eye due to its appearance and it is widespread. The visibility helps to bring action in people and may change their habits and behavior towards plastic consumption and general littering (Horton, 2022).

However, in contrast to the above-mentioned consequential facts, some argue that plastic pollution is not an important problem, since humans, wildlife and the environment have been exposed to plastic for decades, and we have not seen a decrease in human population due to the cause of plastic (Horton, 2022).

### **3.3 Initiatives**

There are already some initiatives taking place by different associations, whether them being NGO's, private, national or global associations, such as the Global Tourism Plastics Initiative (UNWTO, n.d.), United Nations Sustainable Development Goals (United Nations, n.d.), and 4Ocean, to name a few.

The initiative closest to our current study is the Global Tourism Plastics Initiative which is aiming at bringing touristic businesses, associations and organizations together to fight against plastic pollution and be a leading example of a circular economy. It shares information and resources with one another to combat the plastic problem, and is also starting to see results (One Planet Network, 2021). In fact, in the recent 2021 progress report, they state that despite the challenges of Covid-19, accommodations have not given up on the plastic initiative and they continue to fight. In addition to this, we see the progress of more than 108 million plastic items and packaging has been removed which is equivalent to 804 metric tonnes (Ibid). Within this, we see significant progress in the elimination of unnecessary plastic products in food and beverage departments (eliminated approximately 34 million plastic items and packaging) and bathrooms (eliminated approximately 74 million plastic items and packaging) at accommodations (Ibid).

### **3.4 Sustainable hotels**

As easy as TUI (2019), Soneva (n.d.) may make it sound to transition to a plastic free hotel, this may not always be the case. Jo Hendrickx mentioned, the reason why hotels have a hard time not using it, is because the cost of plastic is cheap (The Travel Foundation, 2022). However, this does not mean it is impossible. Teamwork, training, passion, dedication and motivation is already a good start. We see different success stories globally, such as Atlantica SuneoClub Sancta Napa Hotel, which is now a 95% plastic free hotel, and the Iberostar Group who have been free of single-use plastic for 2 years now (The Travel Foundation, 2022).

Looking regionally and nationally at the focus of this case study, we can also see the great example of Soneva, which is a leading hotel chain in sustainable hospitality (Soneva, 2023; Leedham, 2019). Celebrating 25 years of sustainability, Soneva has, among other, banned plastic straws since 1998 as



well as banned the import of international water brands, whereas they created their own water brand in 2008. Since then, they have saved on 2.2 million single-use plastic bottles, as well as planted 511.920 trees in Thailand, recycled 82% of their waste, 302 tonnes of vegetables have been growing at their resorts, and lastly raised 13 million dollars to the Soneva Foundation (Soneva, 2021), which goes to supporting developing projects which has positive impacts on the social, cultural and environmental impacts (Soneva Foundation, n.d.).

### **3.5 Consumer and Management behavior**

Other than the attractive cost of plastic, this factor is not the only challenge, but also the behavior of the management, staff as well as customers. If the mindset of them are not in the same place, then it can be hard to adapt to a greener mindset and change. For example, the motivation from the business side is not always due to ethical reasons. Berezan et al. (2013) argues that the change to a more environmentally-friendly business is often due to governmental pressure, which could explain the reason for greenwashing (apart from the marketing). However, it can also lead to positive changes. For example, Susan Logan, Director of Sales and Marketing from Bucuti & Tara Resort, discussed at their hotel, some guests started complaining about the amount of plastic consumption they saw at the hotel, and made reviews about it. This made them start taking action and they are now the Caribbean's first carbon neutral hotel (The Travel Foundation, 2022).

Another great example is from the Property Manager of Anse Chastanet Hotel and Spa, named Carl Hunter, who also shared their success story, where they trained their team members to create changes at home and in their personal lives, which led them to bring the same habit and mindset to their work environment (Ibid).

As seen in the example from Bucuti and Tara Resort, we identify the importance of sustainability and the amount of plastic hotels consume for the hotel guests, which also led to a positive change from the hotel's side (Ibid). In a recent study with American hotel guests, they have identified that they believe environmentally-friendly hotels are linked to functional attributes, such as the energy and water conservation, and that in general, hotel guests expect environmental attributes, which then creates competitiveness among the hotels (Berezan et al., 2013), and could push them in the same positive direction as with the Bucuti Tara Resort.

Moreover, another study shows that 90% of hotel guests are prioritizing hotels which have a green management policy (Ibid). However, although they are not always prioritizing greener hotels, they always expect some environmental

attributes which they consider as the basic attributes, which should always be a part of the service, and when they overdo the basic attributes, it leads to an increase in the guest satisfactory level (Ibid). However, Berezan et al. (2013) argues that there is still not enough investigation between the relationship of hotels' environmental practices and guests' loyalty and satisfaction level.

At last, the study done by Berezan et al. (2013) showed that hotel guests are more keen on supporting environmentally-friendly practices financially rather than let it impact their hotel stay such as recycling. Here, guests prefer sustainable practices that are convenient during their stay (Barber et al., 2014; Ibid). This is also similar to guests' diets: once they are on vacation, they splurge on extra desserts and let go of daily responsibilities (The Travel Foundation, 2022). However, the study also supports the fact that guests would not mind minor inconveniences to support sustainability, which shows us that guests have become more aware of the environmental impacts over the years (Berezan et al., 2013).

### **3.6 Possible solutions**

With the current knowledge knowing that all human-made plastic is still on this planet since the beginning of its production, we have to look from another perspective and see the reason for its popularity and take it into our advantage: that plastic is considered durable, efficient in use and low in costs (Cosmic Science, 2021). According to Cosmic Science (2021), they believe governments can do better to encourage recycling such as using short life items like packaging to be used in for example building cars, trains, airplanes and so forth.

Another great initiative is the recycling of plastic bottles which can be seen very successful in Germany and Denmark, where consumers pay an additional amount of money, which they will then get back once they have recycled the bottles in the designated recycling machines (Ibid). Furthermore, since plastic production and degradation contribute to greenhouse gas emissions, it is relevant for governments to prioritize improving plastic production control and waste management in order to reduce greenhouse gasses (Horton, 2022). Generally speaking, it is also worth noting the 3 R's: reuse, reduce, recycle.

## **4. Plastic bans, laws and regulations in Thailand**

As of February 2023, Thailand has implemented national policies, action plans and policies on plastic pollution, and is on the road to implementing more bans and regulations to reduce the plastic consumption and find more efficient and sustainable alternatives.

Thailand has a current goal of reducing marine plastic debris by 50%, which is aimed at being fulfilled by 2027 (OECD, n.d.). Moreover, they have created a roadmap on plastic waste management which is scheduled between the years 2018-2030 (Ibid), which will be elaborated further in point 4.2.

There are different agencies, associations and government ministries, both at national, regional and local level, that are involved in addressing the marine plastic pollution issue in Thailand.

At the national level, we have The Ministry of Natural Resources and Environment (MNRE), who is the main ministry in charge and has the responsibility for municipal solid waste management (Ibid). OECD (n.d) also explains the following, which are under the MNRE: (1) the Pollution Control Department (PCD) which is mainly in charge of developing policies and plans for pollution control, standards and monitoring for environmental quality. (2) The Department of Environmental Quality Promotion, who supports by delivering information in regards to municipal solid waste management and creates guidelines and processes.

Furthermore, there is The National Environmental Board who is responsible for creating mechanisms to address plastic waste, where examples could be developing public campaigns and promotions.

Additionally, there are the departments which support and administer the financial aspects, such as the The Department of Local Administration, Department of Provincial Administration and Department of Disaster Prevention and Mitigation, which are under the Ministry of Interior (Ibid).

At last, looking at the subnational level, there are the provincial governments, who assist to implement policies at a local level and national level (Ibid).

#### **4.1 Current bans implemented**

In 2019, as a part of their first phase of their roadmap on plastic waste management, their plan was to ban 3 types of single used plastic, specifically plastic bottle cap seals, plastic microbeads and oxo degradable plastics (Rujivanarom, 2021).

In April 2022, The Royal Thai Government Gazette, together with the Thai Department of National Parks and Wildlife and Plant Conservation, banned the use of single used plastic in their 155 national parks. Hereunder includes plastic bags, styrofoam packaging, plastic cups and utensils, plastic food containers, and plastic straws (TAT Newsroom & TAT Newsroom, 2022).

Additionally, Thailand has implemented the National Solid Waste Management Master Plan (2016-2021) which is, according to Climate Policy Database (2022), a policy that aims to:

- “1) reduce waste generation and improve waste collection by applying the “3Rs” (Reduce, Reuse, Recycle) waste management principle, and improve the efficiency of waste separation to reduce disposal of waste;
- 2) increase waste recovery and disposal by introducing integrated technologies such as waste-to-energy systems;
- 3) improve the legal framework surrounding waste management and
- 4) encourage public involvement by promoting education, awareness campaigns and capacity building”.

Furthermore, as of 2020, single-use plastic bags have been banned in shops, however, they are still allowed in rural areas and at fresh markets (OECD, n.d.).

The latest implementation took into effect on the 3rd of January, 2023, which is to update 5 standards in regards to plastic utensils and plastic containers that are in contact with food. It includes the preparation of food, the storage of it, consumption as well as also including plastic bags which are considered microwavable and made of virgin plastics. Here they put emphasis on the safety standards of them (Parkinson, 2022, and Thai Industrial Standards Institute (TISI), 2023).

Looking at a regional level, Phuket has banned the use of styrofoam containers for food as of February 14, 2019 (Absolute Resorts & Hotels, 2018). However, with my current observation as of February 2023, this law is not effective. Many small businesses on the street as well as restaurants are still using them for takeaway. It can be discussed that the Thai government had gone easier on the single-use plastic due to Covid-19, and had not had the opportunity yet to adapt back to the non-use of single-use plastic.

#### **4.2 Future bans planned**

In continuation to the previously mentioned roadmap on plastic waste management from 2018-2030, it is mainly about creating a policy approach for organizations to follow to manage the plastic issues in a holistic and more efficient way, with a vision from the Pollution Control Department (n.d.) to “moving towards sustainable plastic management by circular economy”. It consists of a total of 2 targets: (1) to eliminate the use of single used plastic by using the alternative of more environmentally-friendly products, and (2) be able to recycle 100% of the plastic waste into a circular economy (Pollution Control Department, n.d.).

Looking at their yearly targets, Thailand is aiming at switching to more eco-friendly alternatives and reducing the amount of consumption of certain plastic products such as plastic microbeads, cap seals and oxo-degradable plastic by 2019, as well as plastic straws, single-use plastic cups thinner than 100 microns, foam meal boxes and plastic bags thinner than 36 microns by year 2022 (OECD, n.d.). By 2027, they are aiming at reusing/recycling 100% of all plastic waste by 2027, as well as reducing marine plastic debris by 50%, as previously mentioned (Ibid).

Moreover, as of 2021, the Thai Government has reduced the import of plastic waste by 50% of production capacity, as well as aiming at banning the import of plastic waste by 2026 (Ibid).

At last, in continuation to the terminated National Solid Waste Management Master Plan (2016-2021), Thailand has implemented a second part, which is the second National Action Plan on Waste Management (2022-2027) (Pollution Control Department, n.d.). The goals for the second plan are according to Punisak (2022):

1. “80% of Municipal Solid Waste will be properly managed, 36% by encouraging waste separation at households and recycling and
2. To promote Waste to Energy which expects to reduce the amount of waste to be improperly disposed (e.g., open dumping, open burning) and landfilled
3. To increase the use of recycle materials in production lines from recyclable waste e.g., plastic waste and paper, glass, aluminum packaging waste, from 74% – 100%
4. To reduce food waste to 28% resulting in prevention of odor in landfill sites and reduction of greenhouse gas emissions
5. Not less than 50% of community hazardous waste will be properly managed.
6. 100% of Infectious waste and hazardous industrial waste will be properly managed.”

#### **4.3 Plastic consumption at global level**

Even though the Thai government is taking active actions on implementing laws and regulations throughout the country and each province by banning certain single-use plastics each year, there is a challenge the whole country is facing, which is the habits and behavior regarding plastic consumption amongst Thai people. Plastic has become a comfortable choice for the population wherever they go, even though they are unnecessary the majority of the time. Since it is a

resource that is cheap, especially in Thailand, it has become a comfort that is hard for them to get rid of.

To do a comparison with a developed country such as the Nordic countries, the Nordic citizens have become accustomed to bringing their own reusable grocery bags, which could be mainly due to the increased prices in single-use plastic bag purchases and the increased environmental awareness taught from a young age. However, In Thailand, they use single-use plastic for everything that might be found extremely unnecessary in the Nordic countries whereas in Thailand they would find it as a basic necessity. For example, plastic wrap around a cold or hot to-go drink so you do not have to touch the plastic cup, plastic bags with the size of your hand for when you buy only one small product, and generally speaking just receiving free plastic bags whenever you purchase an item in any shop such as in 7/11.

As discussed with a local Thai citizen, Montha Muangsap (also known by her nickname, Juk) (personal communication, April 20, 2023) explains the ban on daily habitual items such as free plastic bags at the shops is quite inconvenient and disrupts the ease of the locals' lives. This is due to Thai citizens tend to do spontaneous shopping sprees, and many might not have a car at disposal, but rather only motorbikes where they are not able to put the purchased items anywhere.

Another example is the time that 7/11 decided to ban all single-use plastics at all their stores in Thailand, which ended up becoming a popular meme worldwide, as the Thai people had to be creative with how they had to store their purchased items. Thai citizens brought their wheelbarrow, big plant pots, hangers, rice bags, bird cage, a bucket, travel luggages, among others (Elder, A., 2020). The ban did not stay intact for long and they are once again providing free plastic bags upon purchase, though the plastic bags are considered "100% recyclable".

## **5. Amanpuri**

Amanpuri is a luxury resort located in Phuket, Thailand, right by the Andaman Sea, and was established in January, 1988. Being a part of one of the 34 hotels, resorts and residences of the Aman hotel chain, Amanpuri stands out by being the flagship property and mirrors the distinctive cultural heritage of Thailand at every touch (Aman, n.d.). Amanpuri was designed by the architect, Ed Tuttle, and was built to represent a Thai-temple palace whilst blending it in with the surrounding nature of the coconut grove.

The mission of Aman (n.d.) is “to provide a level of service and a home-away-from-home experience that is peerless in every way” with Amanpuri being a sanskrit of “a place of peace”, with “Aman” meaning “peace” and “puri” meaning “place”, which all the first Aman properties consist of a sanskrit.

Aman always welcomes their guests as if it was the home of a close friend, and provides a sense of peace and belonging surrounded by natural and historical landscapes in private locations, away from the noise and pollution.

Furthermore, Amanpuri houses a total of 40 Thai-styled pavilions and 44 villas, whereas the villas are privately owned. Generally speaking, all Aman properties have very few rooms to offer to create a more personalized service, bring more attention to details, as well as making it more private and secluded.

Other facilities offered on the property are 4 restaurants (Italian, Japanese, Thai and Mediterranean) called Arva, Nama, Buabok and The Beach Terrace, a gym overlooking the sea, a spa and wellness center with 12 treatment rooms, a pilates studio and hydro facilities and a medical clinic. Furthermore, there is a library, a meeting room with the capacity of 15 people, 3 swimming pools, 2 outlets for private dining, water sports activities, 2 bars (the beach bar and the sunset terrace), 2 beaches, a boutique designed by Kengo Kuma, 4 tennis courts, a kids club called Eco Beach Discovery Center, and a lobby.

### **5.1 Current implementations**

According to Aman’s website, they have eliminated single-use plastic on all of their properties. As each property is catered depending on the destination and its surroundings and culture, each property has its own sustainability program as it is taking into account each of their differences, fragility, laws and regulations of the destination’s government. As a part of the Aman framework, one of their 7 brand pillars is called "Kriya" which in Sanskrit means an action, deed and effort, which for Aman means the effort they give in bringing back to planet Earth.

With a brief discussion with the Regional Learning and Development Manager, Ms. Thunchanok Kusolvitkul (also known by her nickname, Tanya), and own observation whilst working, doing inspection as well as staying at the hotel, it is clear that they have advanced tremendously in the “front” of the hotel such as in the hotel rooms and amenities. However, as Tanya mentioned herself, their current challenge regarding plastic lies in the back office, specifically when it comes to packaging and their suppliers.

Amanpuri has their own glass water bottles with the hotel's brand, which can be found in Annex 1, which brings them financial savings in the long-term since the bottles are reusable. Looking at their hotel room amenities, they offer reusable laundry bags made out of cotton, bamboo toothbrushes, wooden pens, "do not disturb" signs made out of wood and not having key cards but using normal keys with a wooden accessory, which can be seen in Annex 2 and 3.

Moreover, they also buy shampoo, conditioner, shower gel and body lotion in bulk to refill the bottles in the hotel rooms, as well as doing exactly the same for hand sanitizer in the lobby and for the sunscreen and aftersun cream on the beaches and by the pools. Additionally, they offer big handmade beach bags made out of bamboo for the guests to use on the property so they will not need to use or buy plastic bags, which can be found in Annex 4.

Furthermore, considering that remote controls and power switches also are made out of plastic, Amanpuri have taken the opportunity to not have any of those in the hotel rooms, but instead being able to manage all lights, air condition, remote controls etc. on one ipad to minimize both the plastic as well as creating ease for the guests, which can be found in Annex 5.

As a part of their sustainability goals for year 2022 in terms of single-use plastic, their goals were to eliminate single-use straws and plastic bottles (Kusolvitkul, T., personal communication, April 12, 2023). They have switched out the single-use plastic straws with paper straws at the bar for the cocktails drinks, and are using pure natural plant straws for the other outlets and at the villas, which are locally produced from a community in the Narathiwat province, which can be seen in Annex 6.

When it comes to switching out the plastic bottles, as mentioned, they have made their own Amanpuri glass water bottles which they reuse and refill. However, they also offer other branded water bottles (sparkling water and still water) due to guest preferences (brands such as Evian water). In total, there are 10 different types whereas the majority of them come in glass bottles (Naveekarn, S., personal communication, April 12, 2023).

Looking at the financial benefits of this, changing out the plastic straws are not benefiting them financially, not even in the long-run but are rather an extra cost for them since plastic is much cheaper in general in Thailand. However, investing in glass water bottles will bring them financial benefits in the long-run as they are reusing the glass bottles. Even though they do not bring the best financial benefits, this transition is a part of the Aman Corporation and not only a part of Amanpuri, and they see it as an important investment to the environment.



Moreover, they have invested in a raking machine with a cost of 600.000 Thai Baht which is equivalent to 60.000 Euros (Kusolvitkul, T., personal communication, April 12, 2023), which is being used to clean the beach at Amanpuri every morning from microbeads. Other than that, there are beach clean ups a couple of times a year, which is called “Phuket Green Day” (Phuket Green Day, n.d.). It is arranged for all the hotels in Phuket in collaboration with the Phuket Hotel Association, which Amanpuri (i.e. the staff) also takes part in on the public beach near the hotel. For instance, the most recent one was held on behalf of Earth day on the 22nd of April, 2023, which can be seen on Annex 7.

Additionally, they offer complimentary flip flops, made out of plastic, to all the guests, which then are only used for a few days during their stay. In this case, instead of letting them go to waste, they donate them to the district leader who gives them to the poor people and to schools who need them the most (Montha, M., personal communication, April 20, 2023).

Moreover, Amanpuri has a linen change programme that guests are encouraged to participate in. Normally, the linens would be changed every day, however, if guests prefer to be a part of the programme and skip changing the linens for a day or two, they can put the wooden lotus flower on top of the bed. As a result, Amanpuri also donates 100 Thai Baht to the conservation of mangroves for every time the guests choose to participate (see Annex 2).

At last, Amanpuri are selling ocean water bottles which are made out of recycled plastic. Additionally, they also have a sign set out for the staff to encourage them to be more mindful of their consumption, which can be seen in Annex 8, as well as having people in charge of the brand pillar “Kriya” at the hotel, who are also the ones in charge of organizing the beach clean ups for Amanpuri.

## **5.2 Current challenges**

The back office departments which are exposed to the biggest plastic challenges at Amanpuri are the Purchasing department, Food and Beverage department and Housekeeping department, whereas the main challenge is the packaging, especially those arriving from the suppliers.

### **5.2.1 Front Office**

Looking at the plastic consumption in the front office, we see the basic use of pens, rulers, highlighters and such. Even though the official Amanpuri pens are made of wood, these are mainly only used for the guests, and not in the back

for the staff. The stationery has a short lifespan since they get used up quickly, break or get lost easily, and since Amanpuri is a workplace that uses stationeries greatly, it also contributes highly to plastic pollution.

When it comes to the packaging of the luggage tags that are given to each guest as well as the packaging of the Aman t-shirts, they are each wrapped in plastic packing individually. Moreover, the packaging of welcome cards, envelopes and such are also wrapped in plastic, however, packed together.

Additionally, the file dividers are also made out of plastic as well as the names on the nametag, however, this can be considered as reusable until worn out, even though there could be alternative usages.

### **5.2.2 Guest Service Center and Human Resources Department**

Just as at the front office, they are using stationery where the majority of the items are made out of plastic. Moreover, there are the occasional gifts such as for an employee's birthday, that are also wrapped in single-use plastic as well as the gifts are sometimes also made out of plastic. Moreover, just as above-mentioned at the front office, they are also facing challenges with the packaging of products as they are also using single-use plastic.

### **5.2.3 Finance Department**

The Finance department faces challenges in the amount of paperwork they are dealing with on a daily basis. With paper also comes the amount of plastic stationery, and the items for document organization and separation which are all made out of plastic as well.

### **5.2.4 Food and Beverage Department**

According to Dusan Domazetovic, the Director of Food and Beverage, they have come a very long way to eliminate and reduce single-use plastic in their department - not only in the view of the guests' eyes, but also behind the scenes in the kitchen (personal communication, April 27, 2023).

However, there are still improvements to be made, such as the food packaging and wrapping from suppliers and from special menus that come in individually wrapped single-use plastic. Moreover, also in some packaging, such as once the front office receive the departure chocolates (where each of the chocolates already comes in paper packaging) are still wrapped in plastic, though Dusan argues that it is reusable and is considered made more out of rubber (Ibid), however, it is still getting thrown out after one time use. Additionally, the coffee capsules they use are also single-use plastic.

Furthermore, many of their utilities and equipment (such as trays, cups in the canteen, among others) are also made out of plastic, however, here it is taken into account that they have a long lifespan.

#### **5.2.5 Housekeeping Department**

Once all the products from the suppliers arrive, the majority of them are packed and wrapped in single-use plastic. Some products, such as slippers and flip flops are packed individually in plastic due to hygienic reasons as well as due to the weather, as it is quite humid in Thailand.

Furthermore, all the flowers that are made are all being stored in single-use plastic as well as the fruits. Moreover, even though they provide cotton laundry bags for the staff, once they return the laundry, the clothes are wrapped in single-use plastic as well. The hangers used for the uniforms are also made out of plastic, however, it can be considered as reusable until worn out.

#### **5.2.6 Purchasing Department**

The Purchasing department is definitely the department which faces the most challenges when it comes to plastic, since they are the first department that receives all the products which are packaged in plastic, before they are sent out to the other departments. The packaging is everything from the fruits and vegetables they purchase to the flowers, hotel amenities and others, which are all wrapped in plastic, which comes from the suppliers. In this case, this is an external problem Amanpuri has and they do not have direct access to change this. However, this is not to say that all packaging are wrapped in single-use plastic, some other products are also packaged in paper wrap, which are mostly products that come in bottles and containers such as soda cans.

### **6. Discussion of the results**

#### **6.1 Survey**

A survey was conducted on the perception of luxury hotels and their plastic consumption (See full results in Annex 7). In total, 43 answers were collected. Regarding participants' profile, 53.5% were between 18-25 years old, 32.6% between 26-35 years old, and 4.7% between 46-59 years old. Of these participants, 48.8% are full-time employees including self-employed, 30% are students, 11.6% have a part-time job, and 4.7% are unemployed. Looking at the nationality, it is quite diverse. The dominating nationality is Danish with 41.8%, next comes Thai and Filipinos with 11.6% each, afterwards Swedish, British, and Spanish with 4.7% each, and at last a mix of Chinese, Brazilian, Iranian, Slovakian, Hungarian, German, French, Italian, and Turkish. Majority of the participants are females (76.7%) and rest are males, as well as majority are

graduates (46.6%), whilst 32.6% are tertiary and the rest have finished high school. Almost half of the participants travel 2-3 times a year, a quarter of them travels once a year, 14% travels more than 5 times a year, and the rest travels 4-5 times a year.

When asked how important environmental-friendly initiatives at any type of accommodation is for the participants when choosing an accommodation, on average, it is clear that it is not a top priority for them, only for a few of them. However, it would increase their satisfactory level if the accommodation had these types of initiatives for almost 60% of the participants, whereas the rest answers it wouldn't make a difference.

Going in depth into the luxury hotels, majority of the contestants (37.7%) do not stay at 5 star hotels or more, whereas 32.2% of them do sometimes, and 30% always do. It is clear how important environmental-friendly practices were to the contestants, as the majority of them highly expected luxury hotels to have these initiatives, specifically plastic, as well as almost 75% of them considered it bad if luxury hotels have high degree of plastic consumption and no initiatives, whereas 18.6% do not care, and the rest said no. Majority of them agreed that the reason is because luxury hotels have enough resources and enough profit to be able to have these initiatives. Moreover, generally speaking, environmentally-friendly practices should be a top priority anywhere considering the significant awareness of the environmental problems the world is facing.

When asked how far the participants would go physically to support environmental-friendly practices during their stay, almost half of the respondents agreed that they would do anything to support it (such as saying no to single-use plastic, separate waste, follow guidelines etc.), whereas 35% mentioned they would not mind minor inconveniences (such as they might not separate waste, but they would say no to unnecessary single-use plastics). Additionally, 9.3% mentioned they do not care and 7% mentioned they do not want any responsibilities during their stay but would not mind supporting financially.

Even though the majority of the respondents usually do not stay at 5 star hotels or more, we can identify that there are high expectations for luxury hotels to have environmentally-friendly initiatives, and as guests themselves, the majority support the practices significantly due to the high profits they earn and the great access to resources they have.

From the study made by Berezan et al. (2013), we can see some things have changed after 10 years. According to the survey, more people are more

motivated to do anything to support environmentally-friendly practices compared to 10 years ago where the majority of the guests would rather support it financially only and not have any responsibilities. This could be highly related to more awareness now compared to back then, despite samples of survey participants not being comparable.

## **6.2 In-depth interviews**

To further gain internal insights from the hotel, in-depth interviews were conducted with the Director of Food and Beverage, Dusan Domazetovic, together with the Assistant Director of Food and Beverage, Mirko Radulovic, on the 27th of April 2023, and the Executive Housekeeping Manager, Montha Muangsap (Juk), on the 20th of April 2023, as well as a short discussion with the Regional Learning and Development Manager, Thunchanok Kusolvitikul (Tanya) on the 11th of April 2023. Full questions can be found in Annex 8. With them, they have shared their opinion of plastic pollution in general and at the hotel, the challenges they are facing in their designated departments and their additional ideas and solutions to the current action plans as well as their opinions on them.

Overall, they all agree that plastic consumption is a huge problem that they are facing, not only as a business, but generally speaking as human beings on planet Earth. The problem is not only from their side, but also highly dependent on the local government and their laws and legislations. They believe that they can all do their part, but if it does not also come from the changes from the government, it is only a minimal change they can do. Dusan emphasized heavily on the responsibility of the government to do proper waste management, because, even though we become 100% single-use plastic free, we will still see plastic ending up in our oceans and they will lead to the hotel's shore, and we would still need to deal with that problem even though we stopped the consumption of it (personal communication, April 27, 2023).

All departments identified that the biggest challenge they are facing is in regards to their suppliers, as they are the ones creating the biggest plastic consumption for the hotel. Tanya argued that it would be impossible to find other suppliers who are more sustainable and environmentally aware, and it would be impossible to change the mind of their current suppliers (personal communication, April 11, 2023). However, Dusan explained that they managed to change one of their supplier's minds to use less plastic in terms of the coffee capsules in particular (personal communication, April 27, 2023).

In terms of creating activities for guests to become environmentally aware and make a difference, they had different opinions and ideas. One particular

agreement they had was that Amanpuri has a target group that is very high-end and with the image and standards of the hotel, they do not want to force nor disturb their guests during their stay. They also agreed that the guests are at the level of education that they are well-informed about the current circumstances, especially because Aman itself is highly focused on sustainability.

Individually, one argued that it would not be successful, another explained that it could be useful to offer these activities for their kids at the Eco Beach Discovery Center instead, and a third believed it should only be encouraged and not feel forced so the guests will feel guilty during their stay.

For example, instead of some hotels saying “if you do not change your bedsheets for 3 days, then you will get a free drink” or “for every towel you change per day, you are consuming x amount of unnecessary water”, Amanpuri are currently saying “if you do not have the necessity of getting your bedsheets changed every day, you may put this lotus flower on your bed if you wish to. By doing this, you are also joining our sustainability program where we donate 100 Thai Baht to the coconut mangrove conservation”. This also resonates with the Travel Foundations (2022) study that guests would like to have less responsibilities during their vacation and just relax.

In terms of offering activities for the employees to raise awareness, they are currently doing beach clean ups a couple of times a year at the public beach next to the hotel and the surrounding area, as well as cleaning the hotel beach twice a day from microbeads with the raking machine and other waste that are washing up on the shore.

They all agree that eliminating single-use plastic will not only be good for the business financially, but also for the employees as they would have to deal with less garbage after the consumption. Juk is also certain of this statement as she has already seen the progress of this in her department, and it would only continue to ease the daily work (personal communication, April 20, 2023).

Moreover, they also came to the agreement that it is impossible to be 100% plastic free, considering all types of plastic, due to the current global circumstances. However, they are positive that it would be possible to reach the goal of being 100% free of single-use plastic at the property in the near future, but just not at this current moment yet as these changes take time and it involves Aman corporate and a lot of research and action planning as well.

Another agreement they came to is the importance of changing the habits and behavior of the citizens, but had different ideas on how. As previously mentioned, Dusan mentioned it is important to educate the young ones (personal communication, April 27, 2023), and Juk mentioned that in terms of

the employees, the changes and rules should start from the hotel's regulation instead of focusing on the employees' individual habits and behaviors at home (in contrast to the success story from the Property Manager of Anse Chastanet Hotel and Spa), as she believes that Thai people tend to follow rules from those higher in the hierarchy much easier (personal communication, April 20, 2023).

Though, showing great alternatives and proof of their commitment, they were unable to share the financial benefits and progress as they are not in it for the finances but rather for the important actions for the climate actions, as there are few financial benefits as they are bringing higher costs since plastic is an extremely cheap resource. This cost of plastic is also one of the big challenges that they are facing in the transition, not only for Amanpuri, but also for the locals and the government itself.

In line with the theoretical framework, it is clear that plastic pollution is a major problem that all entities are currently facing, and that we all should take action upon it. We see the continuous increase in awareness from individuals which are not hidden from the human eye even from the studies conducted 10 years ago, and that it is not impossible for a business, such as a hotel business, to do its part to become single-use plastic free with the successful stories such as from Soneva and Bucuti and Tara Resorts, which brings great hope and encouragement for Amanpuri as well.

Taking into consideration the above, several actions can be suggested, including reviewing current suppliers, to encourage them and raise awareness of the current situation. Education is also a key factor, both for suppliers, employees and generally speaking for the population in Thailand as this starts from the government and its plastic production, consumption, habits and behaviors which they are able to change with legislation and education.

In terms of the power of Amanpuri related to governmental actions, Amanpuri is a part of a big international hotel chain that can encourage the Thai government to take actions through associations, petitions and so on. Even though Amanpuri would do their part, they would still face challenges due to the need of stronger powers such as international and national legislations that are out of their control. Amanpuri shows strong commitment to sustainability as a part of their brand image and CSR which is also strongly shown through Amanpuri's leaders.

Furthermore, it is important to distinguish between plastic and single-use plastic. Single-use plastic is what is usually only being used once and then thrown away which is being considered as causing the most pollution and harm,

whereas plastic in general can be used for all types of items, such as what is used for technology, general products, furniture and so on, which we in this case can consider as long-term use.

As the general focus of this study is to reduce as much plastic at the property as possible, the main focus is currently single-use plastic, however, not limited to as it is relevant to reduce the most plastic consumption as we can. This also goes in line with the Head of Departments' agreement that it will be possible to become 100% single-use plastic free in the near future, however, they currently doubt becoming a 100% plastic free property.

Hence, the following actions have been proposed taking these facts, ideas, and opinions into account.

## 7. Action plan

Based on the findings through the survey, in-depth interviews and personal observations, there has been reached 12 actions that are suitable and efficient for the transition to become a plastic free property, which is divided into the following categories with the following estimated budget, whereas each action will be elaborated further from point 7.2 and onwards:

| Category                      | Programmatic axis | Action plan  | Estimated budget  |
|-------------------------------|-------------------|--|---|
| <b>Plan for the employees</b> | <b>1</b>          | Training employees   | 42.000 THB yearly.  |
|                               | <b>2</b>          | Guidelines for staff                                       | 5.000 THB.  |
|                               | <b>3</b>          | Offer educative activities and workshops for the employees | 14.000 THB yearly.  |
| <b>Plan for guests</b>        | <b>4</b>          | Plastic-initiative encouragement among guests              | No budget required.   |
|                               | <b>5</b>          | Offer educative activities for the guests                  | 72.000 THB yearly + an initial investment of 15.000 THB once. |
| <b>Plan for operation</b>     | <b>6</b>          | Donations  | No budget required.   |
|                               | <b>7</b>          | Optimize waste bins  | 4.500 THB.  |
|                               | <b>8</b>          | Join initiatives   | N/A.  |
|                               | <b>9</b>          | Share/promote  | No budget required.   |



|                                      |           |  |   |
|--------------------------------------|-----------|--|---|
|                                      |           | sustainability journey   |   |
|                                      | <b>10</b> | New suppliers/discuss plastic free journey with current suppliers  | 50% higher costs than current.                              |
|                                      | <b>11</b> | Alternatives to single-use plastics (which are not from suppliers) | 35.000 THB.   |
|                                      | <b>12</b> | Petitions and addressing the problems to the higher authorities    | No budget required.   |
| <b>Total annual estimated budget</b> |           |  | <b>187.500 THB + adding 50% of the budget of action 10.</b> |

### 7.1 Sustainable Development Goals

The action plans are highly linked to the following Sustainable Development Goals:

**SDG 12: Sustainable Consumption and Production** → According to The United Nations (n.d.), this SDG is about “to ensure sustainable consumption and production patterns”. The unsustainable production and consumption are the root cause of pollution, loss in biodiversity and climate change. Though it puts emphasis on the food waste and waste in electric appliances, it concerns all types of products and resources in relation to consumption and production, hereunder, plastic pollution, and in this case, single-use plastic.

**SDG 13: Climate Action** → this SDG concerns the current climate change we are facing, and to combat it before it is too late. The United Nations (n.d.) explains it is “to take urgent action to combat climate change and its impacts”. With the climate change we will see a continued increase in sea level rising, temperatures getting hotter leading to extreme weather changes, meaning more extreme natural disasters (United Nations, n.d.) which leads to serious challenges for human beings such as increase in health risk, a reduction in agricultural production as well as food security, critical damage to infrastructure, and disruption in access to water, food, transportation, education, energy, among others (UN environment programme, n.d.). Even worse, it will all end up with the death of humans and wildlife if we do not take action.

In this case, plastic pollution is significantly contributing to climate change negatively both in the production, daily consumption and at the end of its lifecycle and ending up in the oceans. By reusing, reducing and recycling, and as a priority to eliminating single-use plastic we are one step ahead of combating climate change and making the world a better place whilst doing our individual part, as well as collective part as a hotel business.

**SDG 14: Life below water** → According to The United Nations (n.d.), this SDG is about “to conserve and sustainably use the oceans, seas and marine resources for sustainable development”. As one of the key points, plastic pollution, which also contributes to climate change, is one of the major negative impacts on the ocean and marine life by intoxicating sea animals via ingestion, entangling them, choking them, as well as killing them. The following actions will contribute to decreasing the plastic consumption, meaning less plastic ending up in our oceans, helping to contribute to saving marine life and creating better circumstances for the future.

## 7.2 Action 1

|                                  |  |
|----------------------------------|--|
| <b>Title of the action</b>       | Training employees   |
| <b>Programmatic axis</b>         | 1 - plan for the employees   |
| <b>Date of execution</b>         | Starting from August 2023, and can be conducted once or twice a year during closure and/or low season, which is approximately 6 trainings per year.  |
| <b>The necessity</b>             | To be able to have a workplace focused on sustainability and following these habits, it is relevant to encourage, train, raise awareness, and remind the team of the impact and necessity of making healthy changes. It is not enough to only make changes at the workplace, but also to create the habits in the daily life of the team, so they are dedicated and motivated to bring the spirit with them to the workplace.  |
| <b>Description of the action</b> | It is easy to become too comfortable with cheap and easy products that are not necessarily good for your well-being and the environment even though you know the side-effects. However, people tend to change a bit of their habits once they get the reminder of the negative impacts. For this reason, it is relevant to offer training and education that does not only benefit the business, but also the individuals as well.<br><br>This action offers training to all the employees in educating them of the impacts of single-use plastic and better |

|                                  |  |
|----------------------------------|--|
|                                  | <p>alternatives, not only at the workplace, but also at their homes. It is to show that the business also cares for them, their environment and their well-being, whilst changing their mindset into healthier habits.</p> <p>Moreover, employees can share their thoughts, opinions and ideas with the hotel and the rest of the team both in regards to the workplace and at home, to feel more inclusion and a part of the decision-making process.</p> |
| <b>Objectives of the action</b>  | The aim is to change the habits and mindset of the employees, to make healthy changes in their daily lives, which leads to a dedicated team who brings the healthy habits to the workplace.  |
| <b>Actors involved</b>           | <ul style="list-style-type: none"> <li>• All the employees at each department.</li> <li>• HR department (being in charge of the training).</li> <li>• The Management (i.e. General Manager) to set an example.</li> </ul>  |
| <b>Estimated budget</b>          | The estimated budget is 42.000 Thai Baht yearly, which is equivalent to 7.000 THai Baht per training which includes the possible hiring of external trainers as well as the cost of equipment.   |
| <b>Expected results</b>          | It is expected to see positive changes in the workplace, such as being better at dividing waste correctly, encouraging one another, decrease in plastic consumption at the hotel and in the homes of each employee.  |
| <b>Indicators for evaluation</b> | <ul style="list-style-type: none"> <li>• % of employees bringing in single-use plastic from outside.</li> <li>• Number of employees who attended each training.</li> <li>• % of employees who have successfully completed the training.</li> </ul>   |

### 7.3 Action 2

|                            |  |
|----------------------------|--|
| <b>Title of the action</b> | Guidelines for staff   |
| <b>Programmatic axis</b>   | 2 - plan for the employees   |
| <b>Date of execution</b>   | August 2023, latest at the reopening on the 1st of September, 2023.  |
| <b>The necessity</b>       | Even though people are aware of the guidelines, such as which bin to throw paper and which one to throw food in, it is |

|   |   |
|---|---|
|   | <p>always good with a reminder, as it can get a habit to be too lazy to separate waste or sometimes you can be forgetful. It can be a general information that always sits subconsciously, but is relevant to bring to your consciousness at times.</p>   |
| <p><b>Description of the action</b></p> | <p>Just as the hotel already has a small encouragement on their blackboard (see Annex 8) to be more mindful in terms of your plastic consumption and others, it is important to get reminders once in a while. It is relevant to have more than one sign, as it can easily get bypassed.</p> <p>What can be added is to have signs of how to separate waste as reminders, as well as encourage not to have plastic straws and cups etc. at the vending machines at the staff area.</p> <p>Even though these can be considered small actions, they are small reminders that can go a long way that are read unconsciously by each person and will get stuck in their mind without them consciously knowing which still creates small changes.</p> <p>It is relevant to have more than 1 sign, and can be put up in different areas such as at each waste bin (in the canteen, parking lot, staff area throughout the property etc.).</p> |
| <p><b>Objectives of the action</b></p>  | <p>The objective is to give subtle reminders to take environmentally-friendly actions throughout your day as well as changing the habits of the employees.</p>  |
| <p><b>Actors involved</b></p>           | <ul style="list-style-type: none"> <li>● Human Resources department.</li> <li>● All the employees at the hotel.</li> <li>● Team in charge of the brand pillar, Kriya.</li> </ul>  |
| <p><b>Estimated budget</b></p>          | <p>This action requires a minimum budget as this is mainly to create the signs, which can be made out of paper. However, if choosing better quality is required, such as written on wooden signs, an estimated budget would be around 5.000 Thai Baht at the maximum.</p>   |
| <p><b>Expected results</b></p>          | <p>To educate the staff and change the habits for the better, and to improve the recycling process.</p>   |
| <p><b>Indicators for evaluation</b></p> | <ul style="list-style-type: none"> <li>● % of waste that has been separated correctly.</li> <li>● % of employees following the guidelines.</li> <li>● % of change in employee behaviour after the implementation.</li> </ul>  |

#### 7.4 Action 3

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| <b>Title of the action</b>       | Offer educative activities and workshops for the employees   |
| <b>Programmatic axis</b>         | 3 - plan for the employees   |
| <b>Date of execution</b>         | Can be offered starting August 2023 during the closure whilst other trainings are being conducted. Moreover, it can be offered during the low season as well (May and September).  |
| <b>The necessity</b>             | It is necessary to educate employees to become more aware of their behavior and habits when it comes to environmentally-friendly practices. Even though action 1 offers training, this action is more interactive, fun and creative and they are able to bring their learnings into practice, which is a great way of learning and getting together.   |
| <b>Description of the action</b> | <p>This action offers different types of workshops and activities, which could be a part of team building as well but not limited to. Similar to the activities that would be offered to the guests (which will be elaborated further in action 5), the activities that the employees could join are: how to make wax straps, candles out of beeswax, homemade soaps, toothpaste, deodorant etc.</p> <p>Moreover, it would also bring team spirit, and motivate and learn from others whilst having fun. These activities and workshops could be offered twice a year.</p> |
| <b>Objectives of the action</b>  | <ul style="list-style-type: none"> <li>● Encouraging employees to buy less plastic wrapped items.</li> <li>● Encourage employees to do more DIY's.</li> <li>● Encourage each other as a team.</li> </ul>   |
| <b>Actors involved</b>           | <ul style="list-style-type: none"> <li>● Human Resources department.</li> <li>● Eco Beach Discovery Center.</li> <li>● All Employees.</li> <li>● Team in charge of the brand pillar, Kriya.</li> </ul>   |
| <b>Estimated budget</b>          | Total estimated budget is set at 14.000 Thai Baht yearly, which goes to the materials.   |
| <b>Expected results</b>          | People would feel inspired to buy less items made or wrapped in single-use plastic, and do more DIY's.   |
| <b>Indicators for evaluation</b> | <ul style="list-style-type: none"> <li>● Number of attendees per activity/workshop.</li> <li>● % of employees that have successfully completed the activities/workshops.</li> <li>● Number of activities/workshops each employee has</li> </ul>  |

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|  | <p>joined.</p> <ul style="list-style-type: none"> <li>• Number of activities and workshops offered.</li> </ul> |
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#### 7.5 Action 4

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| <b>Title of the action</b>       | Plastic-initiative encouragement among guests  |
| <b>Programmatic axis</b>         | 4 - plan for the guests  |
| <b>Date of execution</b>         | On the 1st of September, 2023, as a part of the reopening of the hotel.  |
| <b>The necessity</b>             | Similar to the educational activities offered to the guests, people tend to know the current global situation in regards to climate change, however, sometimes it is good to receive gentle and indirect reminders. It never harms to share the initiatives businesses support as long as it never pressures people, but only encourages them.   |
| <b>Description of the action</b> | <p>Just as is currently being done with the Linen Change Programme, we are encouraging them to join it by letting them put the sign on the bed if they wish to, which is only as an encouragement and not pressuring or forcing them to do so. Though it is not the responsibility of the guests, but rather of businesses itself, it is always good to encourage people to join, as this would also create positive changes in their lives outside their vacation once they get back home.</p> <p>This action includes having a tab on the Ipad that is specifically related to sustainability (please see Annex 5 for the Ipad layout). Here, you will be able to see all the initiatives Amanpuri takes, what they support, how the guests can support financially and practically, the activities related to environmentally-friendly practices that the guests can join, and also a link to Amanpuri's website where they also share the sustainability journey.</p> <p>Moreover, in relation to the educational activities, we can encourage them to join the complimentary activities such as how to make wax wraps, soap, toothpaste, deodorant etc., by specifically mentioning these activities when talking about the weekly complimentary activities that Amanpuri offers.</p> |
| <b>Objectives of the action</b>  | <ul style="list-style-type: none"> <li>• Encourage guests to make a small difference which goes a long way.</li> <li>• To raise awareness of the global challenges we are currently facing.</li> </ul>   |

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|                                  | <ul style="list-style-type: none"> <li>● Gain the support from the guests on the initiatives that Amanpuri are taking.</li> <li>● Work together as a team to reach better global circumstances in the future.</li> </ul>  |
| <b>Actors involved</b>           | <ul style="list-style-type: none"> <li>● Employees (such as Front Office department and Food and Beverage department).</li> <li>● Amanpuri hotel.</li> <li>● Hotel guests.</li> <li>● IT Department.</li> <li>● Marketing and Communications Department.</li> </ul>   |
| <b>Estimated budget</b>          | No budget is required as Aman already has the resources to create them.   |
| <b>Expected results</b>          | Guests supporting our initiatives, bringing them qualitative knowledge they might bring home and raising awareness of the current global circumstances as well as the number of initiatives Amanpuri is supporting.   |
| <b>Indicators for evaluation</b> | <ul style="list-style-type: none"> <li>● Number of times each room has been encouraged to join an activity.</li> <li>● The number of attendees per activity.</li> <li>● Number of times the Sustainability tab on the Ipad has been viewed per guest stay.</li> </ul> |

## 7.6 Action 5

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| <b>Title of the action</b> | Offer educative activities for guests  |
| <b>Programmatic axis</b>   | 5 - plan for the guests  |
| <b>Date of execution</b>   | <p>In the beginning, to test it, it could be offered during Plastic Free July, Earth Day, and during peak season since it is good to offer a variety of options as there is maximum occupancy during this period.</p> <p>Moreover, the activities could also be offered as a part of the complimentary weekly activities.</p>            |
| <b>The necessity</b>       | <p>At the level of the individual guests, there are limited options to what you would like to do during your holiday. However, it is always good to have optional activities that are subconsciously teaching guests that are both fun and that boost creativity.</p> <p>This action is necessary to find alternatives to single-use</p> |

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|   | <p>plastic products, which can lead to long-term effects in the daily life of the guests that are more environmentally-friendly and better for their health and well-being.</p>  |
| <p><b>Description of the action</b></p> | <p>Guests might already be well aware of the damages that plastic causes, however, sometimes it is good to get a little reminder to take further actions. For example, people understand that beef contributes highly to climate change but we still eat it. But once it gets reminded, such as via documentaries, people tend to start eating less beef.</p> <p>This action mainly concerns kids, but also offers activities they can do as a family. It is relevant to start educating guests at a young age, as they learn more and will bring it throughout their whole lives. Moreover, kids are not always as educated in the topic compared to adults.</p> <p>The activities that can be offered, which are not only limited to kids, are creative ways of using single-use plastic through arts and crafts, such as creating paintings and sculptures. Additionally, activities that are more targeted at adults are how to make wax wraps, homemade soap, homemade deodorant, homemade toothpaste and so forth.</p> <p>Another activity is to invite guests (both adults and children) to collect plastic from the beach and then we could create art out of it, which can be any type of form, for example, an animal they like. Considering that the hotel beach is getting cleaned every morning, it would be relevant to do this activity early in the morning. However, as kids tend to wake up early, together with their parents, and start their day early it would not be a problem. In this way, guests are also able to see the consequences of plastic and the hard work that is done to keep it clean daily, which is a very educational experience as well.</p> |
| <p><b>Objectives of the action</b></p>  | <p>The aim is to create fun and creative activities which raises awareness, as well as showing creative ways of reusing plastic through arts and crafts, whilst educating the guests the effects of plastic.</p>   |
| <p><b>Actors involved</b></p>           | <ul style="list-style-type: none"> <li>● Guest Relations department.</li> <li>● Eco Beach Discovery Center.</li> <li>● Team in charge of the brand pillar, Kriya.</li> <li>● The General Manager.</li> <li>● Finance department.</li> </ul>  |
| <p><b>Estimated budget</b></p>          | <p>6.000 Thai Baht monthly (72.000 Thai Baht yearly) for the</p>   |



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|                                  | materials, and around 15.000 Thai Baht for the investment of the machine to form the plastic into art forms.  |
| <b>Expected results</b>          | The expected results of these activities is that guests could get inspired to buy less plastic items and create more DIY's, which is also fun and creative as well as it gets the whole family together for fun activities.   |
| <b>Indicators for evaluation</b> | <ul style="list-style-type: none"> <li>● Number of attendees during the activities.</li> <li>● Number of activities offered.</li> <li>● % of successful activities completed.</li> <li>● Number of activities each guest has joined.</li> <li>● Amount of plastic collected in kilos.</li> <li>● Number of art forms created by the machine.</li> </ul> |

### 7.7 Action 6

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| <b>Title of the action</b>       | Donation   |
| <b>Programmatic axis</b>         | 6 - plan for operation   |
| <b>Date of execution</b>         | At the end of each yearly closure when cleaning up (the month of June).  |
| <b>The necessity</b>             | The majority of single-use plastic goes to waste and ends up in the oceans, which is a waste when it can be recycled and used again. Donations are necessary to create a circular economy and lengthen the lifespan of the plastic items that would otherwise go to waste in the landfills and ocean.  |
| <b>Description of the action</b> | <p>In continuation to the success of the donations from the Housekeeping department of the flip flops that are donated to an organization in need, which is in the year 2023 the poor schools in the Phuket province, more of the single-use plastic could be donated as well as it would otherwise end up disposed as waste.</p> <p>All the single-used plastic could be donated to arts and crafts, as there are also artists who create art out of single-use plastic which has become quite popular throughout the years to create awareness.</p> <p>Moreover, the single-use plastic could also be donated to the company who creates the Amanpuri bottles, as they are ocean water bottles that are made out of old recycled plastic. Here, they could use it to create more water bottles or start creating other products that could contribute to a new line of</p> |

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|                                  | products offered at Amanpuri.   |
| <b>Objectives of the action</b>  | The aim is to give the plastic product a second life and to create a circular economy.  |
| <b>Actors involved</b>           | <ul style="list-style-type: none"> <li>● Food &amp; Beverage department.</li> <li>● Housekeeping department.</li> <li>● External suppliers and companies that would accept donations.</li> <li>● Team in charge of the brand pillar, Kriya.</li> </ul>  |
| <b>Estimated budget</b>          | No budget is required as it could be the other party who arranges the pick up and possible shipping as well as Amanpuri already have the resources if they were the ones to be in charge of delivery.   |
| <b>Expected results</b>          | To give to those in need and to create a circular economy, whilst still learning to be mindful of the hotel's plastic consumption for the next time and the possibility of decreasing the amount, if not totally eliminate it yet.  |
| <b>Indicators for evaluation</b> | <ul style="list-style-type: none"> <li>● Number of companies accepting donations.</li> <li>● Amount of plastic donated yearly (in kilos and/or numbers) divided into categories, if any. For example, the number of flip flops donated.</li> <li>● Amount of plastic avoided throwing into the landfills (in kilos).</li> </ul> |

### 7.8 Action 7

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| <b>Title of the action</b>       | Optimize waste bins   |
| <b>Programmatic axis</b>         | 7 - plan for operation  |
| <b>Date of execution</b>         | Starting in August 2023, and at the latest at the reopening of the hotel on 1st of September, 2023.   |
| <b>The necessity</b>             | Though the recycling bins have been introduced (food waste, paper bin, and recycling bin), it is not enough as some waste still ends up in the wrong bin and some waste does not end up getting recycled.   |
| <b>Description of the action</b> | In order to reduce waste disposal and recycle plastic, it could be useful to have a 4th bin introduced solely for clean plastics, which would then be given away to companies who would reuse it. For example, in connection with action 6, for companies creating arts and crafts and other associations |

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|                                  | that can reuse plastic for building products or for creativity. or also just for the company to use whenever they need to use plastic again.  |
| <b>Objectives of the action</b>  | The aim is to improve waste separation and reuse plastic waste.   |
| <b>Actors involved</b>           | <ul style="list-style-type: none"> <li>● Human Resources Department for education (in relation to action 1).</li> <li>● All employees.</li> <li>● External companies and associations.</li> <li>● Team in charge of the brand pillar, Kriya.</li> </ul> |
| <b>Estimated budget</b>          | This action mainly requires the purchase of extra bins, which would be around 4.500 Thai Baht for 4 bins.   |
| <b>Expected results</b>          | To reduce plastic waste and the disposal of it, and to donate it to those it could be useful for.   |
| <b>Indicators for evaluation</b> | <ul style="list-style-type: none"> <li>● Amount of plastic donated in kilos.</li> <li>● % of waste separated correctly.</li> </ul>  |

#### 7.9 Action 8

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| <b>Title of the action</b>       | Join initiatives<br>(e.g. Global Tourism Plastics Initiatives)   |
| <b>Programmatic axis</b>         | 8 - plan for operation   |
| <b>Date of execution</b>         | As soon as possible. The sooner Amanpuri joins, the faster they will receive help, guidelines etc. that can be implemented, which could be useful to work on during the annual hotel closure.  |
| <b>The necessity</b>             | As much as you can do as an individual business to reach your goal, there is no better opportunity to work together as a team to attain qualitative solutions and share ideas to reach the same goal.  |
| <b>Description of the action</b> | <p>By joining global associations such as the Global Tourism Plastics Initiatives, you are joining a community working towards the same goal whilst different actors are guiding you, helping you and providing you with qualitative tools and resources for you to use.</p> <p>Additionally, it will also create the possibility of reaching out to the national government to create changes in terms of the</p> |

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|                                  | laws and regulations, as at the end, the waste infrastructure is an important root cause to consider to be able to reach proper solutions at the business level, in which the national government has the most decision-making power.                             |
| <b>Objectives of the action</b>  | Gaining knowledge through the help and guidelines from higher entities with expertise in the field.   |
| <b>Actors involved</b>           | <ul style="list-style-type: none"> <li>● Global associations and organizations.</li> <li>● National associations and organizations.</li> <li>● Amanpuri hotel.</li> <li>● Aman Corporate office.</li> <li>● Team in charge of the brand pillar, Kriya.</li> </ul> |
| <b>Estimated budget</b>          | Depending on the initiatives, organizations etc. that you join, the estimated budget depends. However, in regards to joining the Global Tourism Plastic Initiatives, there is no budget required, as it is free to join it.                                       |
| <b>Expected results</b>          | Bringing the knowledge into practice at the hotel as well as creating collaborations with other stakeholders to reach the same goal.  |
| <b>Indicators for evaluation</b> | <ul style="list-style-type: none"> <li>● Number of initiatives from the associations that were brought to practice.</li> <li>● Number of collaborations created.</li> <li>● % of annual changes that have been done.</li> </ul>                                   |

### 7.10 Action 9

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| <b>Title of the action</b> | Share/promote sustainability journey   |
| <b>Programmatic axis</b>   | 9 - plan for operation   |
| <b>Date of execution</b>   | <p>It will officially be shared from the beginning of 2024 for promoting the initiatives Amanpuri is taking. However, for the current initiatives that Amanpuri has already taken can already be executed during the closure months of June, July and August.</p> <p>The sharing of the sustainability journey report will be executed at the end of year 2024 for a lookback on the progress from 2024.</p> |
| <b>The necessity</b>       | By sharing the yearly sustainability progress of the hotel, Amanpuri will get recognized for their impactful actions, which can lead to positive outcomes such as more loyalty   |

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|   | <p>from their returning guests. Moreover, this can raise awareness among their guests as well as loyal guests are able to keep up with what is going on and they might feel encouraged and want to be a part of the initiatives as well.</p>  |
| <p><b>Description of the action</b></p> | <p>Amanpuri can share all the initiatives, donations, support and others mainly on their website as well as on their social media platforms. Moreover, they can create a yearly sustainability journey report which can also be shared publicly on their platforms.</p> <p>At last, all the sustainability progresses will be available on the in-room I pads for guests to have easy access to all the information (in relation to action 4).</p>  |
| <p><b>Objectives of the action</b></p>  | <ul style="list-style-type: none"> <li>● To share the sustainability journey to the public.</li> <li>● To encourage guests and others to join the initiatives, either in practice or financially.</li> <li>● Raise awareness among the potential, upcoming and loyal guests.</li> </ul>   |
| <p><b>Actors involved</b></p>           | <ul style="list-style-type: none"> <li>● PR.</li> <li>● Marketing and Communications department.</li> <li>● Sustainability department at Aman Corporate.</li> <li>● Team in charge of the brand pillar, Kriya.</li> </ul>   |
| <p><b>Estimated budget</b></p>          | <p>No budget required as Aman and Amanpuri already have the departments that are able to execute this action plan.</p>  |
| <p><b>Expected results</b></p>          | <p>Other than seeing the increase in the number of readers and potential first time guests, it is also expected to see more people being aware and getting encouraged to do their individual part for a better future as well as some may help to support Amanpuri through these initiatives e.g. financially by donations.</p>   |
| <p><b>Indicators for evaluation</b></p> | <ul style="list-style-type: none"> <li>● Number of readers monthly and yearly (divided into loyal guests and “regular” guests).</li> <li>● Number of guests/readers who participate in the initiatives e.g. financially.</li> <li>● If financially: Amount of money raised from the guests who support the initiatives.</li> <li>● Number of donations.</li> <li>● Number of shares, likes, and comments on per publications on social media platforms related to the action plan.</li> </ul> |

### 7.11 Action 10

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| <b>Title of the action</b>       | New suppliers/discuss plastic free journey with current suppliers   |
| <b>Programmatic axis</b>         | 10 - plan for operation   |
| <b>Date of execution</b>         | The encouragement and discussion with current suppliers can already be conducted during the closure (June-August), and connecting with new suppliers can be done once the old contracts expire.   |
| <b>The necessity</b>             | The biggest challenge that Amanpuri is facing in terms of single-use plastic is from the suppliers. The suppliers are the ones who create the most unnecessary waste, and at the end, it is the hotel that has to dispose of it.  |
| <b>Description of the action</b> | This action is about (1) finding suppliers who are environmentally-friendly conscious, and/or (2) encouraging current suppliers to join the plastic free journey, as it has been proven by the Food & Beverage department that it is possible to work together with the suppliers as a team to go the right path.   |
| <b>Objectives of the action</b>  | The aim is to decrease the single-use plastic consumption that is external from the hotel, as well as encourage suppliers to decrease their consumption for the sake of the environment.  |
| <b>Actors involved</b>           | <ul style="list-style-type: none"> <li>● Purchasing department.</li> <li>● Suppliers.</li> <li>● Each individual department that receives products from suppliers, such as the Food and Beverage department and Housekeeping department.</li> </ul>   |
| <b>Estimated budget</b>          | <p>As environmentally-friendly products tend to be more expensive as well as other alternative packaging to plastic are at a higher cost, it is relevant to keep in mind that the estimated costs will be at least 50% higher than the current ones if looking for new suppliers.</p> <p>However, encouraging the current suppliers itself will not have any financial impact until the suppliers make the transition itself.</p> <p>Amanpuri was not able to share the numbers regarding the suppliers, hence, only a percentage has been added in the estimated budget.</p> |

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| <b>Expected results</b>          | This action will lead to less single-use plastic consumption as well as decrease in waste disposal.   |
| <b>Indicators for evaluation</b> | <ul style="list-style-type: none"> <li>● Number of signed contracts with suppliers.</li> <li>● % of current suppliers who have changed.</li> <li>● % of overall suppliers who have a sustainable approach.</li> </ul> |

### 7.12 Action 11

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| <b>Title of the action</b>       | Alternatives to single-use plastics (which are not from suppliers)   |
| <b>Programmatic axis</b>         | 11 - plan for operation  |
| <b>Date of execution</b>         | September 1, 2023 - at the reopening of the hotel, as well as once they run out of the items (e.g. when worn out, lost, broken etc.)   |
| <b>The necessity</b>             | A significant amount of unnecessary plastic is used in everyday life, which there are better alternatives to. However, it is important to remember to use what you have first before purchasing new items with higher quality, as it would still have been considered waste.   |
| <b>Description of the action</b> | <p>There are many alternatives to the current plastic products that are currently being used throughout the back office at the hotel, which are made out of better quality and have a longer lifespan. For examples:</p> <ul style="list-style-type: none"> <li>● The stationery contains a lot of plastic rulers, plastic pens, highlighters etc. that easily break or get lost. In this case, an alternative could be to use them in a wooden version. Also, an alternative is to use highlighters that are made out of pencils, whereas there can be purchased different types, for example, you can regrow them into a tree once they have been used up. Additionally, using wooden pens which are also being used, but mainly only for the guests and not for work-use.</li> <li>● At the housekeeping department they use plastic hangers for all the staff's uniforms. An alternative would be to change the plastic hangers to wooden hangers, since they already provide them for the guests in the rooms as well. Moreover, they can reuse the laundry bags for</li> </ul> |

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|                                  | <p>laundered clothes for the employees instead of wrapping them in single-use plastic.</p> <ul style="list-style-type: none"> <li>• Once a month, the staffs' birthdays get celebrated where they can win presents, and they are usually made out of plastic. In this case, it is possible to find plastic alternative gifts to give of any type.</li> <li>• In terms of laundry detergent, the majority of the bottles are also made of plastic which are difficult to recycle. There are alternatives where companies offer environmentally-friendly laundry detergent which does not contain plastic and harmful chemicals.</li> </ul> |
| <b>Objectives of the action</b>  | The aim is to decrease plastic consumption at the workplace and use more environmentally-friendly products with higher quality and longer life-span.  |
| <b>Actors involved</b>           | <ul style="list-style-type: none"> <li>• All office departments (Food &amp; Beverage department, Front Office department, Human Resources department, Finance department and Housekeeping department).</li> <li>• Team in charge of the brand pillar, Kriya.</li> </ul>   |
| <b>Estimated budget</b>          | The budget is set at around 35.000 Thai Baht due to the initial investment of the significant amount of wooden hangers and environmentally-friendly laundry detergent.  |
| <b>Expected results</b>          | It is expected to see a reduction in plastic consumption and increase in plastic alternatives.  |
| <b>Indicators for evaluation</b> | <ul style="list-style-type: none"> <li>• % of plastic successfully eliminated.</li> <li>• Frequency of purchase of non plastic items compared to the frequency of plastic item purchases.</li> </ul>  |

### 7.13 Action 12

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| <b>Title of the action</b> | Petitions and addressing the problems to the higher authorities   |
| <b>Programmatic axis</b>   | 12 - plan for operation   |
| <b>Date of execution</b>   | As soon as possible. Could be relevant to conduct during the hotel closure (June, July and August 2023).                |
| <b>The necessity</b>       | As much responsibility can be put on the higher powers, such as the national government and in Amanpuri's case the Aman |



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|                                  | <p>corporate office, to create instant changes, it is important to remember that individuals and businesses also have a voice to be able to raise awareness and push the higher authorities to step up.</p> <p>Moreover, as much as individual businesses can do its part of eliminating plastics, they will not get rid of plastics 100% due to plastic waste ending up on the beaches and shores of the hotel, which is something that has to be dealt with on a national and regional governmental level.</p>  |
| <b>Description of the action</b> | <p>This action consists of contacting the higher powers, whether it be by petitions, contacting them personally or another way to be able to push them to start creating changes.</p> <p>In regards to the national government it would be useful to create and sign petitions and join activities and support organizations that would support the pressure and raise awareness to start making changes.</p> <p>In terms of the Aman corporate office, it is useful to create reports and contact them directly, showing the concern that Amanpuri has in order to speed up the current processes as well as creating new initiatives.</p> |
| <b>Objectives of the action</b>  | <ul style="list-style-type: none"> <li>● To push the national and regional governments to provide changes.</li> <li>● For the Aman corporate to do research and provide information on how to become a plastic-free hotel.</li> </ul>   |
| <b>Actors involved</b>           | <ul style="list-style-type: none"> <li>● Aman Corporate office.</li> <li>● Amanpuri hotel.</li> <li>● National government.</li> <li>● Regional government.</li> <li>● Team in charge of the brand pillar, Kriya.</li> </ul>   |
| <b>Estimated budget</b>          | Does not require any budget, but rather time.   |
| <b>Expected results</b>          | It is expected to see change from the higher authorities to make a difference and to be able to follow their progress, as well as them doing research, and provide guidelines and information that can help businesses to eliminate plastic.  |
| <b>Indicators for evaluation</b> | <ul style="list-style-type: none"> <li>● Number of petitions signed.</li> <li>● % of petitions signed that have been successfully changed.</li> <li>● Number of successful changes done at the national</li> </ul>  |

|  |                         |
|--|-------------------------|
|  | and governmental level. |
|--|-------------------------|

## 8. Conclusion

To conclude, it is evident that plastic pollution is a major problem and challenge that we all, as a global community, are facing and there is the need to create changes to combat the negative impacts that are following, in order to ensure better circumstances for the future generations.

The history of plastic and its negative impacts dates all the way back to 1907, but still after many years, humans have become accustomed to its use and have been blinded by its consequences, which has now become a significant problem with serious consequences such as its causes of extreme weather changes, health issues, environmental damage, damages to sea life and wildlife, as well as to human beings.

However, it is not too late. Many businesses, associations, organizations, governments and individuals etc. are already doing their part to eliminate single-use plastic consumptions, and are not giving up despite the obstacles on the way, such as has been seen with Covid-19 which took a halt on the progress. Moreover, we see the continued increase in the awareness that is being shared at a global level, such as through the Global Tourism Plastic Initiative, as well as businesses, i.e. hotels, sharing their success stories on how to become a plastic-free property, which shows it is not impossible to reach this goal.

Moreover, despite being a nation that is heavily reliant on single-use plastic, Thailand is still realizing the impacts of plastic, and the government is still trying to do their part by implementing laws and regulations as well as having created future plans. Even though they are facing challenges with the implementation due to businesses and local people having managed to become comfortable with its use, the government is still not giving up and continues to work on it.

In continuation, as Amanpuri hotel is located in Phuket, Thailand, they are also facing the same challenges, as the employees are locals and have the same mindset when it comes to the use of single-use plastic. However, on the other hand, Amanpuri has done a tremendous job on eliminating plastic in the appearance of the hotel as well as what is shown to the guests, but are still struggling in the back office. They are mainly seeing single-use plastic challenges among their suppliers in terms of packaging, waste separation and disposal, the habits and behavior of the employees, as well as the plastic use in

the offices such as the stationeries, monthly gifts for employees and other items that have a variety of alternatives to plastic.

With the results of the survey, it is also evident to see the importance of having environmentally-friendly initiatives among luxury hotels, and generally speaking accommodations, among the respondents, and that it significantly impacts their satisfactory level during their stay.

Moreover, we see an increase in the awareness of the impacts of plastic even looking back on the research from a decade ago, and that people are ready to take action. Meaning, there is a significant importance changing for the better. Luckily, there are a variety of solutions to these challenges that Amanpuri can implement, which are also linked to the Sustainable Development Goals: SDG 12 (sustainable consumption and production, SDG 13 (climate action), and SDG 14 (life below water), which has been gently designed after the insights from the observations and inspection of the hotel and the in-depth interviews of the Director of Food and Beverage, Assistant of Food and Beverage, Regional Learning and Development Manager and Executive Housekeeping. All parties agreed on the harm that plastic pollution is causing, both to the business and their daily life, and they are positive that Amanpuri can develop into a single-use plastic free hotel in the near future, however, not 100% free from plastic considering the global circumstances that are out of the hotel's direct control.

With the Head of Departments' ideas and opinions, it was possible to reach 12 attainable actions which are divided into the categories of a plan for the employees, plan for the guests and plan for operation. The actions mainly cover training, activities, workshops, donations, finding alternatives to plastic, encouragement among suppliers, guests and employees, and joining relevant initiatives as well as raising awareness by sharing and promoting Amanpuri's sustainability journey.

Even though these actions can be seen as having negative impacts on the finances in the beginning for some of the actions, they are relevant measures to conduct that are considered long-term investments for both the business and the environment. It will still be beneficial to the business in terms of their brand image, reputation, CSR, as well as providing benefits to the well-being of employees and guests in their daily lives at home in terms of their habits and behavior, as well as creating major positive changes to the wildlife and the environment.

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## 10. Annexes

### Annex 1. Amanpuri glass water bottles

Figure 1: Amanpuri Glass Water Bottles



Source: Dizon D. (2023)

### Annex 2. Linen Programme and Do Not Disturb signs

Figure 2: Linen Programme and Do Not Disturb signs



Source: Dizon D. (2023)



### **Annex 3. Laundry bag**

Figure 3: Laundry bag



*Source: Dizon D. (2023)*

### **Annex 4. Reusable beach bag**

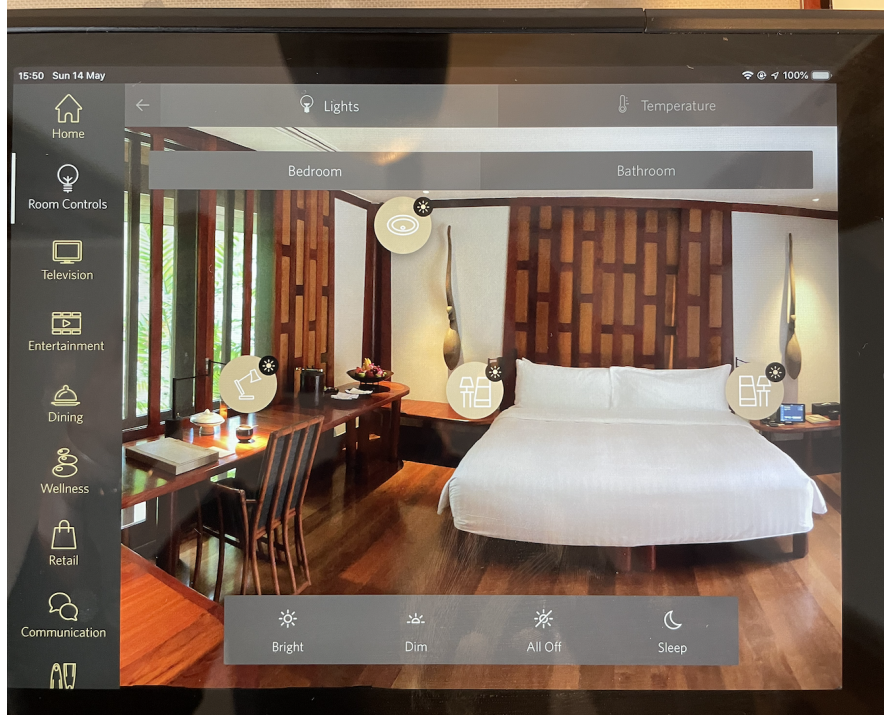
Figure 4: Reusable beach bag



*Source: Dizon D. (2023)*

## Annex 5. Ipad

Figure 5: Ipad



Source: Dizon D. (2023)

## Annex 6. Natural plant straws

Figure 6: Natural plant straws



Source: Naveekarn S. (Personal communication to Dizon, 2023)



## Annex 7. Beach clean up

Figure 7: Beach clean up



Source: Kusolvitkul T. (Personal communication to Dizon, 2023)

## Annex 8. Sign for staff

Figure 8: Sign for staff



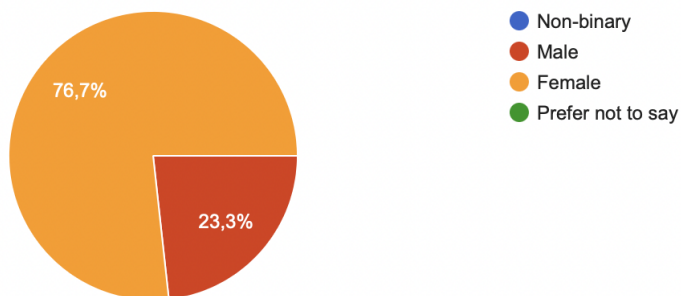
Source: Dizon D. (2023)



### Gender

43 svar

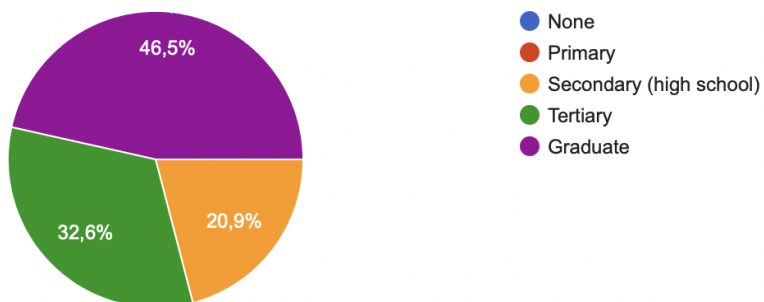
 Kopier



### Educational level

43 svar

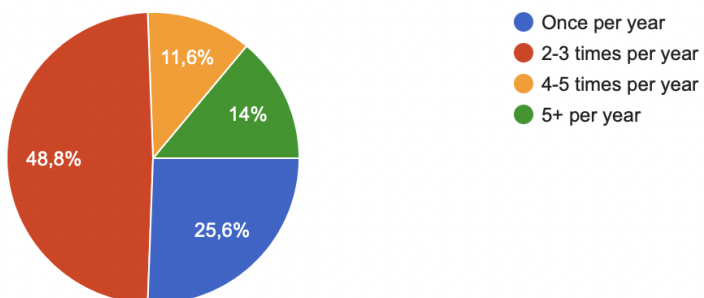
 Kopier



### How many times a year do you travel?

43 svar

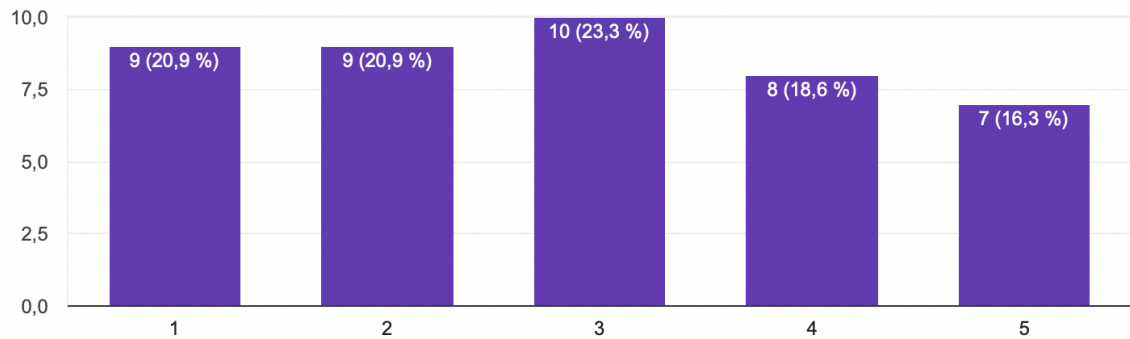
 Kopier



When choosing an accommodation, how important are environmental-friendly initiatives to you, such as plastic-free initiatives?

 Kopier

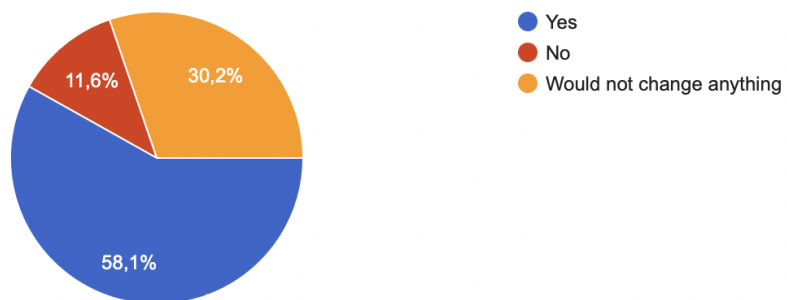
43 svar



Would it increase your satisfactory level at your hotel stay if they took plastic-free initiatives?

 Kopier

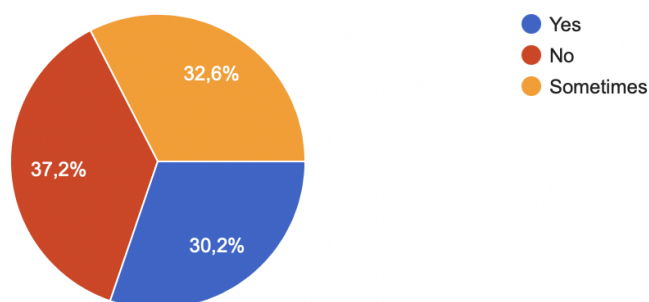
43 svar



Do you usually stay at luxury hotels (5 stars or considered more)?

 Kopier

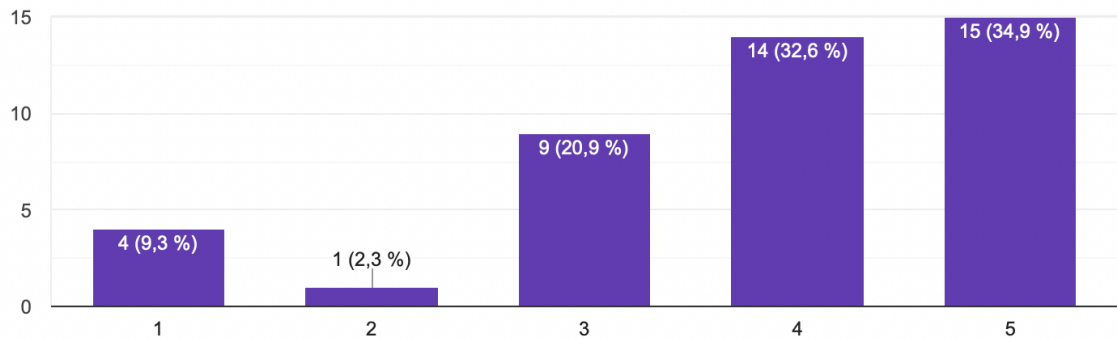
43 svar



To what degree do you expect luxury hotels to have environmentally-friendly initiatives, specifically in regards to plastic?



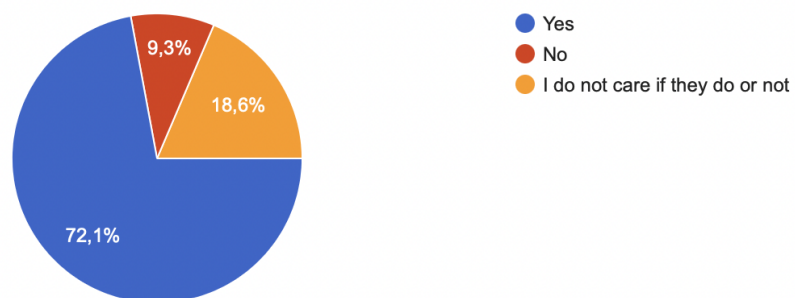
43 svar



If you were to stay at luxury hotels, would it be a bad thing if they used a lot of plastic and had no plastic-free initiative?



43 svar





Please feel free to explain why (Example: *paying a big amount per night, I consider environmentally-friendly practices to be a basic attribute at luxury hotels*).

16 svar

I would consider it a bad thing, because as a luxury hotel and the amount of resources they have, the least they could do is to buy cheap plastic and not consider the planet.

Same as the example

It is very important for luxury hotels in contributing to sustainable tourism and the environment. They have the proper budget and better access in executing this, also for the sake of their reputation.

Considering that we are talking about hotels that receive a big income as the hotel nights are more expensive, their service should also be more focused on the environment. In my opinion, it is not acceptable to nowadays a hotel that wants to compete in the market and stand out without taking actions addressing some of today's most concerning issues (e.g., including single use plastic amenities in the bathrooms...).

You expect luxury hotels to be conscious about the environment

Just never thought of it

I believe with nowadays awareness of the plastic pollution, all companies should strive to go plastic free and luxury accommodations don't lack the resources to achieve this goal, there it's a must for them. Otherwise it decreases their quality standards and it makes me question their social values.

Plastic is not that luxury and the more money you have, the more difference you can do for the environment.

Most people prefer staying in luxury hotels because service and products are customized to their needs and have more thought put into everything. Same applies to their practice, by being more sustainable it also means that the company has taken the time to analyze and be creative.

Whereas, companies that opt for products that are plastic, made from large polluting factories and cheap would not be distinguished as luxurious.

Regardless of being luxury hotels or not, environmentally-friendly practices should become the top priority for all, we only have one earth and we only live once so we should do our very best to protect the earth. Luxury hotels are expected and should be mandatory to switch to environmentally friendly practices, plastic-free being the top direction to aim.



Invest for environment is invest future generation.

Every luxury hotel should be as environmentally friendly as possible, given the fact that the focus on environmental awareness and csr is griseunger every year. If they don't focus on this, it would worry me.

luxury hotels making the customer pay high prices should consider the best quality and best environmental friendly initiatives, high quality and plastic free are totally compatible things

Since I am already spending money, wouldn't it be nice if I know that I am also helping the environment through less-to-zero plastic usage in the hotels that I am staying.

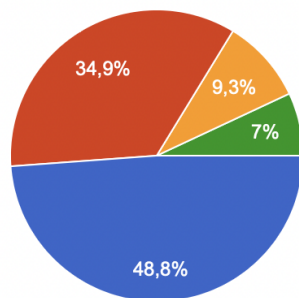
The plastic version of for example straws etc. is actually preferred over wooden straws or spoons. If it doesn't make a difference (when using it) it's great to find a substitute to plastic. It's also a great thing to seperate waste when possible.

I think that they should at least have some compensation

To what extent would you physically go for supporting environmentally-friendly practices during your stay?

REPORT

43 svar



- I will do anything I can do to support it (follow hotel guidance, separate waste, say no to straws and other single-use...)
- I would not mind minor inconveniences (e.g. will not separate waste, but will say no to unnecessary single-used plastic...)
- I do not care (e.g. do not care about separating waste and following hotel g...)
- I do not want any responsibilities during my stay, but I do not mind supporting i...

Other thoughts or comments in regards to luxury hotels and plastic-free practices

9 svar

It is definitely a must

It's a good idea good for the environment

It can feel good to feel like you're contributing to making a better environment, which makes plastic-free initiatives a nice cherry on top. However, it certainly isn't a make-or-break in whether or not I would choose the hotel.

Luxury hotels to set the example so each other level in the hotel industry so the same, each individual person really must be mandated to consider plastic-free options as much as possible.

Every hotels not only luxury hotels should focus in plastic-free

Sustainability shouldn't a trend, it is a MUST.

Will separate waste but would prefer the plastic version of things if they affect the quality or experience.

I've worked in a Marriott hotel where they changed the amenities plastic bag for paper boxes (soap, toothbrush and small things for the guest) and they had a beach cleaning day. All the workers would go to the beach and collect trash on the international beach cleaning day

## Annex 10. In-depth interview questions

1. Where do you see the biggest plastic use in the department?
2. Are there already some plastic alternatives you are using with some things?
3. Do you think eliminating single-use plastic would benefit the business and the department? If so, how? If not, why not?
4. What is your opinion on the hotel's current plastic-free journey?
5. Plastic consumption is a daily habit for people, so implementing plastic initiatives at the workplace may not last long, if it is not also implemented in their daily personal lives. Do you find it relevant training employees at the workplace in regards to lessening plastic consumption? (how often do you believe is most efficient - once/twice a month, a longer course a year...)
6. **\*\*mentioning each action plan idea\*:**
  - What do you think about implementing the XX idea?
  - do you think it's useful/relevant?
  - do you think it's feasible/attainable?
  - Do you have other ideas/solutions?
  - which of them would you prioritize?
  - relevant long-term and short-term?

7. Action plans mentioned for question 6:

**Action 1:** New suppliers/discuss plastic free journey with current suppliers

**Action 2:** Training employees

**Action 3:** Implement greener guidelines at the hotel

**Action 4:** Join initiatives e.g. Global Tourism Plastics Initiatives

**Action 5:** Offer educative activities for guests

**Action 6:** Offer educative activities and workshops for employees

**Action 7:** Buy in bulk

**Action 8:** Alternatives to single-use plastics (which are not from suppliers) for example, that you buy yourself. e.g. beeswax for plastic wrapping

**Action 9:** Donations