

Program Profile

Program	Program name	SUSTAINABILITY PRACTICES OF THE BANGLADESHI HOTEL INDUSTRY IN RELATION TO SDGS
	Category	A8

Summary of Program

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Category	A8
Abstract of Program	The hotel industry in Bangladesh is rapidly growing and significantly contributes to the national economy. However, this growth raises environmental and social concerns due to high energy consumption, water use, and waste generation. In light of the UN's Sustainable Development Goals (SDGs), this research investigates the sustainability practices of Bangladeshi hotels and examines their alignment with relevant SDG targets (particularly SDGs 6, 7, 8, and 12). Using a quantitative, survey-based methodology targeting hotel managers and employees, the study explores the extent of sustainability initiatives, factors influencing their adoption (e.g., managerial awareness, resource availability, market demand), and the overall contribution of hotels to sustainable development. The findings will provide evidence-based insights for policymakers, industry stakeholders, and academics to enhance sustainability practices in the hospitality sector.

Details of Program

Planning

Objectives	Long-term Goals	- Promote sustainable hotel practices aligned with SDGs. - Contribute to Bangladesh's national agenda for sustainable development through eco-friendly tourism initiatives.
	Short-term Targets	- Conduct surveys among hotels to document current sustainability practices. - Assess awareness of SDGs among hotel managers and staff. - Identify gaps between existing practices and SDG alignment.
	Rationale	The hotel sector in Bangladesh faces rising expectations to adopt green technologies and reduce ecological footprints. By aligning hotel operations with SDGs, the sector can improve environmental outcomes, reduce operational costs, and enhance competitiveness in the global tourism market. This research fills the knowledge gap by systematically documenting practices and linking them to policy recommendations.
Subject (Leader)	Initiator(s)	MAHMUD, MD. ABDUL LATIF
	Champion(s)	MAHMUD, MD. ABDUL LATIF
	Major team member(s)	N/A
Environment	Nature/Society	Bangladesh's vulnerability to climate change and rapid tourism growth creates both opportunities and challenges for sustainable hotel operations.

		Hotels are pressured by market demand for eco-friendly services but face resource constraints, lack of infrastructure, and limited SDG awareness.
	Industry/Market	Tourism is recognized as a thrust sector in Bangladesh's economic policy. Hotels adopting sustainability gain competitive advantages (lower costs, improved brand image, certification opportunities), but smaller establishments often struggle with resource and knowledge limitations.
	Citizen/Government	Citizens increasingly demand eco-friendly accommodations, while the government has introduced policies (tourism zones, Green Key program) to promote sustainability. However, limited monitoring, fragmented data, and resource gaps remain obstacles.
Resources	Human resources	Research team, surveyors, and industry collaborators.
	Financial resources	Based on institutional and external research funding.
	Technological resources	Survey tools, statistical software (SPSS), and digital data collection platforms. Mechanism
Mechanism	Strategy (Weight/Sequence)	Subject (40%) – Mapping sustainability practices and their SDG alignment. Environment (35%) – Addressing environmental and policy challenges in tourism. Resources (25%) – Mobilizing human, financial, and technological support.
	Organization	The program is led by the Department of Tourism and Hospitality Management, World University of Bangladesh, in collaboration with hotel industry stakeholders. It also encourages student involvement, faculty-led research, and partnerships with hotel associations for sustainable development.
	Culture	Encourages student involvement, faculty-led research, and partnerships with hotel associations for sustainable development
Doing		
Launch date		April, 2025
Responsible organization		Department of Tourism and Hospitality Management, World University of Bangladesh
Program content and process		The research will investigate how hotels in Bangladesh implement sustainable practices and align with SDGs. A survey methodology will be applied to managers and employees across hotel categories and regions. The study will test hypotheses linking environmental, social, and economic practices with hotel performance and SDG achievement.
Key highlights of the content/process		1. Extensive survey of hotel managers and employees across different categories and regions in Bangladesh. 2. Systematic assessment of hotel sustainability practices and their alignment with specific SDGs (6, 7, 8, and 12). 3. Policy-relevant recommendations for government and industry stakeholders to promote eco-friendly tourism and hospitality practices.

Differences from traditional approaches	1. Traditional hotel practices in Bangladesh mostly focus on profitability and customer service, without structured monitoring of environmental or social sustainability. 2. This program explicitly aligns hotel practices with SDGs, introducing a systematic framework to measure environmental, social, and economic impacts. 3. While earlier approaches were ad hoc and fragmented, this research provides quantitative, survey-based evidence and links it to policy frameworks (e.g., Green Key certification, eco-labels). 4. Unlike traditional one-size-fits-all methods, this program emphasizes data-driven, SDG-targeted practices tailored for Bangladesh's hospitality sector.
Progress as of today	20%
Problems in implementation	1. Limited data availability and cooperation from hotels 2. Resource constraints for nationwide sampling 3. Low awareness of SDGs among small hotel operators
Approaches to solve the problems	1. Collaborate with hotel associations and government agencies. 2. Use stratified random sampling to ensure representative data. 3. Provide awareness sessions and workshops to encourage participation.
Completion date, if completed	December, 2026
Seeing	
Impacts on students	Hands-on research in sustainability and hospitality management; skill-building in survey design, data analysis, and policy research.
Impacts on professors	Contribution to academic publications, policy dialogues, and enhanced expertise in sustainable tourism.
Impacts on university administration	Enhanced institutional visibility through contributions to SDGs and sustainable development agendas.
Responses from industry/market	Hotels adopting green initiatives may gain competitiveness, certifications, and cost savings. Smaller hotels may resist due to cost and knowledge barriers.
Responses from citizen/government	Government likely supportive due to national SDG commitments. Citizens (especially eco-conscious tourists) may encourage adoption.
Measurable output (revenues)	N/A
Measurable input (expenses)	N/A

Cost-benefit analysis for effectiveness	N/A
Future Planning	
Where does the project go from here?	The project can be expanded to include: 1. Comparative analysis with other South Asian hotel industries 2. Exploration of certification programs (e.g., Green Key, eco-labels) 3. Integration of renewable energy and waste-to-resource solutions in hotels
Addendum	
Exhibits, pictures, diagrams, etc.	N/A
Reports, mimeos, monographs, books, etc.	N/A
Others which may help explain the program (including website links)	N/A