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The Sustainable Hospitality Value Chain

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Learning goals

After studying this chapter, readers will have the ability to:

- 1 Define sustainability as value creation in an environmental, social and economic dimension at the level of societies, organizations and individuals;
- 2 Explain the fundamental principles for the environmental, social and economic dimension of sustainability;
- 3 Compare and contrast the concepts of shared value and sustainability;
- 4 Describe the four quadrants of the Sustainable Hospitality Value Chain;
- 5 Compare and contrast the Sustainable Hospitality Value Chain with Porter's value chain.

This book is based on three main overarching concepts: sustainable value creation; the principles underlining the environmental, social and economic dimension of sustainability; and the Sustainable Hospitality Value Chain. This chapter explains these three concepts in dedicated sections.

Sustainable value creation

In the introduction to this book, sustainability was briefly defined as value creation in the economic, social and environmental dimensions. The introduction also illustrated why the hospitality industry is in a perfect position to engage in sustainability. In this section we explain the concept of sustainable value creation in more depth on the basis of Cavagnaro and Curiel (2023) and Cavagnaro (2016). For more information or further sources please refer to these two books.