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# Technology: A Double Edged Sword

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## Learning goals

After studying this chapter, a reader will have the ability to

- 1 Define technology in general;
- 2 Distinguish between cradle-to-grave and cradle-to-cradle technology;
- 3 Exemplify how cradle-to-cradle technology can be applied in a hospitality setting.

## Introduction

This chapter functions as a brief introduction to the section on building and aims at clarifying what technology is, and under which conditions it supports a more sustainable development of the hospitality industry.

The term 'technology' is composed by two words from ancient Greek: *techné* and *logos*. *Techné* means art, skills and a cunning hand; while *logos* refers to the capacity to explain something, to science. Thus, literally, technology is the science of crafting, i.e. turning an input, which can be raw materials or energy, into an end product or a service. In other words, technology is a group of (human designed) tools, or knowledge, that transform inputs into outputs.

Humans have used technology since the beginnings. Think at stones thrown to animals to chase them; at the domestication of fire; at pottery – and so on. Animals, such as chimpanzees, use technology too: for example wooden sticks to fish for termites or stones to crack nuts open. To use technology one does not need to exactly