Sustainability in the Hospitality Industry 2nd Ed-Willy Legrand 2013-02-11 Sustainability is one of the single most important global issues facing the world. A clear understanding of the issues surrounding climate change, global warming, air and water pollution, ozone depletion, deforestation, the loss of biodiversity and global poverty is essential for every future manager in the hospitality industry. Present and future hospitality executives need to know how sustainable management systems can be integrated into their businesses while maintaining and hopefully improving the bottom line. Sustainability in the Hospitality Industry, second edition, is the only book available to introduce the students to economic, environmental and social sustainable issues specifically facing the industry as well as exploring ideas, solutions, and strategies of how to manage operations in a sustainable way. Since the first edition of this book there have been many important developments in this field and this second edition has been updated in the following ways: updated content to reflect recent issues and trends including hotel energy solutions and green hotel design two new chapters on ‘Sustainable Food’ and ‘Social Entrepreneurship and Social Value’ updated international case studies throughout to explore key issues and show real life operational responses to sustainability within the hospitality industry. New case studies on growth hotel development markets, Asia and the Middle East new practical exercises throughout to apply your knowledge to real-life sustainability scenarios. This accessible and comprehensive account of Sustainability in the Hospitality Industry is essential reading for all students and future managers.

Sustainability in Hospitality-Miguel Angel Gardetti 2017-09-08 This ground-breaking research represents the most complete collection yet on how the hospitality industry is addressing sustainability and ethical issues. Covering supply chain management, innovative sustainability initiatives, CSR programmes, biologically-respectful tourism and Value Creation, Sustainability in Hospitality: How Innovative Hotels are Transforming the Industry presents valuable global viewpoints on embedding sustainability into all aspects of the hospitality industry, and the impact this could have on transforming the sector into an advocate for more sustainable, eco-conscious tourism. The chapters in this edited collection span organizational governance, human rights and labour practices, environment and climate change, fair operating practices, stakeholder engagement, CSR and strategic management. The global reach of the collection brings case studies from China, the US, the UK, Mexico and Italy, while company case studies include Fairmont Luxury Hotels and Sextantio. Sustainability in Hospitality: How Innovative Hotels are Transforming the Industry will be an essential read for development of eco-conscious and sustainable hospitality, and for hotel managers and group CEOs who want to know how sustainability and CSR can be embedded in their day-to-day operations.

Sustainability, Social Responsibility, and Innovations in the Hospitality Industry-H. G. Parsa 2015-01-01 A reference on sustainability, social responsibility, and green practices in hospitality and tourism, this book presents innovative research methods in sustainability, state-of-the-art research by leading internationally recognized scholars on this topic, providing an excellent source of quality research. Readers can expect to find several new ways to pursue research in sustainability. The book covers sustainability in the context of public policy and ethics, a popular topic with universal appeal to many disciplines beyond hospitality. It includes case studies and addresses sustainability issues from hotels, restaurants, tourism, travel, meetings, and others, with authors from all five continents.

Improving Sustainability in the Hospitality Industry-Frans Melissen 2018-10-03 Over the past few years the hospitality industry has become a lot more sustainable than it used to be. However, the industry’s contribution to the sustainable development of our societies is still significantly smaller than it could be. This book specifically addresses the links between operations, tactics and strategy from a sustainable development perspective and moves beyond describing what is to reflect on what could be or even what should be, thus providing students with a concise guide for improving sustainability concepts and businesses in the hospitality industry. Each chapter uses specific cases and examples to reflect on different ways in which sustainability principles can be used for revisiting the host-guest relationship and improving the industry’s business processes and models. In doing so, the book provides current and future professionals with guidelines, inspiration and a call for action to take sustainability within the hospitality industry to the next level, based on inclusiveness, equality and a sustainable relationship with our natural environment.

Managing Sustainability in the Hospitality Industry and Tourism Industry-Vinnie Jauhari 2014-04-15 This new book focuses on the important concern of sustainability in tourism and hospitality industry. As the world’s natural resource base is limited, the world is looking for solutions in the domains of energy, water, alternate building materials, resource deployment, and sustainable livelihoods as well. The tourism and hospitality industry is a large deployer of natural and created resources. Some of the themes the book addresses include: designing sustainable restaurants sustainable accommodation practices designing green hotels energy conservation in hotels- a Green Approach technology and sustainability marketing sustainable tourism practices sustainable transport practices sustainable employee practices sustainable equipment design for the hospitality industry sustainable tourism practices sustainable transport practices sustainable tourism destinations/cities The book takes sustainability beyond the borders of external factors that matter to an organization. The authors look at various constituents of the hospitality sector and analyze each of those from a sustainability standpoint. The book includes case studies that are global in nature and that show how sustainable applications can be used and how concerns can be addressed. Environmental challenges are also discussed. This book is futuristic with lot of practical insights for the students, faculty, and practitioners. Since the contributors are from across the globe, it is fascinating to see the global benchmarks.

Environmental Management Concepts and Practices for the Hospitality Industry-Ishmael Mensah 2019-07-31 Environmental management is essential to the successful operation of the hospitality businesses. This book simplifies the complex issue of environmental management for both students of hospitality and industry practitioners (such as hotel managers and restauranteurs). The study explains how global environmental problems affect the hospitality industry and vice versa. It also outlines the processes that should be followed in environmental management, and the specific environmental management practices of hospitality businesses in the areas of waste management, energy and water conservation. The book provides practical illustrations, review questions, and lists of keywords and concepts in each chapter. It provides a global perspective on the study of environmental management in the hospitality industry by drawing on success stories and previous research on the topic...
The Good Company—Robert Giling 2015-08-28 The Good Company tells the stories of over 30 inspiring companies around the world that are among the ethical leaders in the industry. The broad positive message is encouraging and enervating; each of the companies seeks to live up to the highest standard. The authors tell the steps they have taken and what has motivated them to pursue such noble aims. “At last, a book that tackles the topic of sustainability in the global travel industry, but with a real understanding of its economic importance as a better alternative - a must read.”—Michael McLoskey, Former Chairman, The Sierra Club “This much-needed work is essentially a cookbook, filled with inspired recipes for sustainable travel. This will be a valuable resource - for everyone from students to industry leaders - for many years to come.”—Jeff Greenwald, Executive Director, Ethical Traveler

Sustainability in the Hospitality Industry, 2nd Ed—Willy Legrand 2013-02-11 Sustainability is one of the single most important global issues facing the world. A clear understanding of the issues surrounding climate change, global warming, air and water pollution, ozone depletion, deforestation, the loss of biodiversity, and global poverty is essential for every future manager in the hospitality industry. Present and future hospitality executives need to know how sustainable management systems can be integrated into their businesses while maintaining and hopefully improving the bottom line. Sustainability in the Hospitality Industry, second edition, is the only book available to introduce the students to economic, environmental, and social sustainable issues specifically facing the industry as well as exploring ideas, solutions, and strategies of how to manage operations in a sustainable way. Since the first edition of this book there have been many developments and new practical exercises throughout to apply your knowledge to real-life sustainability scenarios. This accessible and comprehensive account of Sustainability in the Hospitality Industry is essential reading for all students and future managers.

Strategic Business Models to Support Demand, Supply, and Destination Management in the Tourism and Hospitality Industry—Carvalho, Luisa Cagica 2019-08-30 The international tourism industry has seen increased growth in the past few years as millions of individuals continue to travel worldwide. As one of the world’s largest economic sectors, creating jobs, driving exports, and generating prosperity worldwide, hospitality and tourism management needs to continually be explored in order to update best business models and practice. Strategic Business Models to Support Demand, Supply, and Destination Management in the Tourism and Hospitality Industry is an essential reference source to sustainability within the hospitality industry. New case studies on growth hotel development markets, Asia and the Middle East new practical exercises throughout to apply your knowledge to real-life sustainability scenarios. This accessible and comprehensive account of Sustainability in the Hospitality Industry is essential reading for all students and future managers.

Sustainable Hospitality and Tourism as Motors for Development—Willy Legrand 2012-09-10 It is now widely agreed that the climate is changing, global resources are diminishing and biodiversity is suffering. Developing countries - many of them considered by the World Tourism Organization to be 'Top Emerging Tourism Destinations' (UNWTO, 2009) – are already suffering the full frontal effect of environmental degradation. The challenge for developing countries is a triple-edged sword, how can economic prosperity be achieved without the perpetual depletion of nature’s reserves, the destruction of rural habitat and the dislocation of traditional societies? Many emerging nations are looking increasingly to the tourism industry as the motor for economic development, with hospitality businesses at the forefront. This book uses twenty-five case studies to demonstrate how it is possible to create income and stimulate regional socio-economic development by using sustainable hospitality and tourism attractions. These case studies focus on issues such as the protection of indigenous cultures as a source of touristic curiosity; the preservation of the environment and the protection of endangered species - such as the plughit of turtles in Sri Lanka or butterflies in Costa Rica to encourage tourism. Some cases cover government supported projects, for example, the green parks venture and regional tourism development in the Philippines, an archeological park initiative in Honduras and the diversity of nature tourism in St. Vincent. Sustainable Hospitality and Tourism as Motors for Development is designed to give students, academics and practitioners a guide for best practices of sustainable hospitality operations in developing countries. Based on case studies, it provides a road map of how to achieve the goals of sustainability giving benchmark examples of what not only works but also is sustainable for the business subject, but aims to provide readers with a better understanding of how sustainable theories can be put into practice in hospitality and tourism industries in developing countries.

Sustainable Value Creation in Hospitality—Elena Cavagnaro 2018-01-31 The environmental, social and financial dimensions of sustainability rest on the ethical principles of avoiding harm and doing good. This means diminishing the environmental impact of societies, organizations and individuals and avoiding waste in all its forms wherever possible. Doing good means leaving a positive environmental and social footprint and throughout, this text the focus is on all three levels. Based on practice and theory it takes the student through the key issues focusing on the hospitality industry, particularly the hotel sector. It analyses environmental, economic and social value in the industry, and what can be done to maximise the good for all the stakeholders in the long term. In an accessible and structured manner, it delivers: * A clear focus on the four major areas in which value is created in the hotel industry: distribution; buildings; procurement and operations; * A clear description and analysis of the key sustainability challenges faced in each area; * A wide range of international industry cases; * Chapters structured with clear introductions, summaries and learning outcomes. It is an ideal text for students on bachelor’s and masters courses in Hospitality Management, Hotel Management and Tourism Management and for practitioners in the hospitality sector.

Managing Sustainability in the Hospitality and Tourism Industry—Vinnie Jauhari 2014-04-15 This new book focuses on the important concern of sustainability in tourism and hospitality industry. As the world’s natural resource base is limited, the world is looking for solutions in the domains of energy, water, alternate building materials, resource re-deployment, and sustainable livelihoods as well. The tourism and hospitality industry is a large deployer of natural and created resources. Some of the themes the book addresses include: designing sustainable restaurants sustainable accommodation practices designing green hotels energy conservation in hotels - a Green Approach technology and sustainability marketing sustainability to consumers sustainable culinary practices sustainable employee practices sustainable environment design for the hospitality industry sustainable tourism practices sustainable transport practices sustainable tourism destinations/cities The book takes sustainability beyond the realms of external factors that matter to an organization. The authors look at various constituents of the hospitality sector and analyze each of those from a sustainability standpoint. The book includes case studies that are global in nature and that show how sustainable applications can be used and how concerns can be addressed. Environment, Ethics, Economy and Profit are also discussed. This book is futuristic with lot of practical insights for the students, faculty, and practitioners. Since the contributors are from across the globe, it is fascinating to see the global benchmarks.

Sustainable Hospitality Management—Huub Ruël 2020-11-20 The hospitality industry is major industry. Due a steady growth, by 2030 the hospitality and tourism industry is expected to provide 380 million jobs. This title explores the challenges presented including labor shortages, containing and reducing the ecological footprint, Over tourism, and a poor industry image.

Destination Competitiveness, the Environment and Sustainability—Andres Artal-Tur 2015-12-09 Destination competitiveness and sustainability are important issues for many stakeholders within the tourism industry. In recent years, destinations have faced some challenges with respect to maintaining sustainability: they must be cleaner, greener and safer in order to safeguard the life quality of holidaymakers and local residents. Providing an invaluable review of the latest research on the topic, global case studies provide a perspective of the worldwide challenges and solutions arising in the management of tourism destinations. The analysis presents an interdisciplinary approach, including contributions of economists, geographers, managers and marketing professionals.

Sustainable Customer Experience Design—Bert Smit 2018-05-30 Experiences are an important part of our lives and increasingly represent a
Managing Sustainable Tourism Resources - Batalyal, Debashis
2018-06-08 Different tourism sites and destinations require different management approaches to maintain resources for both tourists and native populations. Through evaluating ongoing patterns in the industry, businesses are able to maintain an equilibrium between the local community and tourist populations. Managing Sustainable Tourism Resources is a scholarly publication that takes an in-depth look at the different aspects of tourism as well as its impacts on cultural awareness, ecological harmony, and diversity. Additionally, it analyzes the operational functions within varying types of tourism and business strategies including women entrepreneurship, tourism in national parks and sanctuaries, and sustainable management. This book is a vital resource for entrepreneurs, policy makers, managers, economists, business professionals, academicians, and researchers seeking coverage on the management and sustainable tourism.

Business Chemistry - Kim Christfort
2018-05-22 A guide to putting cognitive diversity to work Ever wonder what it is that makes two people click or clash? Or why some groups excel while others flounder? Or how you, as a leader, can make or break team potential? Business Chemistry holds the answers. Based on extensive research and analytics, plus years of proven success in the field, the Business Chemistry framework provides a simple yet powerful way to identify meaningful differences between people’s working styles. Who seeks possibilities and who seeks stability? Who values challenge and who values connection? Business Chemistry will help you grasp where others are coming from, appreciate the value they bring, and determine what they need in order to excel. It offers practical ways to be more effective as an individual and as a leader. Imagine you had a more in-depth understanding of yourself and why you thrive in some work environments and flounder in others. Suppose you had a clearer view on what to do about it so that you could always perform at your best. Imagine you had more insight into what makes people tick and what ticks them off, how some interactions unlock potential while others shut people down. Suppose you could gain people’s trust, influence them, motivate them, and get the very most out of your work relationships. Imagine you knew how to create a work environment where all types of people excel, even if they have conflicting perspectives and preferences and needs. Suppose you could activate the potential benefits of diversity on your teams and in your organizations, improving collaboration to achieve the group’s collective potential. Business Chemistry offers all of this—you don’t have to leave it up to chance, and you shouldn’t. Let this book guide you in creating great chemistry!

Supply Chain Management in the Big Data Era - Chan, Hing Kai
2016-11-04 Technological advancements in recent years have led to significant developments within a variety of business applications. In particular, data-driven research provides ample opportunity for enterprise growth, if utilized efficiently. Supply Chain Management in the Big Data Era is an authoritative reference source for the latest scholarly material on the implementation of big data analytics for improved operations and supply chain processes. Highlighting emerging strategies from different industry perspectives, this book is ideally designed for managers, professionals, practitioners, and students interested in the most recent research on supply chain innovations.

Tourism Towards 2030 - World Tourism Organization
2011 UNWTO Tourism Towards 2030 is a broad research project in continuation of UNWTO work in the area of long-term forecasting initiated in the 1990s and aims at providing a global reference on tourism future development. Following the long-term forecast series of reports Tourism 2020 Vision, the Tourism Towards 2030 - Global Overview report updates international tourism projections through 2030. Central in the study are the projections for international tourism flows in the two decades 2010-2030, with as basis data series on international tourist arrivals as reported by destination countries for the period 1990-2010, taking into account subregion of destination, region of origin, mode of transport and purpose of visit.
outside of the service sector. Specific research directions and related cases like the international dimensions of strategy, organization, marketing, sales, staffing, control, culture, and others to the hospitality industry are rarely identifiable so far. The core rationale of this book is therefore to present newest insights from research and industry in the field of international hospitality, drawing together recent scientific knowledge and state-of-the-art expertise to suggest directions for future work. It is designed to raise awareness on the international factors influencing the strategy and performance of hospitality organizations, while analyzing and discussing the present and future challenges for hospitality firms going or being international. This book will provide a comprehensive overview and deeper understanding of trends and issues to researchers, practitioners, and students by showing how to master current and future challenges when entering and competing in the global hospitality industry.

High Performance Hospitality-Michele L. Diener 2013-03-27

Strategies for Promoting Sustainable Hospitality and Tourism Services-Maximiliano E. Korstanje 2020 “This book discusses interdisciplinary perspectives in the areas of global tourism and highlights cultural boundaries of strategic knowledge management through case studies”–

Responsible Food Purchasing-United Nations Publications 2017-03-29

For many countries, tourism provides a significant source of foreign exchange and foreign direct investment. If managed sustainably, tourism can make an important contribution towards conserving natural and cultural heritage resources, generating and distributing wealth equitably, empow ering the local community, generating new infrastructure development. This guidance document, entitled “Responsible Food Purchasing: Four Steps Towards Sustainability for the Hospitality Sector”, will help food purchasers to understand better the importance to their business of responsible food purchasing, while providing practical advice and guidance to enable them to make the right decisions and choices. This guidance outlines an approach to integrating food sustainability into your business, with practical steps, checklists and tips reinforced by case studies that provide valuable learning from those already embarked on responsible food purchasing. The resources listed at the end of the document will enable you to explore the wider sustainability agenda further, as responsible food purchasing remains a rapidly evolving field.

Building New Bridges Between Business and Society-Hua liang Lu 2017-10-31 This book provides a comprehensive understanding of the linkages between business and society by addressing key issues in corporate social responsibility (CSR), sustainability, ethics and governance. Thanks to the different visions and perspectives offered by a global group of authors with a broad range of expertise, the book offers a full spectrum of theoretical and practical approaches. Further, it combines the latest theoretical thinking with reviews of frameworks, cases and best practices from various industries and nations. In particular, the book offers a historical perspective on the origins of CSR and discusses CSR in relation to sustainability and management, with a special focus on CSR in Asia.

EarthTalk- E Magazine 2009-02-24 In compelling Q & A format, the leading independent environmental periodical gathers together a bevy of essential tips, guides, and resources for the best ways to live green and create ecological harmony with the planet. Original.

Soft Computing in Management and Business Economics-Anna M. Gil-Lafuente 2012-07-13 This book is a collection of selected papers presented at the Annual Meeting of the European Academy of Management and Business Economics (AEDEM), held at the Faculty of Economics and Business of the University of Barcelona, 05 – 07 June, 2012. This edition of the conference has been presented with the slogan “Creating new opportunities in an uncertain environment”. There are different ways for assessing uncertainty in management but this book mainly focuses on soft computing theories and their role in assessing uncertainty in a complex world. The present book gives a comprehensive overview of general management topics and discusses some of the most recent developments in all the areas of business and management including management, marketing, business statistics, innovation and technology, finance, sport and tourism. This book might be of great interest for anyone working in the area of management and business economics and might be especially useful for scientists and graduate students doing research in these fields.

Sustainability in the Hospitality Industry-William R. Knapp 2021-05-24 Sustainability in the Hospitality Industry equips future hospitality and tourism managers with the skills and knowledge they need to create systems and cultures within their organizations that address the growing demand for sustainability. The text helps students recognize and embrace the opportunity to become leaders in sustainability and help set the standards for other industry professionals to adopt. Opening chapters provide readers with an overview of the breadth of sustainability in the hospitality industry, as well as current sustainable trends and practices. Additional chapters cover sustainability in the foodservice and lodging industries, tourism, and supply chains. Students learn strategies for sustainable beverage production, personnel management, marketing, and finance. The text expands its coverage to also address casino, cruise ship, and sport and entertainment venue management. The closing chapter summarizes the various strategies and tips, guides, and resources for the best ways to live green and create ecological harmony with the planet. Original.

Hotel Sustainable Development-A. J. Singh 2013-03-27

Experiential Marketing-Kerry Smith 2016-04-08 The most researched, documented, and comprehensive manifesto on experiential marketing. As customers take control over what, when, why, and how they buy products and services, brands face the complete breakdown and utter failure of passive marketing strategies designed more than a half-century ago. To connect with a new generation of customers, companies must embrace and deploy a new marketing mix, powered by a more effective discipline: experiences. Experiential marketing transforms transactional engagements to connect with audiences, create relationships and drive brand affinity, has become the fastest-growing form of marketing in the world as the very companies that built their brands on the old Madison Avenue approach—including Coca-Cola, Nike, Microsoft, American Express and others—open the next chapter of marketing. As experiential brands. Using hundreds of case studies, exclusive research, and interviews with more than 150 global brands spanning a decade, global experiential marketing experts Kerry Smith and Dan Hanover present the most in-depth book ever written on how companies are using experiences as the anchor of reinvented marketing mixes. You’ll learn: The history and fundamental principles of experiential marketing. How top brands have reset marketing mixes as experience-driven portfolios The anatomy of a brand experience. The psychology of engagement and experience design. The 10 habits of highly experiential brands How to measure the impact of experiential marketing. How to combine digital and social media in an experiential strategy. The experiential marketing vocabulary. How to begin converting to experiential marketing. Marketers still torn between outdated models and the need to reinvent how they market in today’s customer-controlled economy will find the clarity they need to refine their marketing strategies, get a roadmap for putting their brands on a winning path, and walk away inspired to transition into experiential brands.

Corporate Social Responsibility: Concepts, Methodologies, Tools, and Applications-Management Association, Information Resources 2018-07-06 The decisions a corporation makes affect more than just its stakeholders and can have wide social, environmental, and economic consequences. This facilitates a business environment built around the practical regulations and transparency necessary to ensure ethical and responsible business practice. Corporate Social Responsibility: Concepts, Methodologies, Tools, and Applications is a vital reference source on the ways in which corporate entities can implement responsible strategies and create synergistic value for both businesses and society. Highlighting a range of topics such as company culture, organizational diversity, and human resource management, this multi-volume book is ideally designed for business executives, managers, business professionals, human resource managers, academicians, and researchers interested in the latest advances in organizational development.

Hospitality Facilities Management and Design-David M. Stitanuk 2002

Improving Sustainability in the Hospitality Industry-F. W. (Frans) Melissen 2018-07-08

Hotel Sustainable Development-A. J. Singh 2013-03-27

Sustainability in the Hospitality Industry-William R. Knapp 2021-05-24 Sustainability in the Hospitality Industry equips future hospitality and tourism managers with the skills and knowledge they need to create systems and cultures within their organizations that address the growing demand for sustainability. The text helps students recognize and embrace the opportunity to become leaders in sustainability and help set the standards for other industry professionals to adopt. Opening chapters provide readers with an overview of the breadth of sustainability in the hospitality industry, as well as current sustainable trends and practices. Additional chapters cover sustainability in the foodservice and lodging industries, tourism, and supply chains. Students learn strategies for sustainable beverage production, personnel management, marketing, and finance. The text expands its coverage to also address casino, cruise ship, and sport and entertainment venue management. The closing chapter summarizes the various strategies and tips, guides, and resources for the best ways to live green and create ecological harmony with the planet. Original.
Social Entrepreneurship in Hospitality - Willy Legrand 2020-11-16

This innovative book is the first to explore social entrepreneurship in the field of hospitality, introducing students to the principles of social entrepreneurship motivation, finance, sustainability, issues and challenges, and how these can be successfully implemented in a range of hospitality settings. The hospitality industry offers a particularly fruitful framework for social entrepreneurs, partly due to the low barriers of entry and opportunities to enhance social and environmental wealth. A variety of international case studies are integrated throughout to showcase the challenges and successes of social entrepreneurship in the hospitality industry in a wide range of settings. Discussion questions, further reading suggestions and exercises at the end of each chapter help the student to explore these concepts further. Insights into the industry's role during and potentially beyond the COVID-19 crisis are offered in the concluding chapter. The is a timely addition to the literature, written by a team of highly regarded professionals and academics, and will be essential reading for all current and future entrepreneurs in the field of Hospitality Management.

Sustainability in Energy and Buildings - Anne Hakansson 2013-03-29

This volume contains the proceedings of the Fourth International Conference on Sustainability in Energy and Buildings, SEB12, held in Stockholm, Sweden, and is organized by KTH Royal Institute of Technology, Stockholm, Sweden in partnership with KES International. The International Conference on Sustainability in Energy and Buildings focuses on a broad range of topics relating to sustainability in buildings but also encompassing energy sustainability more widely. Following the success of earlier events in the series, the 2012 conference includes the themes Sustainability, Energy, and Buildings and Information and Communication Technology, ICT. The SEB’12 proceedings include invited participation and paper submissions across a broad range of renewable energy and sustainability-related topics relevant to the main theme of Sustainability in Energy and Buildings. Applicable areas include technology for renewable energy and sustainability in the built environment, optimization and modeling techniques, information and communication technology usage, behavior and practice, including applications.

Driving Green Consumerism Through Strategic Sustainability Marketing - Quoquab, Farzana 2017-11-30

The use of environmentally safe products is an emerging and popular trend throughout various industries. Product manufacturing and sales has changed in order to incorporate green initiatives that will appeal to this fast-growing market. Driving Green Consumerism Through Strategic Sustainability Marketing is an essential reference source for the latest scholarly research on the latest trends of consumerism and its effect and implications on the environment. Featuring coverage on topics and perspectives such as nutricosmetic products, green marketing, and animal products, this publication is ideal for those interested in aspects of green consumerism.