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“INTEGRATING CLEANER PRODUCTION INTO SUSTAINABILITY STRATEGIES”

## **Sustainability in the Hotel Industry, Efficient Use of Water and Electricity Resources. Case: Hotel San Angel**

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### **Abstract**

The tourism industry provides significant economic benefits to be a powerful generator of income, employment and development, but the provision of these services generates negative impacts so comes the concern of the companies to be sustainable. It should be noted that a continued growth of this sector is expected and, within this, the hotel industry, so it is necessary to implement actions that benefit the environment, from which the objective of this study is potentially prevent, eliminate and/or reduce environmental impacts by optimizing the use of electricity and water; this through the implementation of Sustainable Services Program that serves as a tool for environmental decision making and proposes technological and cultural measures to reduce consumption of resources in question. This program includes among its stages the processes characterization carried out by the provision of services involving the use of electricity and water in section III of the Hotel San Angel, and is required for the formation of a team of integrated sustainability by hotel staff and the graduate faculty of sustainability where there was an exchange of information and through its analysis priority areas are identified for the implementation of sustainable actions. Sustainable Services Program leads to cost reductions resulting from the optimization of the use of electricity and water, which also benefits by reducing environmental impacts such as CO<sub>2</sub> reduction and better use of water resources that help reduce one of the main problems in the region, that is to say, water availability, also the sum of the economic and environmental benefits they provide as well as social benefits by providing a better corporate image and competitive advantage to meet customer expectations.

**Keywords:** *Sustainable development, Tourism, Hotel, Optimization*

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