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THE TRIPLE BOTTOM LINE IN HOSPITALITY: BALANCING PEOPLE, PLANET, AND PROFIT IN SERVICE OPERATIONS

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Abstract:

The Triple Bottom Line (TBL) framework, encompassing people, planet, and profit, has emerged as a critical model for sustainable performance in the hospitality industry. Hotels, resorts, and catering operations are increasingly expected to demonstrate economic viability, social responsibility, and environmental stewardship simultaneously. This chapter examines the operationalization of TBL in hospitality, analyzing the mechanisms by which organizations measure and balance financial performance, social impact, and ecological sustainability. Drawing from recent scholarly research, the chapter identifies key performance indicators across the three TBL dimensions, including employee well-being, guest satisfaction, community engagement, energy efficiency, waste management, and revenue growth. A conceptual framework is proposed to illustrate the dynamic interplay between these dimensions, highlighting trade-offs, synergies, and strategic alignment opportunities. Findings suggest that hotels integrating TBL principles achieve superior guest loyalty, brand equity, operational efficiency, and long-term resilience. Practical implications for managers, policymakers, and hospitality educators are discussed, along with directions for future research to refine TBL measurement and implementation strategies. By adopting a holistic TBL perspective, hospitality organizations can move beyond traditional financial metrics to create enduring value for stakeholders, communities, and the environment.

Keywords: Triple bottom line, sustainability, hospitality operations, social responsibility, environmental.

