

JULY 2023 | VOLUME 4 ISSUE 21

INDUSTRY WEEKLY DIGEST

YOUR WEEKLY DIGEST OF CONTEMPORARY INDUSTRY TRENDS



PALAZZO DELL' AGRICOLTORE

**Creating the Hotel
for a Better World
by Giving Back**

In Parma, Italy, a once-abandoned building is being transformed into the regenerative B-Corp hotel Palazzo dell'Agricoltore through the efforts of two local families seeking to promote urban rejuvenation. An interdisciplinary research team of University of Surrey will contribute to the project through the research and development of a white paper focusing on: Philanthropy and Community Engagement, Biometrics and Biophilic Hotel Design, and Sustainability and Hotel Life Cycle Assessment.

In this week's Industry Digest, Tural Adilov, PhD student in the School of Hospitality and Tourism Management, expands on the project following a recent site visit to the hotel.

Have a great weekend!



PHILANTHROPY, IMPACT INVESTING AND REGENERATIVE FUTURES

Tural Adilov

Palazzo dell'Agricoltore explores the next frontier in hospitality: regenerative development. Harnessing the power of philanthropy and community engagement, the project offers an approach that reimagines hotels as not just places for lodging, but as catalysts for urban revitalization and social well-being.

This hotel project is driving the integration of philanthropy and community engagement into the heart of the business model. It joins in efforts for a paradigm shift from mere economic activity to an active, beneficial member of the larger ecosystem. It implements a comprehensive 'triple bottom line' strategy to tackle critical challenges like ecological degradation, economic instability, and social inequalities, crafting a more resilient and sustainable future for. To address these issues and contribute to wider society, hotels should see themselves as a part of a larger ecosystem (Bellato et al., 2022).

Therefore, one of the main aims of Palazzo dell'Agrocoltore is fostering a 'giving back' culture and promoting impact investing, transforming the 'me' approach to a collaborative 'we' ethos that prioritizes community and the environment (Rehman et al., 2023).

The future hotel envisions itself as a vibrant cultural hub that offers co-created community spaces, designed not just for guests but also for the public, enabling local artists, musicians, and entrepreneurs to thrive. Imagine the hotel as a lively platform for collective gatherings, promoting urban regeneration, and stimulating local economies - the very embodiment of social entrepreneurship.

The forward-thinking model promises a future where hotels can create shared value, enrich the experience for their guests, shape better guest community perceptions, drive customer loyalty and competitive advantage. As in the case of the Palazzo dell'Agricoltore, business and academia will explore possibilities of how the hotel can become an agent of change, fostering regenerative practices, and making a real difference to the communities they serve. The future of hospitality may be where giving back is no longer an obligation, but an opportunity for growth and enrichment.

"... Through this project, the aim is to redefine the way a hotel may operate, not only by minimizing negative impacts but actively enhancing the well-being of host communities, and promoting sustainable initiatives ..."