

Table of Contents

Introduction.....	2
Overview of London Zoo.....	2
Objectives and Trends	3
Consumer Trends	3
Sustainability.....	4
How the London Zoo Operates Financially.....	5
Governance	6
Stakeholders	8
Stakeholder Power and Interest Theory.....	9
Conclusion	10
References.....	12



Introduction

This respective report of the hospitality, tourism and environmental events has been predicated on illustrating the pertinent insights concerning the London Zoo in order to reflect the preparation for the requisite interview. In line with that, this report involves a brief overview of the London zoo along with its historical background and structure of the organisation. Further, the key objectives of the Zoo as well as the customer trends have been identified on the basis of its annual and consumer trend report in order to emulate their interrelated aspects. Furthermore, the sustainability measures of the London Zoo have been accentuated for indicating its compliance with the organisational initiatives and contemporary policies of the government. Moreover, the financial operations along with its governance structure are evaluated for highlighting the detailed insights. In addition to that, the stakeholders of London Zoo have been identified subsequent to which Mendelow's Matrix is deployed for assessing their relative power as well as interest level.

Overview of London Zoo

The London Zoo has been working for sustaining the well-being of the wildlife for 200 years since it was formed in the year 1826 by Sir Stamford Raffles. The London Zoo had been opened to the public in 1928 and was then granted a Royal Charter by King George IV in the year 1829. Subsequent to that, the progression relating to the induction of animals had been increased by 1831, which involved chimpanzees, reptile houses as well as hippopotamus obaysch (Heritage Gateway, 2012). Further, the world's first reptile house, public aquarium as well as insect house had been introduced in years 1849, 1853 and 1881 respectively. The London Zoo had been reflected to be a revolution in the history of Zoo owing to the induction of the animal across the world in order to reduce their extinction. Furthermore, the London Zoo remained open throughout World War 2, which was followed by the establishment of the Institute of Zoology in 1960. The progression and the advancements of the London Zoo have increased over the period, which then resulted in their higher focus on fostering sustainability as well as the wellbeing of the animals and environment (ZSL, 2022a). Moreover, the London Zoo has been an international conservation charity that follows a hierarchical organisational structure as it works in more than 50 countries across the globe. In line with the hierarchical structure, the command of the London Zoo has upheld by the President of the Zoo, which is then flowed from top to bottom (ZSL, 2022b).

Objectives and Trends

The three strategic objectives of the London Zoo involve boosting the sustainable association between the wildlife and the people, getting the most threatened animal species from the edge of extinction as well as safeguarding the wellbeing and health of the wildlife animals. The vision of the London Zoo has been grounded on the objective pertaining to fostering the sustainable associations between the wildlife and the people as the individuals and the community thrive when the ecosystem delves into sustainability. This respective strategic goal is crucial as the positive engagement of the people and wildlife implies to contribute in boosting the well-being of people living in urban environments. For attaining this objective, the London Zoo will increase the awareness of the people pertaining to the challenges of sea life in terms of threats relating to climate change and plastic by showcasing the new aquatic exhibit in London (ZSL, 2021).

Further, the second objective involves ensuring the health of wildlife, which entails fostering the well-being and health of people and wildlife in order to avoid disastrous diseases. For attaining this objective, the London Zoo has decided to undertake the new wildlife health campus along with the zoos, which alludes to being crucial for bringing the public and science closer. Moreover, the third objective concerns bringing the most endangered species back from the verge of extinction for maintaining biodiversity. This objective will be attained by London Zoo in terms of showcasing the new freshwater exhibit in Whipsnade for reiterating their research relating to the endangered species (ZSL, 2018).

Consumer Trends

The transitioning environmental conditions have induced several customer trends that devise their consumption patterns as well as the inclination. In accordance with the customer trend report of Mintel (2022), it has been revealed that the major customer trend involves the emphasis on sustainability and environmental wellbeing. This respective report has demonstrated that the customers tend to prefer the companies that uphold their major emphasis on sustainability as almost 61% of the UK population reported that they remain focused on engaging with the brands having ethical values in order to improve the environmental wellbeing. In line with that, London has been following the customer trend of sustainability by integrating sustainable practices into its operations and strategic objectives. The strategic goal of fostering the sustainable association

between the wildlife and the people entails the sustainable deployment of the natural resources for benefiting humans as well as the animals (ZSL, 2021).

The inclination of the sustainable consumer trend has been over the alleviating the loss of biodiversity on land and ocean for eliminating the extinction of the species as well as the loss of habitat. The report of Mintel for the sustainability barometer (2021), has reflected that the visitors and the customers of the park and zoo imply to be concentrated on alleviating the biodiversity loss. This trend is incorporated into the strategic objectives of the London Zoo as it involves bringing back endangered species by spreading awareness among the public relating to hazardous actions (ZSL, 2021).

Sustainability

The London Zoo has been focusing on integrating sustainable measures into their operations owing to the perspective pertaining to reflecting their role in environmental wellbeing while raising awareness for the people. The deployment of the natural resources in the operations indicates the threat of overexploiting the resources due to negligence, which compelled the London Zoo to remain aware of its environmental impacts in accordance with the ZSL 200 strategy. This respective zoo is improving its sustainability by devising the five sustainable objectives involving the development of site biodiversity, reduction of waste, attaining responsible procurement, increasing energy conservation as well as the alleviation of water usage. All of these goals have been aligned to achieve by the end of 2022, in response to which, the reduction of the waste is achieved by maintaining a 98% landfill diversion rate (ZSL, 2021).

In addition to that, the development of a biodiversity policy had been placed in 2020 which reflects the partial attainment of the objective relating to site biodiversity. However, the regular meetings of biodiversity groups have not achieved that reduced the attainment level of site biodiversity. Furthermore, the sustainable target concerning the achievement of the responsible procurement and fostering the engagement as well as the awareness is in progress as the London Zoo has employed the new sustainable suppliers for ensuring a sustainable supply chain. In contrast to that, the reduction in the water usage and the energy usage is reported to be -51.3% and -28.4% respectively which reflects the alleviation in the usage by this proportion in the results of the Covid-19 (ZSL, 2020). Moreover, the London Zoo needs to improve its sustainable initiatives

by ensuring the integration of assessment of international activities while measuring the entire carbon footprints in order to attain zero carbon emission.

How the London Zoo Operates Financially

London Zoo has been regarded as a charity organisation that upholds the inclination toward the wellbeing of wildlife animals and the public instead of generating profits. The London Zoo operates with charitable income, donations, trading incomes, memberships, retail activities as well as investment (ZSL, 2019).

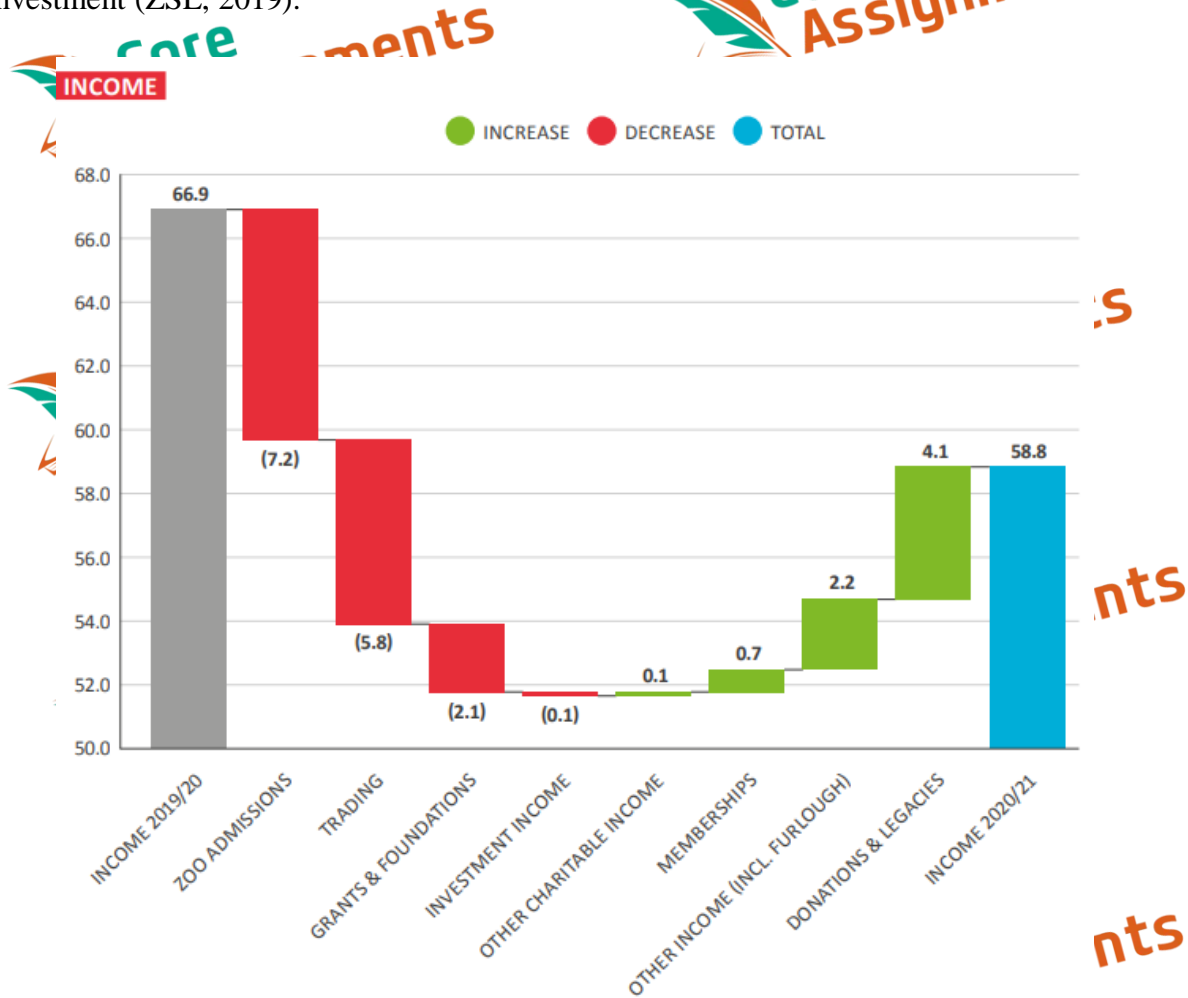


Figure 1. Sources of Income for London Zoo

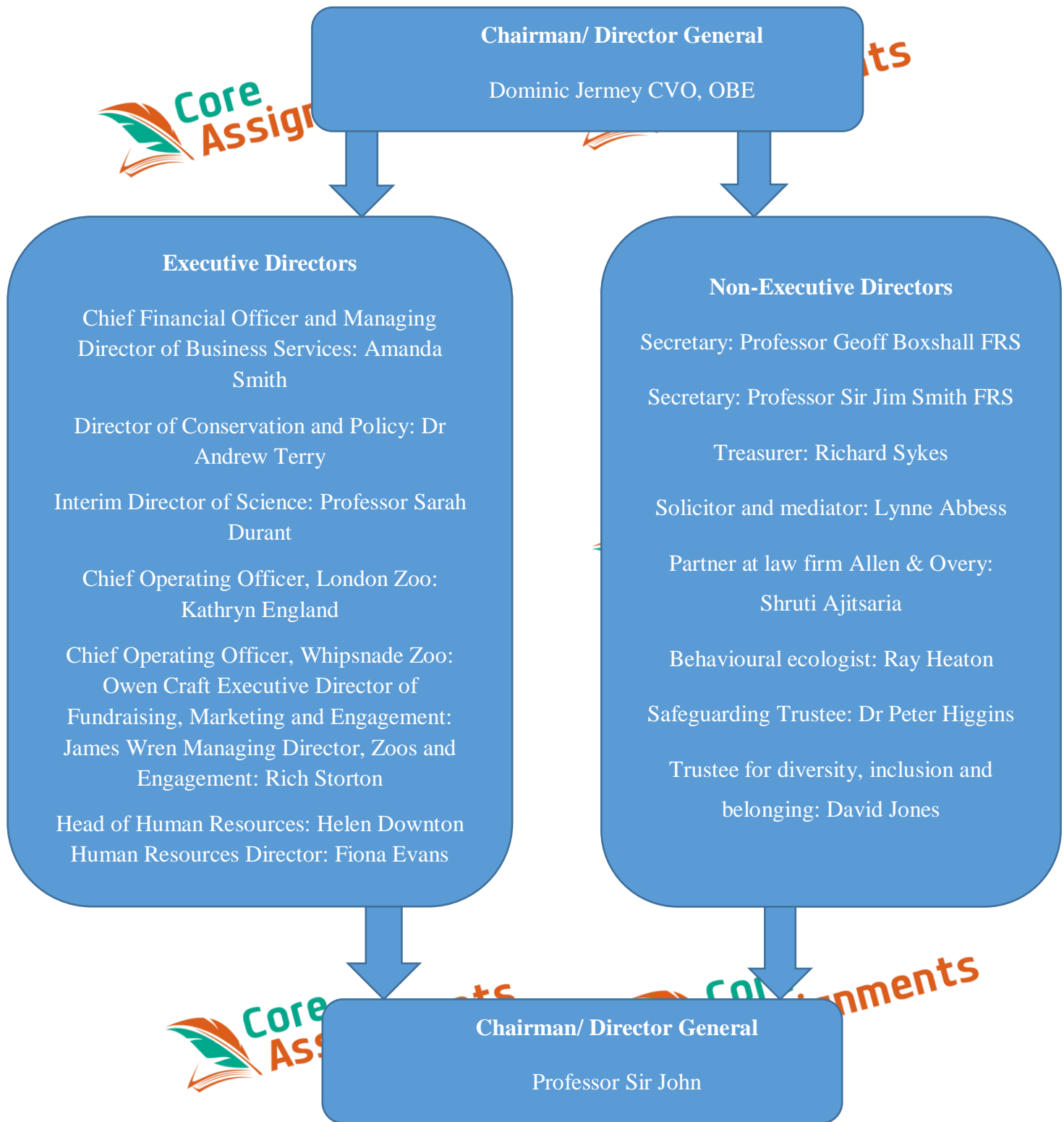
Source: ZSL, 2020

This respective chart has illustrated that the net income for the period 2019/20 had been reported to £66.9 million, which is decreased to £58.8 million in 2020/21. The decline of the net income is due to the closure of the zoo for almost 49% of the year which resulted in the failure to

attain the zoo admission tickets. The remaining number of zoo admission tickets for the rest of the year has indicated that these tickets tend to be the primary source of income for the London Zoo after the fundraising campaigns. The major fundraising campaigns, investments and the generation of the income have been with the support of the Royal Patrons, Conservation fellows, charities, trusts, foundations as well as the donors and the other patrons. After the Covid-19, Wolfson Foundation had donated to a significant level for redirecting the progress of programmes undertaken by the London Zoo. Furthermore, the donations from John Horseman Charitable Trust and Rothschild Foundation aided the Zoo to ensure their conservation work during the difficult period of Covid-19. The annual report of the ZSL has indicated that almost £6.8m was raised through the emergency appeal from the public and donors in times of the Covid-19 (ZSL, 2020).

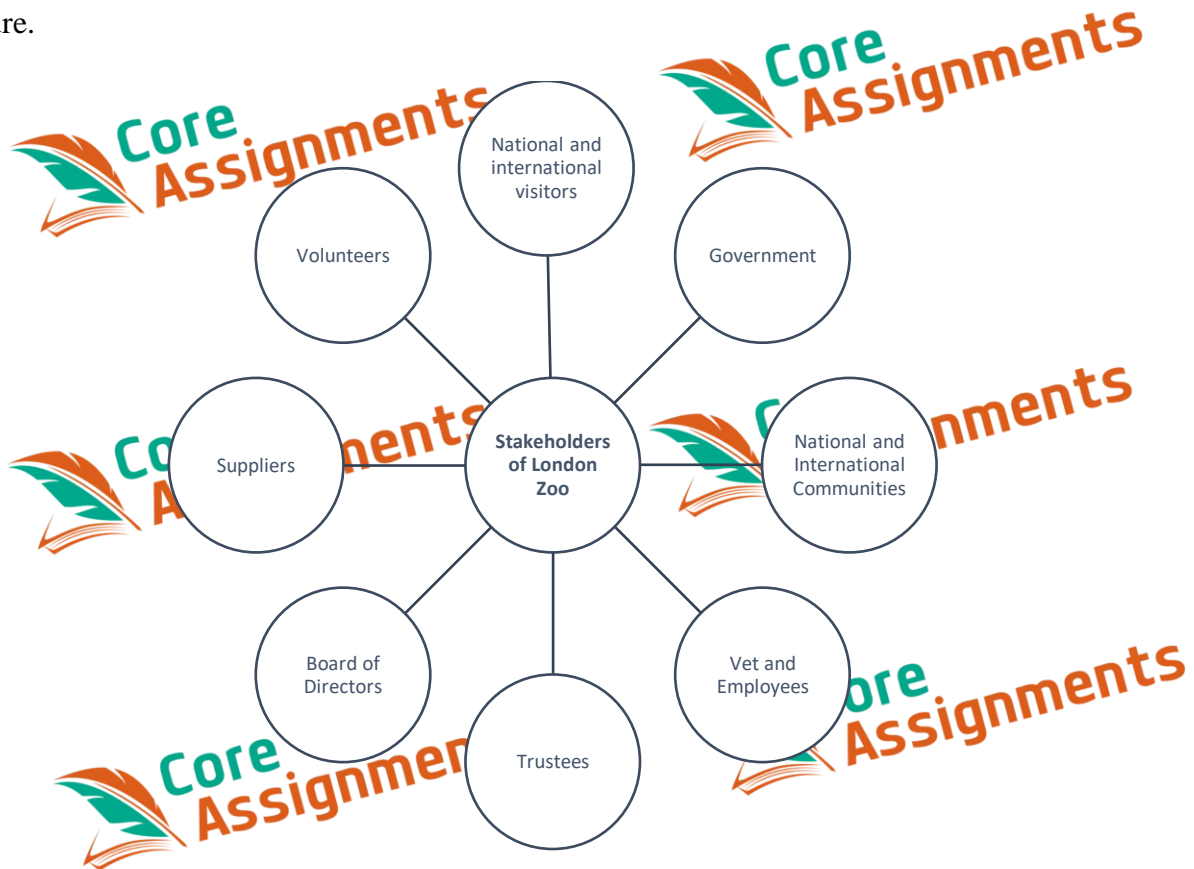
Governance

The UK Corporate Governance Code has highlighted the standards of good corporate practice which entails the various aspects involving sustainability, accountability, probity as well as transparency in conducting business operations. These respective set of standards has elucidated that the Governance of the companies needs to comply with these codes for reflecting their ethical operations along with devising the corporate strategy. In line with that, the governance structure of the London Zoo has been complying with these standards of good corporate practice by ensuring the integration of transparency, accountability, fairness as well as responsibility in their organisational practices. The incorporation of these factors has compelled the London Zoo to communicate its mission, vision and goals to the stakeholders along with its respective progress. In addition to that, for protecting the interest of the shareholders, investors and other stakeholders, the London Zoo has formed an audit committee that remains responsible for assessing the accountability of every investment. Moreover, the audit committee and the audit members have been aligned to be independent for preventing the influence of the insiders on the evaluation of the accounts and the investment. These respective practices have accentuated that the London Zoo is successfully adhering to the standards of good corporate practice and undertaking the corporate governance code of the UK. The corresponding chart entails the names of the Chairman, CEO as well as the members of the board of directors involving the Non-Executive and Executive directors (ZSL, 2021).



Stakeholders

The stakeholders are alluded to as the individuals and the groups that uphold an interest in the organisational operations, activities and decisions in order to ensure profitability (Kujala et al. 2022). The major eight stakeholders of the London Zoo have been mapped out in the following figure.



The eight stakeholders of the London Zoo involve the Government, National and international visitors, National and International Communities, Trustees, Board of Directors, Vet and Employees, Suppliers and volunteers, which are directly or indirectly interested in the wellbeing of the London Zoo.

Stakeholder	INTERNAL	EXTERNAL	PRIMARY	SECONDARY
Government		X		X
National and international visitors		X	X	
National and International Communities		X		X
Trustees	X		X	

Board of Directors	X		X	
Vet and Employees	X		X	
Suppliers		X	X	
Volunteers	X		X	

The internal stakeholders involve the individuals that tend to be directly interested in the operations of a company owing to their direct relationship, however, the external stakeholder imply to the people that remain affected indirectly (Lehtinen, and Aaltonen, 2020). In line with that, the primary stakeholders remain to uphold the direct association with the business, meanwhile, the secondary stakeholders refer to the stakeholders that affect the relationship with the primary stakeholders (Charan, and Murty, 2018). The aforementioned table has illustrated that the vet and employees, trustees, board of directors, and volunteers are the internal as well as the primary stakeholders of the London Zoo owing to the impact of operations posited on their wellbeing. Whereas, the Government as well as the national and international communities are regarded as the external and secondary stakeholders due to the indirect relationship with the operations (ZSL, 2021).

Stakeholder Power and Interest Theory

Mendelow's Matrix has been a crucial tool for analysing the attitudes and the power of the stakeholder toward the organisation in order to assess their relative potential impact (Rahma et al. 2021). In line with that, the below-mentioned chart reflects the stakeholder analysis of the London Zoo.

		Level of Interest	
		Low	High
Level of Power	Low	Vets Suppliers	Volunteers Employees
	High	Trustees Board of Directors	National and international visitors, local and international communities

		Government
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In accordance with the stakeholder analysis of London Zoo, the vets and suppliers have low interest and low power in the operations of the zoo due to their less influence and limited efforts in the execution of the activities. Further, the volunteers and employees are regarded to uphold the low power and high level of interest as they can transition the mindset of the public effectively, which compels the London Zoo to keep them inform pertaining to the changes in the operations. Furthermore, the trustees and board of directors have high influence over the decisions and low interest due to which, these two stakeholders are placed in Grid C. Moreover, the national and international visitors, local and international communities along with the Government are placed in the Grid D which indicates them to be the key players of the London Zoo. These three stakeholders have been implied to be the key players as they pose a higher level of influence over the organisational decisions due to their extensive power and interest.

Conclusion

The London Zoo has been operating with the purpose of flourishing the world where the wildlife thrives by inspiring, informing and empowering people to alleviate the rate of animal extinction. The entire history of the London Zoo has been indicative of its historical journey that poses its emphasis on the discovery, inspiring, pioneering and delighting by ensuring the integration of the science, and conversion in the zoos. In addition to that, the London Zoo has been operating with the strategic goals of fostering the association of the people and the wildlife, getting back the endangered species as well as ensuring their wellbeing and health. Furthermore, the customer trend report has illustrated that the growing environmental concerns and the outbreak of pandemic have changed the customer preferences and transitioned them towards sustainability. The inclination of the customers toward sustainability has increased the focus of the London Zoo to integrate more sustainable measures into their practices and goals.

Further, the London Zoo is operating on the income that is generated from the campaigns, donations, admission tickets and funding from the patrons and the charities. These respective fundings stimulate their operations and the drive for sustainability. With regards to the governance, it is revealed that the London Zoo has been practicing transparency and accountability in its

operations and organisational communication for ensuring the conformity with the UK corporate governance code. Furthermore, there have been eight key stakeholders of the London Zoo involve the government, national and international visitors, national and international communities, trustees, board of directors, vets and employees, suppliers and volunteers, which are directly or indirectly interested in the wellbeing of the London Zoo. Among these stakeholders, vets and suppliers have low power and interest, volunteers and employees have low power and high interest along with the trustees and board of directors who are placed in Grid C. Moreover, the national and international visitors, local and international communities along with the Government are placed in the Grid D which indicates them to be the key players of the London Zoo.



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