Essay on CSR in Promoting Sustainability within the Hospitality Sector

Sustainable Hospitality & Tourism Management

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Businesses in the hotel field are paying more attention to **Corporate Social Responsibility (CSR)**. This affects how they run and how people see them (Guliani and Rizwan, 2016). When hotels participate in corporate social responsibility, or CSR, **schemes**, they not only help the environment but also get people involved in their communities, run businesses well, and improve **guests' stay** (Belarmino, Whalen and Guzzo, 2024). **Hilton**, an international innovator in its area, shows how to include CSR in the company's strategies to make the company grow and help people. A new study finds that over 75% of people prefer to remain at a hotel with strict rules about the surroundings. Because of this, Hilton has made prominent CSR plans to cut the **carbon footprint** and water use of all of its sites by 61% and 50%, respectively, by 2030 (Fcmtravel.com, 2023). They align with worldwide **ecological objectives** and demonstrate that Hilton seeks to be a leader in making the world a better place to live (Belarmino, Whalen and Guzzo, 2024). This piece will provide insight into **Hilton's CSR programmes** and show how the company's commitment to **social and environmental duty** gives it an edge in the market, assists in safeguarding the **ecosystem** and improves societies. There are many parts to the concept of CSR in the **hotel business**. The investigation will show them all and set the norm for good business practices and **eco-friendly operations**.

The hotel business monitors how its actions impact people, **economic growth**, and the world through its CSR programmes (Hilton, 2024). **Sustainable business practices**, getting alongside the community, and being **environmentally friendly** are all challenging problems that hotels need to deal with (Ahmad, Samad and Mahmood, 2024). This approach is more than just obeying the rules. Additionally, it helps people in ways that are not restricted legally or suitable for the company. CSR in the hotel business means taking care of **resources**, being **fair to workers**, helping the community, and **ethically** managing the business. According to the World Travel and Tourism Council (WTTC), hotels that do CSR could save up to 20% of their **energy** and 30% of their **water** (Ahmad, Samad and Mahmood, 2024). This would be great for the business and the environment. Another aspect that makes CSR essential to this business revolves around what **clients** want. Some 70% of **tourists** around the world said they prefer to remain in places that are beneficial for people and the **environment**, in a study done by Booking.com in 2022. As a result, CSR is not the

ideal thing to do; it is additionally an opportunity to stand out among the crowd. It can increase **customer loyalty**, increase **new investment**, and make the hotel business run more **efficiently**.

Hilton Worldwide Holdings Inc., one of the world's most **significant** and **rapidly expanding** hotel companies, has put its commitment to corporate social responsibility (CSR) at the centre of its **strategy and operations**. Hilton looks at social responsibility in business (CSR) broadly (Boğan et al., 2024). Its "**Travel with Purpose**" plan works to solve problems in **society**, **government**, and the **environment**. The program aims to change how people travel around the planet and make it better for the Earth (Hilton, 2022). It will also do much good for the places Hilton helps. There are big plans for Hilton to use the **Earth's resources** better and have less of an effect on it. By 2030, Hilton intends to reduce the company's **environmental damage** by half. To do this, it wants to cut its water use by half and its environmental impact by six-tenths of what it experienced in 2008 (Boğan et al., 2024). Because of this promise, Hilton will be a **leader** in transitioning to a **green economy**. The company also has the LightStay system in place (Hilton, 2019). This **technology** keeps track of and manages how much **trash**, **water**, and **electricity** all Hilton properties use. This helps the business keep getting better as it works towards its **goals**.

Hilton tries to give everyone a chance to **grow** by making chances for everyone on the **social stage**. Working towards this goal means creating a **diverse and accepting workplace** for all, giving back to the community, and changing the world via **charity employment** and **donations**. By 2030, Hilton says it will do twice as many **volunteer** hours and give twice the money to **projects** that help people (Guo et al., 2024). Their programmes, like their **Youth Mentorship Project** and the **Women in Management** classes, are about giving groups that do not get enough attention more **power** and making a big pool of leaders. Keeping up the highest expectations of **ethical business** conduct and open leadership is part of Hilton's corporate social responsibility plan for governance. Hilton has been named by the Ethisphere Institute as one of the "**World's Most Ethical Companies**" for several years. This is because it does business honestly (Guo et al., 2024). In all regions where it does business, the business ensures that all its workers follow the **laws** and **rules**. It additionally includes a world **code of conduct** that tells all workers how to act.

This shows that Hilton is open to **new ideas**: it has **partnerships** and **schemes** that focus on doing things **eco-friendly**. Hilton has collaborated with many different groups to make travel more environmentally friendly. With help from the **World Wildlife Fund**, it has set up schemes to protect water, and with Clean the World's help, it reuses soap from its **properties** (Jung, 2023). The **old soap** is then used to make new bars, which are given to places that need them. Hilton saves money and runs its business more efficiently because of these different but linked corporate social responsibility projects. Furthermore, it develops **trust** in its **reputation** and among its **partners**. Hilton is a star in the **hospitality sector**, showing how CSR can be an **integral component** of a company's more extensive plans for sustainable development and good **business practices** (Jung, 2023). It does this by actively reducing its effect on the **surroundings** and creating better social conditions.

The **environment** is a big part of Hilton's **CSR work**, which is good because the hospitality sector uses **extensive resources** and makes an **enormous impact** on the world. The business has made much progress in **trimming waste**, water use, energy use, and **greenhouse gas pollution** (Khodaviren and Dhar-Bhattacharjee, 2024). Hilton says it will be half as bad for the Earth by 2030. Among its clear, measurable goals are lowering greenhouse gas emissions by 61% and water use by 50% compared to 2008. Hilton was already reducing the amount of **carbon dioxide** and **water** used by its **global assets** by 33% and 22%, respectively, by the most recent analysis in 2021. Regarding its 2030 plans, this shows that the organisation is making good progress. Hilton also created the LightStay scheme, which manages and keeps track of how well all of the business's sites treat the environment. This method has helped the Earth and cut off **energy costs** (Khodaviren and Dhar-Bhattacharjee, 2024). For instance, Hilton managed to maintain 55% of their trash out of **landfills** in 2020 by initiating gift and **recycling** programmes. These steps demonstrate that Hilton is doing something to make its business eco-friendlier and under **global ecological objectives** like the UN's **Sustainable Development Goals**.

Hilton's CSR has many impacts on society, mainly on **economic opportunity**, **equality** and **inclusion**, and **community participation** (Moin, Ikhide and Li, 2024). The company has set up many schemes to help people from different groups get work and climb the **career ladder**. Hilton cares about **diversity** and inclusion, which is evident from schemes like the **Youth Mentorship Programme**, which has assisted

more than 5,000 **adolescents** around the globe in getting job advice in the hotel business. Aside from that, Hilton's Women in Leadership courses have helped increase the number of women in **management** roles by 10% since the courses began in 2018. Hilton's work in the neighbourhood is a further significant component of its **social impact**. Through Hilton's **global volunteer scheme**, workers worldwide have given over 1.3 million minutes of their time to help others (Moin, Ikhide and Li, 2024). One example is that during the **COVID-19 pandemic**, it helped by providing field workers with free or cheap housing. This proves that the business cares about more than simply making money.

Hilton's corporate social responsibility (CSR) work also makes the business and the locations where it works money (Noonan and Rankin, 2020). Hilton's running costs have decreased because it uses **tools** that consume **less energy** and makes **less trash** (Noh and Liu, 2024). Using fewer resources such as energy and water has saved money that has been poured towards more **charitable organisations** and new ideas. This has created a loop of **profit** and **sustainability**. From the outside, Hilton's work in the area has helped the **local economy** grow. Its local buying schemes help **entrepreneurs** of all sizes in many places by ensuring they get many of the **commodities** they buy from nearby **farms** (Noh and Liu, 2024). This helps local companies and lessens the smog that comes from cars.

Hilton's CSR projects are **honest and valuable** because the company has a robust **control system** (Noonan and Rankin, 2020). Being a member of the **Global Compact of the United Nations** and having a sustainable **code of ethics** show that the company is committed to conducting business in a thoroughly **honest** and **moral** way (Malyan and Duhan, 2018). Hilton's frequent sustainability reports are audited by a third party, giving stakeholders a clear picture of how well the company meets **global corporate social responsibility (CSR) standards**. Hilton also fights hard against things like trafficking people and follows all **security** and **data protection** rules very carefully. This shows that it wants to run its company transparently (Poveda-Pareja et al., 2024). These ways of handling the organisation make **Hilton** look better and make **guests**, **owners**, and **government** bodies more likely to trust the company. A competitive **hotel market** helps the company stay in business over the long run.

Hilton has difficulty carrying out its CSR plans like every other large global business. Ensuring that every site follows the same CSR rules is one of the hardest things to do. With over 6,500 rooms in 119 nations and areas, Hilton has its own **set of rules**, **traditions**, and **methods** for doing business (Sarwar, Ishaq and Franzoni, 2022). Ensuring that Hilton's CSR activities align with its **global ecological objectives** can be complex and cost an enormous time and money. They can also be changed to fit different **scenarios**. The pressure from the **economy** is also an important issue, especially in places where profits are low or when the market is **problematic** (Chen, 2021). Environmentally friendly actions cost money up front, like putting in old buildings with **energy-saving** systems or starting big **recycling projects** (Sarwar, Ishaq and Franzoni, 2022). It can be hard to keep moving where one is not making plenty of money because immediate **financial objectives** and the long-term benefits of social responsibility **initiatives** often do not line up.

Hilton's move towards **CSR** has caused these problems but has also brought many **advantages**. People are buying more **environmentally friendly items** and choosing more **eco-friendly places** to visit. In 2021, Expedia conducted a study that discovered that 59% of individuals would be willing to pay more for a better trip for the environment (Sarwar, Ishaq and Franzoni, 2022). Hilton's attempts to be more socially responsible could help it receive a more significant **share** of this market while keeping customers going back. Hilton's **brand image** is improved by talking about the good things it has done for society. It is more appropriate for guests who care about others and the world. It is also **conceivable** to try new things at work through CSR projects (Zaragoza-Sáez et al., 2023). In the Hilton's LightStay scheme, the company not only **records track** of how environmentally friendly its hotels are but also pushes them to work **collectively** to improve their **CSR scores**. Through internal evaluation, which preserves **time and money**, each site is pushed to keep improving and coming across **new ideas**.

The **Hilton** Company's **detailed plan** for its Corporate Social Responsibility (CSR) reveals how significantly doing things that are **moral** and good for the **environment** can transform the hotel company (Vaughan, 2024). Setting **ambitious targets** for the **surroundings**, helping people, and **ethical governance** not only boost Hilton's **brand image** and make the company more **efficient**, but it also sets the **benchmark** for **stewardship** in the hospitality sector. As shown by Hilton, companies, communities, and the environment can all benefit from **working together** to be greener. This makes

the hotel business **greener** overall (Vaughan, 2024). To do this, it constantly changes its CSR plans to accommodate **new possibilities** and problems around the world.

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