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Sustainability of Hilton Hotel

Being environmentally responsible is crucial if we want to protect our planet and the stunning locations where Hilton operates for future generations. Since 2009, they have used their internationally recognized managed and franchised hotel portfolio to evaluate, describe, and enhance environmental impact using their award-winning Light Stay system. Hilton Hotel is proud to play a leading role in the fight against climate change with the first the major hotel company to set scientific goals to reduce carbon emissions in conformance with the Paris Agreement. A complex formation agreement in principle on changing climate was attained in Paris. This was approved by 196 Parties on December 12 at the COP21 UN Climate Change Conference in Paris, France. It went into effect on November 4th, 2016. The Paris Agreement is a major acquirement because it brings all nations together to fight climate change and prepare for its effects. As a result, this thread agreement is unprecedented in the global effort to stop climate transformation. (UNFCCC, 2023)

Hilton, a leader in the sustainability sector globally, has a CSR program called Travel with Purpose. The business has set targets for 2030 that include doubling its social impact and halving its environmental footprint. Through its Light Stay tool, Hilton was the first significant hospitality company to mandate sustainability measurement as a brand standard. Each of the company's more than 6,400 hotels is monitored, examined, and its environmental and social impact is reported. Among many of the sustainable development policies performed out by Hilton are reusing, food upcycling and charity, power efficiency, surplus minimisation, preservation of natural resources, and governance, freshwater and wastewater secure initiatives, and high-risk substance control. (Hilton,2022)

They believe they can accomplish their energy goals by implementing renewable energy as well as maintaining an intense focus on lower power consumption, that will also minimize electricity bills carbon emissions on all the companies across the globe. By 2030, Hilton promises to cut its carbon intensity by 61%. (Hilton.2022)

They are dedicated to fostering holistic water stewardship across their production chain because Hilton recognizes that water is one of reserves in the world which is most important for our life. By 2030, Hilton guarantees to put into practice 20 community water developments that would allow easy access and resilience while cutting the water use intensity in half. (Hilton,2022)

Regarding waste, Hilton has prioritized waste minimisation and the life cycle economy. To start making the hospitality sector more environmentally friendly, waste trimming, reusing, charity donations, and food repurpose are vital. By 2030, they would like to reduce waste in half. The primary objective of their waste reduction plan is to minimize to the overall amount of waste generated in the hotels while also making efforts to divert any leftover waste from the landfill through donation, recycling, composting, energy from waste incineration, and other options. According to Carroll and Buchholtz (2008), corporate social responsibility (CSR) is "the obligation of decision makers to take actions which protect and improve the welfare of society as a whole along with their own interests." Regardless of the industry, CSR is a crucial component of a successful business. Hilton Worldwide has committed to improving its corporate social responsibility (CSR) performance in the areas of governance, social responsibility, and the environment. Like many other big businesses, Hilton Hotels & Resorts is dedicated to improving society and the environment, so it has launched several Corporate Social Responsibility (CSR) projects. The following are some of the major facets of Hilton Hotel's CSR initiatives. Hilton has established challenging sustainability objectives, including lowering carbon emissions, using less water, and using more renewable energy. They have generated plans to cut to their adverse environmental impact even if they are committed to doing so. Also, Hilton participates in several social initiatives, such as programs that support underprivileged communities, empower women and young people, and encourage inclusion and diversity in the workplace. They have started programs to give disadvantaged people access to training and employment opportunities. Hilton's "Travel with Purpose" initiative seeks to generate benefits for both the business and the communities where it operates. This initiative includes several community engagement initiatives, including partnerships with regional organizations and disaster relief efforts. The Hilton Hotel is dedicated to ethical sourcing and environmentally friendly procurement methods. They try to source goods and services in an ethical and morally responsible way. Through the Hilton Effect Foundation, which funds initiatives for youth

empowerment, disaster relief, and other causes, Hilton also takes part in charitable endeavours. They frequently encourage the participation of their staff in volunteer work and community service. Hilton has set forth objectives and initiatives to advance diversity and inclusion in their workforce. They are devoted to fostering an inclusive environment that respects people from all backgrounds and perspectives. Hilton places a strong emphasis on ethical business conduct and openness. They have policies and codes of conduct in place to guarantee moral conduct in their business operations. Another strategy which Hilton is developed is called 'green building strategy'. The plan is to cut down on energy use and waste, many Hilton properties have adopted green building strategies. This covers technologies that save energy and water, as well as recycling initiatives. (Travel With Purpose | Hilton ESG, n.d.)

Hilton participated actively in industry-wide initiatives for responsible tourism and sustainability. Hilton's dedication to having a positive effect on the travel and tourism sector is evidenced by its membership in groups like the Sustainable Hospitality Alliance and the World Travel & Tourism Council (WTTC). They specifically made a significant contribution to sustainability efforts through their involvement in the creation of the industry's "Net Positive Pathway." (Carroll and Buchholtz, 2008)

Beyond merely reducing negative impacts, this pathway represents a dedication to positively impacting communities and the environment. Hilton is supporting the efforts of the international travel and tourism industry to promote ethical and sustainable travel by taking part in such initiatives.

The Sustainable Hospitality Alliances are the first step in advancing sustainability in the hospitality sector and are supported by the Sustainable Hospitality Alliance³. More than 60 hotel chains are members of the alliance, which accounts for 4.5 million hotel rooms, or 25% of the world's total supply of hotel rooms. A Memorandum of Understanding (MoU) between the Sustainable Hospitality Alliance and the World Travel & Tourism Council (WTTC) has been signed in order to work together to lessen the negative social and environmental effects of the international hospitality sector. (Dudovskiy, 2016)

Investors, travellers, and hotel guests are placing a higher priority on sustainability. According to research by Booking.com, the COVID-19 pandemic has further accelerated the trend, with 80% of visitors saying that traveling more sustainably is essential. A startling 74% of institutional investors say they are likely to avoid

companies with subpar sustainability performance, according to a report by Ernst & Young. The hospitality industry faces challenges as well as opportunities as a result of this steadily expanding interest in sustainability. Data has a crucial role to play in addressing the need for a global standard to identify high-quality and resilient sustainability initiatives worthy of investment. The wide range of ownership structures found in hotel companies presents another difficulty. It is unclear who should finance or source finance for various sustainability solutions due to this complexity. Since funding might only be accessible for substantial investments, funding may also be a problem. Since many owners only have one or two properties, it can be difficult to get money to invest in sustainability initiatives. Despite these obstacles, the hospitality industry has several exciting chances to advance its sustainability policies, practices, and initiatives. The industry is allocating more money to sustainability initiatives, creating a huge opportunity to finance the shift to Net Positive Hospitality. Greater transparency and information about funding options and business opportunities for various sector players are needed to fully leverage this investment. As a result, the Sustainable Hospitality Alliance has designated this as one of its primary strategic focuses for the upcoming years. The alliance is fully committed to assisting its partners and members as they embark on their ESG journeys. The need to collaborate in order to realize the vision of Net Positive Hospitality is a fundamental principle that all participants in the hospitality sector must embrace. (Sustainable Hospitality Alliance, n.d.)

The industry can ensure the preservation of our planet for future generations by cooperating and giving back more to destinations than it takes. The achievement of this objective requires cooperation, knowledge exchange, and group effort. The hospitality sector is committed to sustainability and is working to become net positive, as shown by real-world examples from the sector. Many large hotel chains have put into place extensive sustainability plans that take community involvement, waste reduction, and energy and water conservation into consideration. The long-term success and reputation of these brands are enhanced by these strategies, which are in line with the goals of global sustainability. (Dickinson, 2023)

In conclusion, Hilton Hotels & Resorts has proven a strong commitment to Corporate Social Responsibility (CSR) through a variety of initiatives and programs. These initiatives cover community involvement, social responsibility, environmental sustainability, and ethical business practices. Also, they have an online report on their

website which have showing the map of Travel with Purpose 2030 goals to the corresponding UN Sustainable Development Goals (SDGs), and they are also providing an update on their progress so far. (Skip Navigation, n.d.)

Hilton's CSR initiatives are in line with its mission to offer hospitality while considering its effects on the environment and society. A significant example of a sizable hospitality company with a clear CSR focus continues to be Hilton. As a member organization of the Sustainable Hospitality Alliance (SHA), Hilton has taken a proactive role in the organization. The SHA is a leading global network of organizations and hotel chains devoted to advancing sustainability in the tourism sector. Hilton's involvement in the SHA demonstrates its commitment to working with other business leaders on sustainability initiatives and promoting improvement in the industry. (Sustainable Hospitality Alliance, n.d.)

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