

**CRITICAL ANALYSIS OF THE CORPORATE SOCIAL RESPONSIBILITY FOR
MARRIOTT INTERNATIONAL**

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A Critical Analysis of the Corporate Social Responsibility Policy for Marriott

International

Introduction

The term "Corporate Social Responsibility" (CSR) has entered the mainstream in recent years to describe a company's efforts to do business in a way that prioritizes the greater good of society over short-term financial gain. CSR, or corporate social responsibility, is a broad term that can describe an organization's efforts to improve the world around it. Corporate social responsibility (CSR) is predicated on the principle that businesses should act in ways that benefit society and the environment in the long run. It fits well with the concept of the circular economy, which emphasizes maximizing resource utilization and minimizing waste via the creative reuse of existing materials. In the hospitality sector, hotels are notorious for high energy and water use rates and waste production. This article examines Marriott International's CSR approach from the Triple Bottom Line concept perspective, which considers a business's financial, ecological, and social impacts. The degree to which criteria for environmental friendliness are met is assessed. Motivations for Marriott's CSR operations are also explored, including governmental pressure to comply with environmental standards and competitive dynamics pushing sustainability initiatives in the industry. Using Marriott's CSR efforts as an example, we can better understand CSR's growing role in the hospitality sector and its far-reaching impact on business practices in the twenty-first century.

Background on Marriott International

A global icon, Marriott International sets the standard for excellence in the hotel business. The company's dedication to core principles has helped propel the Marriott name to the top of the hospitality industry (Carroll, 2021). The company's founding principles were honesty, dedication to client satisfaction, and a focus on community. Marriott's dedication to

diversity and inclusion is deeply ingrained in the company's culture and acts as a powerful source of inspiration for its employees. The company places a premium on fostering an inclusive environment for its employees. To make everyone feel welcome and respected, this commitment extends not just to the staff but also to the customers (Murni, Ruki, and Antara, 2023). Sustainability and social effects are of the utmost importance today, and Marriott is at the forefront of addressing these problems. The business has taken many steps to lessen its environmental impact, save money, and help the communities where it works (Wong, Kim, and Hwang, 2022). Thanks to its commitment to sustainability, Marriott is a responsible corporate citizen in the global hospitality industry, which aligns with its overarching goal of positively influencing society.

Marriott's CSR Policy

The commitment to responsible and ethical business practices reflected in Marriott International's CSR policy is vital to the company's identity. Marriott's fundamental commitment to making a positive social impact while retaining its global hospitality industry leadership is reflected in this policy. In the 21st century, corporate social responsibility (CSR) is a moral necessity and a key strategic business driver, and Marriott understands this (Boğan and Dedeoğlu, 2020). Marriott aims to improve its image, increase customer loyalty, and ensure its long-term sustainability by incorporating CSR into its daily operations. Additionally, Marriott's CSR goes beyond the confines of the company's own rules to address more significant social issues (Lacy, Long, and Spindler, 2020). The company's policy statements on animal welfare and responsible seafood procurement demonstrate its commitment to ethical sourcing practices, diminished environmental impact, and compassionate animal care. Marriott's support for international accords like the Paris Agreement shows that the company understands the global relevance of tackling climate change and lowering greenhouse gas emissions (Sargani et al., 2020). Marriott's commitment

to being a good global citizen is displayed in its active participation in these accords and its ambitious sustainability objectives, which contribute to the greater global agenda of sustainability and environmental preservation.

Motivations for Marriott's Embrace of Sustainability

Several reasons, including internal and external motivations, have contributed to Marriott International's decision to prioritize sustainability within its CSR framework. Increasing government pressure worldwide over environmental legislation and sustainability requirements in the hospitality industry is a primary external motivation (Jones and Comfort, 2020). More and more governments are realizing that hotels harm the environment and are introducing legislation to force hotels to use less electricity water and produce less garbage. As a worldwide player, Marriott must follow these rules and regulations to keep its business licenses and avoid legal trouble. As demonstrated by its proactive sustainability efforts, Marriott's commitment to responsible corporate citizenship helps the company comply with these regulations and build positive relationships with regulatory bodies.

In addition, Marriott's decision to implement sustainable practices has been heavily influenced by competitive pressures and consumers' shifting tastes. As a result, guests in today's hospitality market are increasingly looking for hotels and businesses that share their commitment to sustainability (Bibi et al., 2022). There has been a rise in the number of people searching for "green" hotels, "green" meeting spaces, and "green" restaurants. Marriott has understood the importance of incorporating sustainability into their business strategy to maintain competitiveness and attract environmentally conscious consumers. The move strengthens the firm's standing in the market and reflects the needs of its customers. To Marriott's internal stakeholders, there are substantial financial and reputational motivations for embracing sustainability (Oloruntuyi et al., 2023). Less money is spent on utilities and

supplies when people follow sustainable practices. In addition, by publicizing its CSR initiatives, Marriott may improve its brand image and reputation, attracting investors and partners that share Marriott's commitment to social responsibility. By connecting its business strategy with larger societal and environmental aims, Marriott can reap the financial and reputational benefits of its commitment to sustainability.

The Triple Bottom Line and Sustainability

People, Planet, and Profit are the three interrelated pillars of the Triple Bottom Line (TBL) framework, which assesses an organization's performance. It acknowledges that a business' performance should be gauged not only by financial gains (Profit) but also by how it affects society (People) and the environment (Planet) (Sanvitale, 2020). Marriott International's CSR strategy, which emphasizes balancing economic growth and social and environmental sustainability, originates from the TBL. Concerning the People pillar of its CSR strategy, Marriott places a premium on the health and happiness of its staff and local communities. The organization is committed to building an environment that values diversity and inclusion, providing a secure and supportive workplace for all employees and resources to help them grow professionally (Davies and Egas, 2022). The areas in which Marriott operates also benefit from the company's efforts, with projects geared toward alleviating poverty, expanding access to high-quality education, and offering resources for the economically disadvantaged. The fact that Marriott emphasizes these areas is evidence of the company's dedication to the People component of sustainability.

Several of Marriott's sustainability efforts demonstrate the company's commitment to the Planet pillar. The business is committed to minimizing its negative environmental impact through renewable energy, water conservation, waste reduction, and ethical product procurement. The Planet pillar is shown by Marriott's "Serve 360: Doing Good in Every

Direction" campaign, which has lofty targets for decreasing carbon dioxide emissions, reducing trash sent to landfills, and increasing water efficiency (Marriott International, 2021). The corporation also interacts with partners to encourage sustainable practices throughout the supply chain and invests in renewable energy projects. The sustainability goals of lowering the planet's negative impacts while improving the visitor experience align with Marriott's comprehensive commitment to environmental responsibility.

Linking CSR to the Circular Economy

By emphasizing recycling, reusing, refurbishing, and remanufacturing items and materials, the circular economy is an economic model that seeks to make the best use of resources while producing the least amount of waste. It is essential to sustainability because it encourages resource efficiency, lessens environmental consequences, and helps ensure long-term economic viability (Kim et al., 2020). Recognizing its environmental impact and the need for responsible resource management, the hospitality industry may benefit significantly from adopting circular economy ideas. Marriott International has adopted the circular economy's tenets as part of its corporate social responsibility (CSR) efforts. Marriott partially achieves this goal by encouraging recycling and promoting healthy lifestyle choices among its employees (Jones and Wynn, 2019). By introducing recycling programs, limiting the use of single-use plastics, and reusing materials whenever feasible, the corporation aims to cut down on waste production. Marriott has attempted to reduce plastic waste by switching from single use to refillable toiletry bottles in guest rooms. The business has also investigated cutting-edge methods of green procurement, such as the employment of salvaged and repurposed materials in hotel buildings and furnishings. These projects highlight Marriott's dedication to circular economy concepts and its drive to improve resource efficiency. There are benefits to implementing a circular economy strategy in the hospitality business, but there are also hurdles to be aware of (Fatima and Elbanna, 2023). Marriott's determination to solve

these problems indicates the company's attention to sustainability and the knowledge that the circular economy may be a catalyst for lowering the hospitality industry's environmental impact and raising awareness of the need for responsible consumption.

Marriott's Performance and Progress

Marriott International is committed to having a good and lasting influence on the environment and society by setting lofty sustainability goals and targets for 2025. Some of Marriott's most crucial sustainability goals are a 30% reduction in greenhouse gas emissions, a 100% diversion of hotel operating waste from landfills, and 95% participation in sustainability-related certifications and initiatives (Jones and Wynn, 2019). Examining Marriott's sustainability reports and initiatives can shed light on the company's efforts toward these goals. Quantitative and qualitative implications should be considered when assessing the success of Marriott's sustainability initiatives (Wickham, French, and Wong, 2020). The numbers show that Marriott is serious about sustainability, as seen by its efforts to cut waste and emissions and preserve natural resources. The company's commitment to charitable work, ethical sourcing, and transparent dealings with customers and suppliers illustrates its more significant commitment to sustainability (Liu et al., 2021). Long-term effects on the environment and society should also be considered when evaluating the success of these initiatives. In line with sustainability and CSR, Marriott is working hard to achieve its 2025 goals, including reducing its environmental impact and making good community contributions.

Critical Analysis and Comparison

Marriott International's CSR strategy provides a solid analysis because of the organization's strengths and weaknesses. One of its greatest strengths is the breadth of its coverage, including environmental protection, social responsibility, and ethical corporate

procedures (Singh and Misra, 2021). Initiated by its Serve 360 initiative, Marriott's focus on sustainability and ethical sourcing is a noteworthy effort to reduce the company's negative influence on the environment and further its social mission. In addition, Marriott collaborates with a wide range of entities, from nonprofits to advocacy organizations, to ensure that its CSR initiatives reflect a variety of viewpoints (Avotra et al., 2021). Marriott's CSR strategy does, however, have several weaknesses that should be taken into account. The corporation has set some lofty sustainability goals for 2025, but anyone's guess is how far they will get. In order to prove its responsibility, Marriott must keep the public updated on its progress. Further improvement is possible in employee engagement and participation in sustainability projects. Employees at all levels must be invested in and dedicated to the company's sustainability goals if CSR is to have the most significant possible impact.

It is possible to gain insight into the strengths and weaknesses of Marriott's CSR strategy by comparing it to that of industry benchmarks or rivals. Marriott's efforts in sustainability and diversity are admirable, and in many cases, they are ahead of the curve (Lovisceck, 2020). If Marriott wants to stay ahead of the competition, it must constantly measure its results against the most cutting-edge standards and methods in the business world. Marriott may further differentiate itself as an industry leader in CSR by discovering and adopting innovative techniques like renewable energy, using circular economy concepts, and managing sustainable supply chains.

Conclusion

This essay evaluates Marriott International's CSR policy and finds the corporation committed to sustainability in environmental stewardship, social responsibility, and ethical business practices. Marriott has proven its commitment to reducing its negative impact on the environment and improving society by adopting the circular economy concepts and

committing to the Triple Bottom Line methodology. Transparency and breadth of efforts are both positives, but there is room for development in reporting on accomplishments and increasing employee participation. This analysis emphasizes the crucial role that CSR plays in the hospitality industry of the twenty-first century, where sustainability practices are crucial for satisfying legal obligations, meeting rising client demand, and ensuring the long-term viability of the business. The industry may learn from Marriott's leadership in CSR, highlighting the advantages of sustainability, such as cost savings, improved reputation, and a good social effect. The commitment to CSR and sustainability is crucial for Marriott and the hospitality industry, as it promotes responsible and ethical business practices in a dynamic and ever-changing environment.

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