

Sustainable Hospitality & Tourism Management

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An essay on how corporate social responsibility (CSR) can help the hotel business be more environmentally friendly.

The UN Environment Programme and the UN World Tourism Organization said that sustainable tourism is "tourism that takes full account of its current and future economic, social, and environmental impacts, addressing the needs of visitors, the industry, the environment, and host communities (Jensen, 2022)."Based on real companies in Australia, the essay's goal was to show how important CSR projects are in the hotel business. In this part, we will also talk about the sustainable approach and future recontamination for CSR projects. This time, the Marriott International Hotel was picked. The essay will teach the reader about the part that corporate social responsibility (CSR) plays in making the hotel business more environmentally friendly.

The industries of hospitality and tourism have a long-standing history spanning many centuries. This phenomenon's origins may be traced back to the 1700s, when affluent European individuals embarked on journeys throughout the continent to acquire knowledge about history, art, and culture. Nevertheless, it has been discovered that the hotel industry has existed for millennia. Archaeologists have discovered and accurately dated caverns in France that were constructed to accommodate nomadic populations about 15,000 BCE. The task of relocating and providing shelter for individuals has been a significant undertaking for many organizations throughout history (TAŞ, 2023).

While hospitality and tourism are often seen as a single industry, they have developed in parallel but distinct manners. The hotel industry relies on travel and tourism. This type of business action is always changing and is related to the travel industry. "Hospitality" means making people feel welcome, which can be done with a friendly introduction, a well-equipped guest room, a tasty meal, or a fun event. Transportation, lodging, eating, events, and enjoyment are all part of this area. Modern hospitality plays a significant role in the pleasure tourism industry, but it is also important for business, personal, medical, and other types of travel. Freund et al. (2022) say that the main goal of the hotel business is to make people feel at home when they are away from home.

Tourism has a rich historical background that spans millennia, stemming from the ability of individuals to travel. People have been traveling for as long as there have been people. On the other hand, the tourist business is a new idea. In the 18th century, the Grand Tour

was a way for wealthy British people to learn about art, building, and culture by traveling through England, Belgium, France, Italy, and Greece. This turned tourism into a business. With advancements in travel technology and its increasing affordability, the tourism industry saw significant growth. During the 1950s, air travel's accessibility and affordability led to a significant increase in leisure travel's popularity. Currently, there are whole sectors dedicated to recreational travel, such as cruise companies and vacation spots. Also, the internet has made travel easier for a lot of people because anyone can use it to plan and study a trip.

Everyone in the hotel business makes decisions and acts in ways that affect its long-term success. This business area has been terribly busy trying to figure out and meet the needs of business leaders for these kinds of tasks. Because of this, caring for the earth and doing things in a socially responsible way are rewarded while businesses also make money.

Leaders that prioritize CSR strategy may achieve long-term success and generate value for shareholders by aligning their strategy, initiatives, management, and responsibilities to fully capitalize on the market's need for sustainable products and services. Simultaneously, they reduce and eliminate sustainable expenses and hazards (Ladd Greeno, 2022).

The hospitality industry just produced an unfamiliar word, "sustainable hospitality," to describe the big part that hotels and the hotel industry will play in what is usually called "green" or "sustainable" development in business. People who work for the company believe in "ethical business practices," "environmental responsibility," and "community participation." The "Sustainability Partnership Programmed" is intricately linked to these ideals. The hotel business needs to be sustainable because of the social and economic problems it faces and the benefits it might bring. It is also good for the community and the environment for catering businesses to be environmentally friendly (Moccia, 2017). One of the benefits of these environmentally friendly methods is emphasized in a review of many case studies. Then, the study makes ideas for long-lasting actions that consider money, people, and the environment to achieve long-lasting growth (Clair et al., 2021). For healthy living, using eco-friendly products, and recovering resources, you should follow certain steps. Using the right methods in the right area could improve the quality of

the workplace by making operations more efficient, making employees happier, and reducing the damage to the environment. All the benefits are in line with the wide range of goals the hotel business is trying to reach (Menz, 2022).

One in three people want to do business with companies that are good for the environment (Clair et al., 2021). The hotel industry is aware of this fact. To keep customers happy and help the business grow, they need to commit to long-term survival. Increased numbers of people are going to green groups because they care about the earth and like using eco-friendly methods. If someone works in the hotel industry and plans meetings or events, they will need to know about the newest green trends, especially when it comes to places and service providers.

Being eco-friendly or "green" in a hotel is one example. As Chatterjee and Karmakar (2023) say, many restaurants, from the cheapest to the most expensive, use eco-friendly methods.

The Goals give us a plan for how to get rid of poverty, lower inequality, stop climate change from becoming a disaster, and protect our natural environment by 2030. The UK is still a long way from reaching the Goals, even though there are only seven years left and the 2030 Agenda is already halfway done (Levin-Nally & Gómez, 2020).

The UN Global Compact Network UK is now collaborating with several organizations to assess the UK's progress in achieving the 17 Sustainable Development Goals (SDGs) and their corresponding 169 Targets. They will also look at the bigger picture of policy and the past trends that affect our ability to reach our Goals (Clair et al., 2021). The first Measuring Up report was published in 2018 and was compiled by UK Stakeholders for Sustainable Development (UKSSD). The release date for the second study, Measuring Up 2.0, is scheduled for September 2022. There has been little progress on the Sustainable Development Goals (SDGs) in the four years after the first effort and the three years since the UK Government's Voluntary National Review. COVID-19 has had a significant impact on some Goals, leading to a slowdown or reversal of development in certain regions of the nation (Theresia, 2018).

According to the first findings of this year's research, 131 of the Targets play a crucial role in attaining the Sustainable Development Goals in the UK. According to a study by the UN Global Compact Network UK, the UK is only meeting 21% of these objectives (Clair

et al., 2021). In 59% of these cases, there are deficiencies in policy or subpar performance. Within the 12% category, there is a lack of policies or a minimal number of policies that are implemented to tackle the Target. As a result, the performance is subpar or potentially declining. The remaining 8% of Targets were deemed to have insufficient or irrelevant data to assess the UK's performance, and the current data delay does not yet indicate the extent to which COVID-19 has hindered progress on the agenda. Still, there are already some clear trends happening halfway through 2030 (Theresia, 2018).

Corporate Social Responsibility, or CSR, is a way for businesses to freely think about how their actions affect people and the world. Ethics and responsibility towards all parties while also caring for the earth are at the heart of corporate social responsibility (CSR). At first, the idea of corporate social responsibility sounded great to big businesses, especially those that did business around the world. These days, small and medium-sized businesses are also becoming interested in CSR, not just big businesses, and management thinkers. The plan makes them more competitive in new areas and lets them run their business in a stable and effective way. You can find the start of CSR somewhere between the 18th and 19th centuries. Andrew Carnegie, an American businessperson, was one of the first people to write about corporate social responsibility (CSR). In his book "The Gospel of Wealth," he explained the idea of CSR in terms of the principles of kindness and care. The increase in the second part of the 20th century, CSR became popular (Levin-Nally & Gómez, 2020).

Marriott Australia was another early user of sustainable practices. They say they are engaging in sustainable initiatives, development, and creative conservation efforts to address important social and environmental issues overall (Iyer & Jarvis, 2019). This is noticeably clear in the case of Marriott. The company's 2015 annual report says that they have become more environmentally friendly, built restaurants and motels that are better for the environment and made their energy and water use more efficient (Levin-Nally & Gómez, 2020).

Marriott employs recycled materials for eco-friendly cushions, biodegradable laundry bags, low VOC paint, sustainable key cards, and energy-efficient lighting across its properties. In contrast, "Sustainability in Our Kitchens" management teams purchase organic and socially cultivated food to create partnerships with local farmers. Marriott also

provides \$25 million to overseas NGOs and pays its employees \$5 million for volunteering over 450 thousand hours (about 51 and a half years) worldwide. Property workers support local organizations to demonstrate they appreciate people and cultures in addition to donating money. The corporation's charity work includes improving access to clean water, conserving rivers, safeguarding natural resources, and assisting local economic development, health and education, and poverty and hunger. The hotel sector must utilize sustainable best practices, provide a broad choice of goods and services, and prioritize quality over quantity to succeed in the future. Businesses should construct actual and virtual assets to instantly impact the environment, local communities, sales, market share, and profitability. Hotels worldwide prioritize energy efficiency in heaters, lighting, culinary equipment, and automated energy-control systems. Low-flow taps, showerheads, and linen and towel reuse programs are growing in the industry (Levin-Nally & Gómez, 2020).

More hotels are using bio-based oils and other natural cleansers to safeguard guests, staff, and the environment. The adjustment reduces chlorine bleach and petroleum products. These natural solutions operate better, cause less skin pain, and harm the earth less, therefore people and companies choose them (Levin-Nally & Gómez, 2020).

Hotel visitors will love the eco-friendly bedding and furnishings. Technology is used well in the rooms. Replace single-use coffee cups and glasses with ceramic or glass ones. Hotels are employing more local, fresh, and nutritious ingredients in their meals and drinks. Sustainable hospitality requires eco-friendly practices across its operations. This involves reducing trash, conserving energy, and water, purchasing local and healthy items, and traveling responsibly. This may cut operational expenses, improve the company's image, increase customer loyalty, and, most significantly, save the environment (Freund et al., 2022).

Because of the conversation, the hotel industry has stepped up its efforts to use methods that are better for the earth. In their CSR and sustainable growth plans, more forward-thinking hotel companies consider economic, social, and environmental issues. Effective and long-lasting growth methods may help a company's image, the happiness of its employees, its bottom line, and its long-term success. In addition to doing good things for society and creating opportunities for shared value, it is important for businesses like hotels to focus on what they do best to increase productivity while also making the world

a better place. In addition to doing good things for society and creating opportunities for shared value, it is important for businesses like hotels to focus on what they do best to increase productivity while also making the world a better place.

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