

Module title: Sustainable Hospitality & Tourism Management

Module code: BMIH5006

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The Montague on the Gardens Hotel

word count: 2008

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The aim of this essay is to examine the role of Corporate Social Responsibility (CSR) in promoting sustainability within the hospitality industry, additionally, it explores the challenges and opportunities associated with implementing good CSR policies based on a specific hotel, The Montague on the Gardens.

The management concept of corporate social responsibility or CSR, explains how an organisation uses social and environmental initiatives to improve the health of communities and society. Customers' and their target audience's perceptions of brands are greatly influenced by corporate social responsibility. It might also aid in luring in workers and financiers who value the CSR objectives a business has set out (Reckmann ,2024). Business executives are encouraged by CSR initiatives to think about corporate citizenship or the company's overall social impact while making choices. Companies can make sure their activities are moral, secure and wherever possible, have a good influence by implementing corporate social responsibility. Companies strive to reduce their negative environmental effects, help address social issues like poverty and injustice and make sure their brand identity aligns with their beliefs through CSR programs (McGrath and Jonker,2023).

In addition to upholding their moral duties, businesses take part in CSR programs to strengthen their competitive position and get strategic advantages. CSR initiatives can improve an organisation's reputation by showcasing its dedication to environmental and social responsibility, which will draw in socially concerned investors, employees and customers. Corporate social responsibility (CSR) and organisational reputation are closely related because stakeholders' attitudes and behaviours are greatly influenced by how they perceive an organisation's ethical

conduct and social effect (Etikan, 2023). While bad CSR activities can damage reputation and erode trust, positive CSR initiatives can strengthen reputation by increasing legitimacy, trust and credibility in the eyes of stakeholders. Companies that violate environmental laws or participate in unethical labour practices, for example, risk reputational harm, boycotts and public outrage. These actions can have long-term effects on a company's financial performance and brand image. In order to establish and preserve a good reputation, firms must carefully match their CSR initiatives with stakeholder expectations and social needs (Etikan, 2023).

This essay shows a case study of The Montague on the Gardens Hotel in order to examine how the hotel can incorporate CSR and its business practice to promote its sustainability.

The Montague on the Gardens Hotel is located in the heart of London, The United Kingdom. In the 1990s, Red Carnation Hotels grew by acquiring several well-known London hotels, including the Montague on the Gardens and others. Carefully restored, each of these historic hotels pays homage to Bea Tollman's distinctive design sensibility and the family's unwavering commitment to offering the finest hospitality (Red Carnation, 2024). There is an à la carte restaurant at The Montague On The Gardens Hotel London, which is located within 32 km of the expansive Borough Market. This hotel has adjoining public parking available. Russell Square tube station is a short drive from the lodging and Bloomsbury Square is about 400 metres away. Just 350 metres separate the 4-star hotel from the British Museum and Big Ben is a 25- minute stroll away. From St. Paul's Cathedral and other major London sights, this hotel is approximately a 5-minute ride away. Situated around 550 metres away is the closest subterranean station (Londonhotelsuk, 2024).

According to Londonscout (2024), it is one of the best environmentally friendly hotels in London. It offers a balance between luxury and environmental responsibility, ensuring both comfort and dedication to the environment (Londonscout, 2024).

Regarding its sustainability in action, the hotel has a strong commitment to minimising waste, conserving energy and helping the neighbourhood. They work to improve the lives of those around them in collaboration with neighbourhood nonprofits like Clean Conscience and the British Exploring Society.

Every action that Clean Conscience makes should have an added social and environmental benefit, according to their philosophy. In order to give their clients, partners, supporters and beneficiaries the finest resource possible, they function as

both a charity and a social enterprise. They had the good fortune to get grant funding during its foundational phase and thanks to sales of their products ,clearing and redistribution services, they are entirely self-funded. They collaborate closely with their trustees and partners to develop fresh ideas for service extension and growth in the future (Clean Conscience,2024).

The British Exploring Society continues to be dedicated to providing prolonged youth development experiences in untamed and isolated areas. A Wild Future, their ten-year plan, was released in 2021. It directs their operational plans, choices and progress tracking (British Exploring Society, 2024). It was decided in A Wild Future that a “sustainability filter” would apply to all significant decisions. The goal is to develop a varied, welcoming group of young people who are resilient, capable of making wise decisions and who are willing to work toward improving the community and the environment. The organisation values the contributions of all backgrounds, including marginalised populations and aspires to be more inclusive and diverse. In the previous 20 years, 10% of the earth’s wilderness has degraded (British Exploring Society, 2024).

The Montague on the Gardens takes a diverse approach to their commitment to social and environmental responsibility. The hotel is working toward paperless check-ins and electronic registration in an effort to lessen its carbon impact. All light bulbs have been replaced with LED bulbs (The Montague on the Gardens, 2024). It has also done away with single-use plastic, employing reusable trays in place of throwaway containers and suit carriers for laundry and dry cleaning. Both security and energy usage are intended to be improved by this action. Reusable suit carriers have been substituted for plastic covers by the hotel in collaboration with its suppliers. Up to 20% of food purchased might be wasted in kitchens, which lowers net profitability. The Montague reduces food waste and increases efficiency with Winnow technology. In 2020, Red Carnation Hotels and Winnow Solutions teamed up with the goal of halving food waste by 2025 in order to improve kitchen visibility and decision-making (The Montague on the Gardens, 2024). Using high-quality, locally sourced items throughout the hotel is very important to the Montague on the Gardens because it allows us to deliver superior service that is consistent with our principles. Meantime Brewing Company and Beefeater Gin are two of the many examples found in the Food and Beverage section. In addition to actively supporting the Single Homeless Project.

The aim of this project is to keep people from becoming homeless, offering housing and other forms of support, fostering well being, expanding opportunities and speaking out for change, they benefit Londoners. From offering crisis support to assisting individuals in completing the last steps toward employment and independence (Single Homeless Project, 2024).

Furthermore, The Montague on the Gardens has been a volunteer for bees for Development. Global non profit organisation, Bees for Development works to advance sustainable beekeeping as a means of reducing poverty, fostering resilient communities and enhancing biodiversity. By pollinating wild plants and food crops, bees help people make a life by producing beeswax and honey. Providing a steady, long-term source of income, beekeeping is inexpensive, environmentally friendly and most beneficial to the poorest (Bees for Development, 2022).

Workers have given of their time to fight poverty and create thriving beekeeping businesses (The Montague on the Gardens, 2024). In addition to arranging staff collections for essential things and talking about in-person support, Vicki Lawrenson, the General Manager's Personal Assistant, has been cultivating connections with these charities. The business is committed to eliminating single-use plastics, conserving energy, cutting down on food waste and supporting neighbourhood initiatives. They work with non profit organisations such as Kingsdown Water, Meantime Brewing Company, Beefeater Gin, The Single Homeless Project, Bees for Development and Winnow (The Montague on the Gardens, 2024).

This hotel is absolutely focused on reducing food waste and other wastage. Therefore, it has teamed up with Winnow Solutions, a trash management business. Winnow creates technologies to assist cooks in having better visibility in their kitchens and in making decisions that result in much lower expenses and food waste.

By automatically tracking food waste, Winnow's Winnow Vision, an AI-enabled application, assists the food service and hospitality sectors in reducing food loss. Over time, data accuracy and usability will increase as a result of the system learning to identify what belongs in the trash can through the usage of images of wasted food (Winnow, no date).

The Montague on the Gardens Hotel is one of the members of Rebecca Recommends, which is a top agency in the US for representing luxury travel. Being able to travel widely allows the Rebecca Recommends team to personally witness

the benefits of sustainable travel in nations where tourism is a major engine of economic development (Rebecca Recommends, no date).

Addressing social and environmental issues, the hotel's sustainability plan is in line with the Global Goals of the United Nations. Managing excessive tourism for cultural preservation, preventing climate change and protecting animal welfare are all part of this. In addition to helping regional companies and bolstering supply chains, The Montague On The Gardens promotes sustainable production and consumption. To save paper usage, the hotel strongly advises visitors to use electronic travel documentation. The Montague On The Gardens is working with The Treadright Foundation to keep moving forward in the direction of a time when travel is not only a luxury but also a means of changing the world (Travelmyth, 2024).

Regarding the hotel's property amenities, a number of environment friendly items can be found, such as only reusable cups and tableware, biodegradable straws, no single-use plastic stirrers, etc (Classic Vacations, 2024).

Moreover, the hotel has another environmentally friendly practice, water conservation, which means water-efficient appliances and low-flow showerheads enable the hotel to use less water (PowerTraveller, no date).

The laws pertaining to corporate social responsibility in England and Wales are not unified under a single statute. Business governance standards, labour laws, environmental laws and other regulations that control business behaviour are all entwined with it instead. Directors are required, for example, by the Companies Act of 2006 to take the community and environment into account when making decisions about how their company operates (Legal Foundation, 2024).

Successful CSR efforts typically allow organisations to incorporate their CSR objectives into a larger business plan. Developing a strong corporate responsibility program can help the company gain a competitive advantage. By establishing a positive brand image, demonstrating to staff the appreciation for them and drawing in more capital (Kati, 2024).

According to the Corporate Responsibility Bill of the UK Parliament, it is the responsibility of a company's directors to take into account the interests of all of their stakeholders as well as the environmental, social and economic effects of both their current and proposed operations when making decisions about them. While debating any matter or making decisions, directors should behave according to their judgement, which will most likely enhance the success of the organisation. In

addition, to provide an annual report outlining any risks the company faces from its operations and to use every effort to reduce any unfavourable effects (UK Parliament, 2003). The “Equality act 2010” and other laws pertaining to equality and diversity, employee protection, health and safety, consumer- and environmental protection and human rights are a few examples of many pieces of CSR legislation that business must abide by (Lexisnexis,2024).

The essay has identified the contribution of corporate social responsibility (CSR) to the hospitality sector’s sustainability. It has examined the opportunities and difficulties of putting into practice corporate social responsibility practices using The Montague on the Gardens Hotel as a case study. This study has shown the CSR policies for this hotel including examples of legislation that impact the requirement for CSR practices. Corporate Social Responsibility is a management concept that describes how a company employs environmental and social activities to enhance community and social wellbeing. It has a major role in shaping the way consumers and their target audience perceive brands. Additionally, it could help draw in investors and employees that respect the CSR goals that a company has established (Reckmann,2024).

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