

Module: **Sustainable Hospitality & Tourism
Management**

Essay: **A Vision of Change: Sustainability in the hotel
industry**

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Introduction

The overall concept of Corporate social responsibility comes from the basic understanding that the company should not only look after its profits but also the investors, customers, employees and the overall society including the environment, community and all these give rise to the triple bottom line approach, planet and people as well as sustainability (Kaur, 2022). The hospitality industry employs and consumes a lot of natural resources like water, food, and energy and should concentrate more on minimising the negative impacts that it puts on the environment. These include bringing down the food waste in restaurants and saving water and energy in hotels including promoting other type of social issues in the form of CSR initiatives that is in relation to encouraging diversity in the employees, development of community and maintain progressive employment practices. One such great example that has implemented the CSR responsibility highly is the group of Marriot hotels and has been a part of the list of Fortune's Best Companies to Work for as well as the World's Most Admired Companies to work for (Madanaguli, 2023). This essay highlights the CSR policy of Marriot group of hotels and including its business concerns with Triple Bottom Line as well as the pillars of sustainability. All these concerns will be discussed including embracing sustainability and making this an important aspect of corporate agenda followed by a conclusion on these issues.

CSR concept in Hotel Industry

The overall development of hotel industry today is needed and there should be improvement of leadership and activities related to management and one of the steps that is possible here that can be taken is putting up ways by which it can promote CSR and because of this many hotels have put forward some achievements in this line like Marriot hotels (Alsheyab, 2023). The environment policies are on the main agenda of biggest of businesses and so the hotel industry has shifted their focus to sustainability and making great choices and all this put forward the concept of Corporate Social Responsibility. This means that the company is accepting practices that are social and responsible in their businesses and they stand to be responsible for their actions that are in relation to the society (Johann, 2022). This is backed by the Triple-bottom-line approach that includes people, planet and ethics and so overall the main CSR aspect is all about environmental concerns, using technology, respecting the local communities and consumption of energy.

CSR initiative of Marriot Hotels

Marriot Hotels have implemented their CSR initiatives strictly and have made sure that that it is taking on the world's most rewarding issues- social, environmental and economic with Serve 360. This is one of their missions that help to focus on aspects related to people, environment and economic profit. There are many reasons why Marriot Hotels have put forward this kind of program as a part of its activities including increase of attention from its regular as well as potential clients, brand cooperation, improving the overall working conditions and staying competitive in the hospitality industry (Gentinetta, 2023). This Marriot group majorly works for four directions like helping the communities to become better, sustaining responsibility, helping people get different opportunities and advancing human rights. They believe that if they are able to

complete these four aspects, it can be possible to achieve and promote a type of positive impact on people, business and the environment.

- **Helping the communities to become better** - One of the most important aspects of the CSR initiatives in a hotel industry knows the role of communities and Marriot being one of the top notches in this industry is not enough to give the clients only high quality sources. Marriot believes that through CSR initiatives, they can get the much deserved recognition in local communities because once they are involved, they know how to create better type of places in life and keep working with requirement of their needs. They have had skill-based volunteers that conduct different types of activities and also promote disaster relief so as to help the people having natural disasters to get back to normal lives (Deale, 2013).
- **Sustaining responsibility in operations-** Their next step is to sustain operations that are responsible and help to have environmental growth and improving it because their main idea is to bring down the environmental footprint using modern technology and thinking critically. They provide their employees the required education about managing energy and developing ideas that can help to use water and energy that is renewable.
- **Helping people get different opportunities-** It helps to empower different types of people with the help of opportunities as it applies for education as well as free training. Their hotel manager support both diversity and equity because it is needed to take into consideration the experience from different origins and they also welcome women to take

their departments ahead in different directions. In order to remove the level of inequality, the people who have disability and the veterans are invited on a regular basis for employment in their hotel industry (Today, business plays an increasingly critical role..., 2023). Marriot Hotels are also closely related to cooperation with different types of immigrants in order to help them get new type of opportunities and any other form of support.

- **Advancing human rights-** The CSR initiative in hotel Marriot also includes respecting human rights and understanding different types of culture so as to remove any unwanted biases in human relationships including proving the worth of global tourism. Getting education in different types in the form of direct communication, posters as well as lecturing, it helps in spreading awareness and managing mistakes including making corrections (2020 CORPORATE SOCIAL RESPONSIBILITY REPORT, 2020).

Accepting sustainability by hoteliers today

CSR is necessary today for every hotel to improve the quality of their services and different conditions where employees go to work and these hoteliers today feel that shifting their main point towards sustainability can help them make greener choices (Kim, 2016). They can benefit from them as they will not only be able to meet their customers appetite is the process of conscious consumerism which can give them good business. Hence Corporate Social responsibility has become main agenda for many business leaders all over the world as they are only putting up socially responsible practices in business and are responsible for their actions that are related to the society on the basis of

the triple bottom-line approach. So, hoteliers are shifting to CSR implementation to make sure that they take care of environmental issues, respect their local communities and use technology and consume energy (Miranda, 2021).

There are negative impacts of environmental and social impacts of hospitality industry that should be erased if the companies have to be sustained and stay profitable in their upcoming future. With CSR implementation, there comes improvement in service quality, social responsible people make a positive impact on satisfaction level of the customer and this gives rise to loyalty and retention (Rhou, 2019). The major goal that the hoteliers are looking to achieve by accepting CSR is creating a positive image of this industry for Marriot hotel groups as well and conducting business in the most sustainable way possible and having an ethical way without compromising the level of comfort and quality level of guests and improving the overall experience.

The overview of the CSR on ethical issues is about a company making sure that it adheres to the most stringent possible ethical and moral standards so that all the types of stakeholder groups are on the board having proper strategy. A company should also make sure that it is using its total resources well and at the same time bringing down the effects on the environment including having projects that reduces the footprint. The social aspects of CSR initiatives are taken care by not having negative effects on the total values or any type of social aspects in the communities in which they operate. Finally, the CSR initiatives make sure that the firms are investing in better type of operating processes and with an emerging environmental technology so as to cut down the total costs.

Triple Bottom Line of sustainability

The concept of Triple Bottom Line is the fact that the concept of business committing to measure their overall social and environmental effects along with their financial performances instead of only concentrating on making profits. There are three pillars of the Triple Bottom Line- Profit, planet and the people and all companies can use these three types to make the concept of their overall environmental responsibilities and also know if they are causing any type of negative impacts in this process knowingly or unknowingly (Slaper, 2011). So, from here the companies will be able to accept a sustainable practice in their business operations like business partners, supply chains, renewable usage of energy so that they can impact the society and overall environment positively and also make profit for their long term survival. The triple bottom line approach has helped many firms to make money by adapting to sustainable business strategy as in the process of solving the problems of the world, one can find many economic opportunities that can reap huge profits. Today, more than half of the consumers already want to pay a premium price for sustainable products and can help companies make good profits. This can also be an attractive way to attract investors to business by adopting sustainable business as they get publicly accountable for all the procedures and have to put more concentration on developing sustainable practices apart from financial profits (Miller, 2020). Those firms, like the Marriot Hotels, who promote sustainable business strategy and have promising triple bottom line metrics have a greater impact on the society where they operate in and with a greater profits than ever and so investors make sure to pick such companies today in the market.

Three Pillars of Sustainability

The three pillars of sustainability are environmental sustainability, social sustainability and economic sustainability and all these are interconnected with each other as action taken by any one pillar affects the other two pillars heavily. Environmental sustainability is when the company has the capacity to protect the natural environment over the time with the help of proper practices and policies that is needed without missing on to the resources that are available in the near future. Social sustainability is all about taking well being of different communities, people into consideration and promoting human rights, equity, accessing education and healthcare and doing a decent work overall for people in the society (The 3 pillars of sustainability: environmental, social and economic, 2023). Economic sustainability is all about conducting economic activities in such a manner so that they can help to preserve and promote the overall long-term economic well being and this helps to create a perfect balance between efficiency of resources, economic growth, financial stability and social equality.

So, integrating these three pillars in the process of sustainability for each of the company is like an investment strategy that takes into consideration the different types of factors, risks that are connected with the environment and company governance. This process involves putting forward the information on different types of policies of the company and its practices related to the environment including environmental issues, social issues and governance issues. One example here is Marriot hotels, whose main goal is to promote the overall sustainable investment that helps to generate the long term financial returns for them and helps to promote transparency and corporate responsibility (Kapoor, 2017). So, if the companies adopt to this sustainability aspect, it can help them improve their overall transparency and accountability towards their stakeholders that includes shareholders, suppliers, employees, customers, government and

the local communities so as to make sure that all the measures taken by the company have a strong possible impact on them that works in a positive manner.

Conclusion

To conclude, Marriott Hotels have already proved the fact that CSR initiatives are a part of their business routine and this has often attracted them attention from global brands and international organizations. Their CSR initiative Serve 360 is one step that they use to increase their overall community engagement, management practices and protection of the environment in which they operate in. So, the hospitality industry helps to touch such important issues in the lives of humans and one single hotel group has the capability to create social standard and a strong society. They use the Triple Bottom Line approach and three pillars of sustainability with attention to employees, communities and the natural resources showing how one organization helps to unite people all over the world. (Singal, 2017).

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