

Corporate social responsibility for Hilton

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This essay critically analyses the social responsibility of Hilton Worldwide, which concentrates on the triple bottom line of the company as far as environmental stewardship, social responsibility programs, and employee welfare and values are concerned. The essay investigates Hilton's complete system of CSR – corporate social response, explaining particular methods targeting ecological impacts, local communities, and employees' well-being. Moreover, the essay also deals with the problems and opportunities of Hilton to employ its CSR plans and underlines the fundamental issues affecting its sustainability objectives' success.

Hilton Worldwide has demonstrated that it is not scared of exposure when it comes to CSR, as it knows that CSR plays a vital role in creating sustainability and an ethical way of running businesses. Hilton's CSR policy centres on the principle of decreasing environmental impact, caring for the local community, and exhibiting consideration towards their employees. This commitment involves distinct functions of the institution and is based on integrated sustainability principles. Hilton company is focusing on some specific steps related to sustainability, such as energy saving, waste reduction and locally sourced materials. The company has attained a remarkable cut in energy consumption, with 14.5% lower consumption since 2009. They also found that water usage decreased by 14.1% in ten years beginning from 2009. Through waste reduction efforts, there can be a number of positive effects that are great: the reduction of waste generated has been as high as 27.6% since 2009 (Zientara *et al.*, 2022).

By associating with WWF, the Hilton case demonstrates their concern for the Earth, working in areas of water conservation, sustainable seafood production, and food wastage reduction. Furthermore, the organisation's commitment to soap and amenity recycling through its donation of about 600,000 pounds (about 272155.2 kg) of soap in 2015 illustrates the amount of attention that the entity has given to decreasing its overall

ecological footprint. Furthermore, the company's effort towards the environment is not their only priority, as they have a strong commitment to local community engagement and the betterment of their employees' welfare (Sinha and Fukey, 2020). Strong volunteer projects' expanses and massive participating times, which are Hilton's community-oriented lives, create links and inspire good community results. In other sense, projects, including Hilton Worldwide University, which provides a variety of educational courses and learning options, further proof of the company's dedication to its workers' development and support. Through sustainability, community engagement, and respect for employees, Hilton demonstrates its commitment to business citizenship and responsible company operations (Matteucci, 2022).

Hilton's comprehensive sustainability agenda that spans many areas is how it aims to maintain its environmental ecosystem. The central aim of these initiatives is a pathway of energy efficiency, water conservation, and waste management practices. Hilton has been an undoubted leader in the area of reducing its energy consumption by adopting measures like the installation of energy-saving insulation and utilisation of alternative energy sources. Hilton significantly managed to show development as they decreased their energy consumption by 14.5% compared to 2009 (Lau, Ren, and Yang, 2021). For instance, the water conservation that was brought about in 2019 was proven to be fundamental to conservation through the use of 14.1% less water compared with that of 2020 (Zhao and Zhou, 2021). The results obtained by Hilton are undoubtedly significant, and with a 27.6% reduction in waste or waste generation since 2009, it could be considered a commendable achievement. Besides that, the company finds support from the World Wildlife Fund (WWF) as part of its intensive work on conservation and sustainability, using water stewardship, seafood best management practices, and food waste reduction programs as examples (Bibi *et al.*, 2022).

The success of such strategic plans in decreasing Hilton's carbon footprint and fostering sustainable behaviour is shown by the quantitatively evaluated results that have been achieved over time. The remarkable decrease in energy consumption, water use, and

amount of waste discharged marks the determinable gains made towards minimising Hilton's carbon footprint. Moreover, the company's alignment with environment-friendly practices such as soap and amenity recycling is another dollop of coating that signifies her dedication to eco-friendly operations (Jones and Comfort, 2021). Furthermore, Hilton's massive worldwide joint project with WWF is a testament to her approach to solving the environmental challenge in a bigger and broader sense (Achmad, and Yulianah, 2022).

Hilton's social responsibility programs not only confine operations but also take much stronger moves into the communities through vibrant projects that can contribute meaningfully to the development of one community. Amongst those, the deliverable of educational support has particularly caught my attention and is a proven way, expressed by The Hilton Worldwide University, which has provided more than 2 million courses and 5 million hours of instructional time for its staff members, as an example (Zaragoza-Sáez *et al.*, 2023). Moreover, the company's culture protection is also proven by its constant promotion of good practices. To give an example, more than 14,000 Hilton managers participated in ethical behaviour and corruption training in 2014 (Moscardo and Hughes, 2020). Furthermore, Hilton directly engages in charitable services by undertaking volunteer projects and devoting many hours of volunteering, which attests to the hotel brand's firm commitment to social benefits (Ertuna, Gu, and Yu, 2022).

The impact of these programs is multilevel and often helps in achieving sustainable goals of the community and promoting overall community wellbeing. Education support strategies can give job opportunities durable skills and knowledge, which lead employees to their personal growth and promote career advancement. Making it her top role, Hilton also shows ethical values and gives the employees and society a chance to enjoy cultural appreciation and gain respect for cultural diversities (Ferreira, Ferreira, and Bode, 2023). As an additional benefit, charity activities empower community relations and serve the most vulnerable in society, which, in turn, affects the quality of life and social cohesion (Qian *et al.*, 2021).

Among Hilton's core values are those related to the well-being of its employees and their ethical standards. It is evident in the comprehensive policies encouraging diversification, justice, fair labor practices and others. The company gives its employees room for self-improvement by way of its Hilton Worldwide Universities, which offer high-quality continuing education. In addition, on an annual basis, it sends approximately 14,000 managers (earthquake) to ethics and anti-corruption training sessions. Furthermore, Hilton aims at inclusiveness and diversity in its employees thus creating a susceptible working environment for employees of all social diversity backgrounds (Kim *et al.*, 2020).

Hilton achieves this by giving the highest attention to employee welfare and ethical practice, which in turn leads to corporate sustainability and a good work environment. Investments in employee education and personality will not only improve their job satisfaction and stability but will also advance their productivity and talents (Palacios-Florencio *et al.*, 2020). And so, raising the diversity and equity of the personnel leads to the expression of inventiveness and the efficient solving of problems that result in the growth of the company. This includes the protection of human rights and respect for workers' rights, which facilitates the delivery of a satisfying working environment that, in turn, helps to reduce the negative effects of unethical labour practices (Bouichou, Wang, and Feroz, 2022). Eventually, Hilton's philosophy that employee welfare is the foundation on which the company built its corporate values can also be perceived as a piece of clear evidence that, as a corporation, it is a responsible global citizen which represents its business decisions on the issues of sustainability and ethics and builds a culture of integrity and inclusivity at its workplace (Zaragoza *et al.*, 2023).

Hilton faces several difficulties while trying to develop impactful CSR policies; for example, there are additional costs needed, an alignment with various groups of stakeholders, and the rules which must be followed. The financial costs tied to sustainable initiatives implementation can be daunting, which cannot remain without the allocation of considerable resources towards acquiring technology, infrastructure, and employee training. Balancing constant spending against defined limits by the company in conditions

of an uncertain market is not an easy task. Establishing coordination among the stakeholders, such as employees, investors, the locals, and the governmental authorities, is challenged by the factory's diverse viewpoints and differing objectives. The key issue entails keeping the open communication pathways and fostering the cooperation of all stakeholders in order to overcome the challenge. In such a situation, ensuring that the company is compliant with the various regulatory frameworks all over the world and the countries becomes another layer of complexity to be tackled (Boğan, Dedeoğlu, and Balıkcıoğlu Dedeoğlu, 2021). There are legal requirements that the hotel needs to comply with in the different authorities. The hotel must make sure that the CSR practices applied in different jurisdictions remain consistent. To achieve this goal, these problems need integrated managerial solutions and also the establishment of business goals which include balancing the social objectives with the business priorities (Wong, Kim, and Lee, 2022).

Hilton has a wide array of ways to deepen its CSR involvement through innovative moves, powerful partnerships, and stronger engagement of stakeholders. Integration of the latest technological advancements like smart building systems and renewable energy solutions provides the mechanism to reduce the amount of environmental footprint and improve efficiency. Strategic networking with non-profit organisations competing in the field of sustainable development and community development is a good opportunity to leverage their knowledge and resources for broader results of CSR efforts. Through partnerships with local communities and stakeholders, everyone has a chance to co-create sustainable solutions, which in turn leads to ownership and increases the applicability and efficacy of CSR programs. In addition to this, introducing and complying with open reporting rules, as well as performing feedback from the stakeholders, build trust and accountability that are cornerstones of sustainable business solutions. Utilisation of these opportunities may consolidate Hilton's CSR pursuit as well as the drive for positive societal and environmental changes, existing as components for sustainability (Thomas, 2022).

The CSR policy of Hilton Worldwide is robust, its foundations being environmental stewardship, community involvement, and precisely selected employee care. The most significant achievements are that in 2009, the amount of energy consumption, water usage and waste generation has been decreasing. The partnership with the organisation of WWF will also contribute to green efforts. Social responsibility initiatives such as educational support and volunteerism play into the agenda for community development. Hilton pledges to ensure through diverse initiatives and ongoing training programs that employees have a good overall working environment. Issues like financial costs and stakeholder collaboration are being dealt with, but technological improvements and strategic alliances are an opportunity to take part in impact investment at deeper levels. Transparency in terms of open reporting and feedback from stakeholders helps build accountability in pursuit of sustainability goals.

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