

Sustainability Assignment 1

FINAL submission - Part 1

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A Vision of Change: Sustainability in the Hotel Industry

Introduction

The essay comprises of how the hotel industry is responding, adapting & why sustainability is a key focus. Additionally, it defines sustainability pillars, the relationship of the hotel industry as well as critically evaluates business concerns. It also defines business pressures, their competitors & the actions of hoteliers to embrace sustainability. It discusses the circular economy, the relationship of CRS (Corporate Social Responsibility) that has examples of CSR strategies/policies in detail relating it to fundamental pillars of sustainability. 

Economic sustainability (Hilton 2030 Goal) focuses on natural resources. It provides tangible trade-in for monetary manufacture which includes renewable & exhaustible. Highlighting life support systems such as atmosphere/soil that sustain financial manufacture (Hilton 2019 corporate responsibility report, 2022). 

Social sustainability concentrates on human being impacts of financial approaches that obliterates impoverishment, starvation & disparity (What Is Sustainability? 2022). 

Hilton report (Hilton.com) expresses hotel has one of the largest firms in the world. Hilton accomplishment & capability to manage & nurture sustainably. They are known as liable to safeguard people. Hilton is dedicated to multiplying its venture in social influence & cutting its environmental force in half by 2030 (Hilton 2019 corporate responsibility report, 2022). 

The travel with purpose 2030 (Hilton Corporate Responsibility) goals is strengthened by sub-target which strongly work with international ecological advancement. Due to travel with purpose, they produce a constructive nature, societal influence amongst suppliers & communities. 2018 launched Travel with purpose 2030 goal becoming

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Sustainable Hospitality & Tourism Management

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Essay: A Vision of Change: Sustainability in the hotel industry (2000 words +/- 10%) 

first most important hotel to establish science-based carbon reduction, sending zero soaps to landfills. Furthermore, double up its capital spending in social impact & cutting ecological footprint in half by 2030. Hilton explores ⁵new ways to reduce environmental impact, strengthen communities, soap recycling (The Introduction of Hilton's Travel with Purpose 2030 Goals, 2022)

Hilton is participating to ⁶relieve their long-term strength support communities impacted by natural disasters and hardship (Hilton Corporate Responsibility, 2022).

By 2030 Hilton is dedicated to expanding its asset and social influence by reducing its environmental footprint ⁷in half through responsible hospitality style to its profit franchise (2030 Goal Tracking (Travel with Purpose), 2022).

Hilton's goals are safeguarding assets by ⁸pursuing in opposition to science-based objectives. ⁹These include carbon driving, water stewardship reengineering waste, and innovating every day for ecological control. It inspires corporations by moving up the approach to leisure industry monetary subsidies for regional firms. Furthermore, by preserving local culture, natural heritage, investing in local solutions, deploying local communities for hotel owners to grow, creating opportunities by providing skills & employment to local communities (2030 Goal Tracking (Travel with Purpose), 2022)

Hilton engages with its stakeholders to seek expertise, feedback & priorities. Its guest & customers continually access the best opportunities via travel with purpose program through hotel messaging, in-room collateral, conserve to preserve. Additionally, to be greener & bring their guest long with travel with purpose. Light stay in Hilton's worldwide branded corporate responsibility performance measurement program. The purpose of this is to calculate & analyze environmental & social impact in each branded hotel in their communities (Light Stay – A Period of Overseeing our Ecological and Community Influence, 2022).

Ecological targets are to risk management by channellings against external environment & social risks. This implanted light stay helps hotels to understand their key significance in functioning in the local natural environment & neighborhood. Corporate Social Responsibility incorporates consequences to climate change, eco-friendly, collective impact, human rights as well as responsible, sourcing part of enterprise risk management systems. The light state is constructed to trail environmentally friendly information to determine control and account for all Hilton's ecological and social implementation. light state features include focused risk warnings on the substance concern like disaster exposure, water risk, contemporary servitude to each hotel's main concern. It foresees hotels' energy, water, waste, performance, and cost, traces utilization against analytical standards. it also follows corporate responsibility performing compared to previous centuries and contemporaries (Light Stay – A Decade of Managing our Environmental and Social Impact, 2022).

2019 Hilton made a significant investment by cutting its environmental footprint in half (Hilton 2019 corporate responsibility report, 2022). It includes energy and carbon cool nutrition, promise to decrease cuisine-associated production by encouraging house plant-built set menu items that leads toward industry to climate-friendly food.

Furthermore, Hilton uses on-site solar panels, recycling soaps, and single-use plastic (Hilton 2019 corporate responsibility report, 2022). ¹²

Responsible tracking is organic food for mammal health. Hilton expanded their social power venture to ¹³ generate civilization, which is best for their guest, team members' position (Hilton 2019 corporate responsibility report, 2022).

Hilton targets to ¹⁴ change access to safe drinking water & cleanliness (Hilton,2018). It discovered ¹⁵ SDG13 specifically to improve education, awareness of climate change, promote climate-related planning. Moreover, Hilton reported reducing carbon emissions by 30% per square foot of hotel space and energy consumption by 20% per square foot of hotel space since 2008, activating 1,800 environmental projects in 1,000 communities during Earth Week in 2017. 2018 first hospitality to introduce 'science-based greenhouse ¹⁶ AccorHotels (2016) reported looking to contribute to the SDGs through its 'Planet 21' sustainable development program. This program has four strategic priorities which are 'work with its employees, involve its customers, innovate with its partners and work with local communities' ¹⁵ (AccorHotels 2016). To promote healthy & sustainable food Hilton is pledged to offer healthy, balanced, and high-quality food' including 'local products' and 'products are grown in our kitchen gardens as well as 'reducing food waste' and 'banning the use of overfished species in our restaurants' (AccorHotels 2016) (Sustainable Development Goals and the World's Leading Hotel Groups, 2022).

According to semantic scholars, sustainability has five pillars which are economic social environmental culture insecurity aspects (The five towers of sustainability: financial, societal, ecological, educational, and safekeeping characteristics, 2022), (The 3 pillars of business sustainability - Greenly, 2022).

It is referred to debris, protective & diminishing carbon footprint, keeping natural environment, rivers, human-made natural environment, ancient structure & building.

Sustainability is operating the corporate concern with the worker participants associates & people. The effect on people & their accountability is to decrease undesirable influence & encourage optimism (The 3 pillars of corporate sustainability - Greenly, 2022).

According to Hilton corporate news, there was government pressure in response to COVID-19. Coronavirus created an uncommon challenge for the hotel industry. Hotel teams to safeguard industry and help impacted crew participants till the disaster goes. For this operation being suspended hotels that remained opened which have reduced service for the guest services do to reduce occupancy as well as reduce expenses and conserve financial resources. moringa activated additional resources for furlough team members assisted funds extended hospitality to help in this crisis and finally created flexibility for guests (Hilton Corporate Response to COVID-19, 2022).

Its simple words sustainability means a natural ecosystem that provides life support and offers funds to assemble the demands of current and potential peers (Why sustainability is crucial for the prospect of the friendliness industry, 2022).  16

According to  17 Ellen McArthur's foundation circular in the current economy, it is Tyrell takes from the earth make products produced from them and turned away as waste. the process is linear. insert economy, by contrast, the waste that is stopped being produced. they are based on three principles which are eliminated, waste and population, circulate products, and materials regenerate nature. The secular economy is a system resolution that faces international disputes like environment shift ecological range, failure, excess, and fabrication. It is technological and biological. The technical cycle is anything to buy and degrade such as metals plastic things you want to recover from the economy and feedback into system example recycling chemical recycling. Biological cycle whereby listicle materials are designed to feedback into the system

through the process like anaerobic digestion and composting (New to circular economy overview, 2022).

3 Social responsibility is a set of attitude decisions and actions of an organization that are orientated towards society. this means they take responsibility for their impact on employees their environment and society. The benefits of CSR are promoting innovation cost savings and customer involvement in the design of the future. A circular economy prefers family to physical resources of the economy. it focused on recycling destruction and free use of fiscal resources for the economy circular economy offers the opportunity to read the modern economy so it should be more sustainable (Corporate social responsibility company policy, 2022). 18

The benefits circular economy it can bring to the company investors, complete development, rising supervisory attention concerning accepting an innovative method. Though, the move after direct market for circle economy lay off mean several costs for the organization (Benefits of Sustainability Systems for Hotels I Five Star Efficiency I Green Hotels, Made Easy, 2022).

The Corporate Social Responsibility approach is the complete strategy for corporations to shape, accomplish & investigate the business accountability proposals. particular emphasis on region, system, project, sponsorship & transmission approach, and evaluation procedure. successful Commercial Societal Obligation is a sophisticated complex, Demonstratable impact that the public is facing and potentially brand-damaging when done poorly. CSR strategy can help you keep everything organized improve impact protect brand reputation. an example of CSR reducing carbon footprint, engaging internship work purchase fair trade products an invest in environmentally mindful as well as improving labor policies (CSR Policy, 2022). 19

20 The four pillars of sustainability are that both aims for an organization to save and preserve natural resources assess their carbon footprint reduce their GHG emission

to improve, also reduce and better manage their waste. CSR is where corporates can reimburse debt prepared by humanity by supporting the resource in various forms for an efficient process. An example of CSR are policies is "how companies recognized the requirements to safeguard the organic ecosystem by maintaining their atmosphere good." management will also perform a vital responsibility to safeguard the environment people's human rights preserving the environment sporting the communities & learning (The four pillars of sustainability, 2022).

Conclusion

To conclude essay discusses how the hotel industry is responding and adapting and why sustainability is a key focus. it also defines sustainability pillars & the relationship within the hotel industry. essay critically evaluates business concerns includes increase business pressures & competitors' actions that have motivated hoteliers to embrace sustainability and make it an integral part of the corporate agenda. It also discusses circular economy & the relationship of CSR. It also includes examples of CSR strategies/policies in detail relating it to fundamental pillars of sustainability.

The benefits of Sustainability are to increase profits, improve guest experience, distinguish the industry as a leader, reduce operating costs & increase revenue.

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GRADEMARK REPORT

FINAL GRADE

51 / 100

GENERAL COMMENTS

Instructor

1. Research-informed Literature 10 / 20

The work should contain at least **15 academic references** in support of your work from a variety of valid and reliable sources. A reference list should be provided using UWTSD's Harvard referencing conventions. **There is some evidence of background reading, but also an over-reliance on a limited range of sources. Wider reading around the topic may have helped you to develop your answer further. Please also remember to use Harvard correctly (Author, Year)**

2. Knowledge and Understanding of Subject 10/20

You should demonstrate knowledge and understanding of the theories/models associated with sustainability, along with a detailed understanding of the main pillars. **You have demonstrated some understanding of the main theories, but there is also some inconsistency where you have included 5 and 4 pillars of sustainability without explaining the context of each in sufficient detail**

3. Analysis 11 / 20

You should critically evaluate your sources, synthesis of information from your research and academic theories/ models and draw appropriate conclusions and recommendations. **Wider reading from a greater variety of sources may have helped you to develop your knowledge and critical understanding of the topic and examples.**

Practical application and deployment 10 / 20

The essay should include critical evaluation of a hotel's CSR strategy, including examples of targets set that align with pillars of sustainability. Compare and critically analyse the strategy with another brand's CSR strategy. **There was some coverage of these issues but in a slightly**

fractured way - the critical comparison with Accor could have been better presented

5. Skills for professional practice 10 /20

The essay should be structured in accordance with an academic essay layout (follow guidelines). The content should be of a professional standard with correct spelling, grammar and a logical flow to your discussion. The work needs to be supported with citations which should be referenced using the Harvard method. **Generally well presented, but you should carefully read through your work on completion to make sure that the structure and content are clear to the reader. The use of Harvard was inconsistent and this is something you should be careful of in future work.**

PAGE 1



Comment 1

quite good intro, explaining what you will be covering



Comment 2

you could have introduced these topics by mentioning the 3 pillars, with ref?



Comment 3

The correct reference style is (Author, Year), so Investopedia 2022 - you have provided the title. Check use of Harvard



Comment 4

relevant point of information - good



Comment 5

This info only needed to be included on the front page of your essay - always try and check your work before the final submission

PAGE 2



Comment 6

this could be a good point in terms of CSR, but make sure that what you are trying to say is clear to the reader



Comment 7

this is similar to the point made above



Comment 8

what does this actually mean? Don't over-complicate things



Comment 9

explain

PAGE 3



Comment 10

good - how does this compare with others?



Sp.

Spelling error

Additional Comment

stay?



Sp.

Spelling error



Comment 11

good, but a bit descriptive in nature - brief examples to highlight key points would be good

PAGE 4



Comment 12

good - how does it compare with others?



Comment 13

????



Comment 14

You need to explain this and how it is relevant



Comment 15

ok, you have introduced an example from another hotel brand, but how does it compare with Hilton?

PAGE 5



Comment 16

you could have focused on the more general discussion of sustainability earlier, then the hotel example



Comment 17

need to use Harvard style referencing

PAGE 6



Comment 18

so how does Hilton fit into this idea of circular economy?



Comment 19

try and avoid 'you' in academic writing



Comment 20

don't confuse the different points - above you mention 5 points but the main model for the essay are the 3 pillars

PAGE 7



Comment 21

check that what you write is clear and correct



Sp.

Spelling error

Additional Comment

supporting?



Comment 22

upper case - It



Comment 23

upper case E

