

Sustainable Hospitality & Tourism Management (BMIH5006)

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AI Acknowledgement

I confirm that I have not used any AI tools in the research and creation of this assignment.
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Essay

Business corporations try to help the society and environment besides profit maximization that is called Corporate Social Responsibility and it also helps to enhance business value to people (Valor, 2021). In this essay, it is tried to focus on CSR practices and how those practices help to ensure sustainability in tourism and hospitality industry. London Marriot Hotel County Hall is used here as an example to understand the impact of its CSR practices on sustainable tourism. Location of this hotel is in Westminster Bridge, London, UK that is a renowned hotel in that area. This hotel has tried to ensure sustainability in the tourism sector by ensuring better customer accommodation, providing better services to employees and its guests, reducing environmental degradation and so on. It has faced several challenges while performing its CSR activities and taking actions to promote sustainability that is the organisation has tried to make an effective strategies planning to fight against those challenges and utilize opportunities in the market.

London Marriot Hotel County Hall has taken several CSR policies focusing on different stakeholders such as employees, customers, society etc. (Chang, Kim and Li, 2013). It has tried to provide fair salary and other benefits to the employees and most of the employees are happy with the organisation that is why it has a rating of 4 out of 5 based on employee reviews. Employees can enjoy 20% discounts on food and 30% discount at its stores that increases their motivation and productivity (London Marriott Hotel County Hall, 2024a). Positive working culture of the hotel increases employee engagement rate that is why they provide better services to the guests which help to increase rating of the hotel (Yadav, 2020). This hotel has deluxe room, 24-hour room service, spa, library, green rooms and river themes view. that helps guests to get a better experience in the hotel. It has 4.4 rating out of 5 based on 1483 reviews of guests that indicates it has greater value to its customers (London Marriott Hotel County Hall, 2024). The hotel has made partnership with UK charity Magic Breakfast that has served breakfast to school going children over 20 years and the hotel has intention to raise fund around 1 million breakfasts. It has tried to reduce food waste by encouraging guests and recently it has received gold certification from The Pledge (Bell and Ulhas, 2020). The hotel has to bring innovative technology that will reduce cost, increase operational experience, provide

better facilities and ensure higher guest's visiting rate in the hotel (Kosenko et al., 2019). It should make CSR business model in such a way so that it can fulfil its responsibilities to all parties like employees, staffs, executives, guests and government.

London Marriot Hotel County Hall has tried to reduce carbon from environment and use renewable energy sources that are parts of its CSR practices and it has done these for promoting sustainability (Energy Solutions, 2023). This hotel had made partnership to SSE Enterprise for finding energy saving solutions that will ensure sustainable growth and 1.5 million KWH of electricity as well as 0.5 million KWH of gas are saved each year by those solutions. In this hotel, recycling bin, LED energy, smart waste management and recycling are used as a part of “green initiative”. These initiatives are helpful for reducing energy consumption, reducing carbon emission, improving efficiency and promoting sustainability. One month earlier, it had made some commitments in ‘zero waste week’ such as to use re-usable bottles, remind customers not to waste food, provide facilities to guests to reuse linens, ensure effective waste management system and reduce carbon (Jenkins, Luke and Thernstrom, 2018). London Marriot Hotel County Hall can use different CSR models to perform its duty in a proper way and take actions to face challenges such as “Carroll’s pyramid of CSR” that is a model developed in 1991 for organisations to understand its responsibility properly where CSR practices are divided into 4 segments that are economic, legal, ethical and philanthropic responsibilities (Vuković et al., 2020).

Economic responsibility means the organisation will try to increase its economic value by generating profit, allocating resources etc. (Yazliuk, Shandruk and Huhul, 2017). London Marriot Hotel County Hall can fulfil this responsibility by increasing revenue, maximizing wealth, making investments and cutting cost. Legal responsibility means following legal policies and laws such as following government rules, corporate governance and maintain a corporate board to maintain legal laws. London Marriot Hotel County Hall can perform this responsibility by following local and national rules, following standards and maintaining corporate governance rules (Taylor, 2011). Ethical responsibility means follow ethics in every steps of business that can be done by ensuring transparency, equal facilities, performing duty to the society and environment. London Marriot Hotel County

Hall can perform this responsibility by following ethical standards, encouraging staffs about ethical values and following moral standards (Lonborg and Bowen, 2014). Philanthropic responsibilities mean doing good things deliberately for human being such as donation, increasing awareness, arrange health programs and so on. London Marriot Hotel County Hall can perform this responsibility by investing money in charitable works, engage in community program, contribute for stakeholder development etc. (Mohr, Webb and Harris, 2011). The hotel should have tried to fulfil all kinds of responsibility to increase its engagement with stakeholders and it will also helpful for the organisation to ensure higher growth and increase its value to the guests. It should also try to reduce negative impact from the environment to ensure green environment and sustainability. If it can't do that customers will lost interest to visit the hotel that is why it is necessary to fulfil its CSR responsibilities properly to make positive impact on the environment and increase hotel value to the people (Meirina *et al.*, 2018).

London Marriot Hotel County Hall has faced several challenges while performing CSR activities to ensure sustainability such as deforestation, high cost for sustainable actions and wastage of resources (Veiga *et al.*, 2018) Effective waste management is also a big challenge for the organisation. Reducing carbon footprint is a big challenge for the hotel as it accounts for increasing carbon in the environment and global climate change. It has to follow human rights and ensure safety in the organisation, ensure high security and provide better facilities. The hotel can sometime bear high cost for promoting sustainability which is a challenging task for it that is why it has to tried increasing wealth and reducing cost by improving efficiency. Another challenging issue is technological issue because guests want higher technological advantages in the hotel but the hotel is not currently accommodated all higher technological facilities that can be found in other big hotels and brands (Linstone, 2020). Website of the hotel should be more well-organized so that customers can get all necessary information including sustainability actions and green facilities in the hotel. There are many inside and outside barriers toward fulfilling CSR policies and sustainability goals such as operational cost, trained staffs, awareness, supply chain management, legal rules etc. Maintaining legal rules is also a challenging issue for the hotel but it has to follow all legal rules and take necessary steps

to maintain corporate governance rules (Nittari *et al.*, 2020). Sustainable CSR practices can bring bigger changes in the environment and for the hotel.

CSR practices to ensure sustainability will help to reduce carbon footprint from the environment that will help to fight against climate change (Usman and Radulescu, 2022). Hotels in the UK should have to reduce carbon footprint by 70-80% as a whole by 2050 as this industry has huge contribution for increasing carbon footprint and contribution in climate change. London Marriot Hotel County Hall has partnered with SSE enterprise to bring energy saving solutions that is why it uses LED bulb, uses renewable energy sources, water resource management, smart actions, increases awareness of staffs and guests (Gielen and Boshell, 2019). It has to focus on people, environment and economic value while performing CSR activities. These actions will help to save energy and ensure green environment as well as it will give better experience to the guests that may increase guest's number in the hotel. It has a goal to reduce carbon emission by 30% by 2050 that is why it has taken several measures like renewable energy, reducing plastic, reducing waste, waste disposal management, reusing and recycling. Nowadays customers focus on sustainability and greener environment besides accommodation and other hotel facilities. CSR practices of this hotel will help to draw attention of guests that can help to increase visitor's number and increase revenue by delivering better services to the visitors (Visser, 2014).

London Marriot Hotel County Hall should have to follow legal rules of the government and related authorities to do business efficiently and avoid any means of punishment. It has to ensure safety in the workplace by arranging all safety measures according to The Health and Safety at Work, 1974 (Tagoe, 2022). It also has to follow legal rules for water and waste management that is an important issue for the hotel according to Hazardous Waste Regulation, 2005 and The Waste Regulation Act, 2011. According to the Environment Act 2021, the hotel has to reduce waste, reduce carbon footprint from the environment, ensure recycling processes in the organisation and ensure circular economy. It has to followed policies of Hospitality Sector Council that has worked with the government to maintain organisations in the tourism and hospitality industry. This council help the organisations to maintain better strategies and fulfil commitments to provide

better services and maintain sustainability by focusing on CSR practices. This hotel also has to follow rules according to London Local Authorities Act 2004 as the hotel is situated in Westminster Bridge, London. It has to take necessary steps to meet hotel standards run by Visit Britain and AA. It has to follow local and national legal rules and make an internal strategic framework to maintain strict rules and follow corporate governance standards (Williamson, 2019). It is crucial for the hotel follow legislation of related authorities to avoid any unnecessary circumstances and do business properly in the market by competing with other market players.

London Marriot Hotel County Hall is a renowned hotel near London Eye that gives better services to the guests and guests can get the opportunity to visit many tourist spots near the hotel like London parliament, Westminster Bridge, Big Ben and London Eye. The hotel has several CSR policies to promote sustainability such as donating money, raising fund for breakfast of school going children, introduce energy saving solutions, reducing carbon footprint and effective supply chain management. Local authority act of London and national rules of the UK should have been followed by London Marriot Hotel County Hall to do business efficiently and avoid unnecessary issues and punishment. Customers can enjoy green scenario of the hotel and get better services like delux room, Wi-Fi facility, spa, attractive menu and also its green initiatives that are currently more valuable to some guests. The hotel has to face some challenges to implement sustainability such as higher cost, carbon emission, deforestation, food waste, water supply, waste management, green environment, supply chain management and so on. It has to make a strategies framework by consulting with higher authorities and experts to make actions against those challenges and utilize opportunities to promote sustainability and increase brand value of the hotel in the market.

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