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Title: A Vision of Change: Sustainability in the hotel industry

Sustainability has become a global priority, and the tourism industry is included in prime concern. The UNWTO ([About Us | UNWTO](#)) designated 2017 as the International Year of Sustainable Tourism for Development ([Home | Sustainable Development \(un.org\)](#)), which require the optimisation of use of environmental resources to preserve natural heritage and biological diversity, respecting the identity and cultural authenticity of the geographical location, and ensuring long-term socio-economic benefits (Fennell, D.A. and Cooper, C. 2020). Sustainable tourism is not always appropriate in tourism due to competing interests and trade-off determinations. Excessive tourism and small-scale tourism can have negative impacts on destination sustainability issues (Buonincontri, P. et al. 2021). Sustainable tourism is achievable in all destinations, regardless of scale. Studies suggest that to realise this purpose, destinations need to revise the cause of tourism and allow it to educate, bringing cross-cultural engagement, ecological valuing, and spiritual growth (Jennifer Calhoun, Alecia Douglas 2019). Challenges vary from destination to destination, but sustainability should be embedded in tourism organisations' goals and tourists should be aware of sustainability issues. Sustainable tourism development can be achieved by focusing on economic, environmental, and social dimensions implementing government policies that help maintain the balance (Wearing, S. and Neil, J. 1999). The Paris Agreement is a legally binding international treaty that sets long-term goals to reduce global greenhouse gas emissions, review dedication every five years, provide financing to developing countries to mitigate climate change, strengthen resilience and enhance abilities to adapt to climate impacts. Sustainable development goals are necessary to be achieved, to provide a durable structure guiding the global effort for decades to come ([The Paris Agreement | United Nations](#)).

The business competitive landscape of today is shaped by new challenges and pressure from societies to be more clear, ethical, and responsible. Corporate Social Responsibility (CSR) and sustainability come in response to this request, and organisations must integrate them into their strategic policy (Nancy Diana Panta 2018). Research Brenner, B. and Hartl, B. (2021) suggest that more future research need to be concluded of how conflicting individuals are accepting the connections between digitalization and sustainability and highlights managerial implications for policymakers who can shape social images. According to Weaver (2006) the responsibility of tourism in bringing about social and cultural change through the

demonstration effect and imposing a contentious ethical issue question, it would be important to consider the indirect and induced impacts on the environment, social and economic when estimating tourism sustainability. Studies Calhoun and Douglas, (2019) suggest that strategic change is supported by planned changes, management systems, leadership attitudes, and behaviours and development activities. Enablers include culture, trust, commitment, and managers ability to reflect.

Marriott international, have a portfolio of roughly 7,800 properties under 30 leading brands approaching 138 countries and territories. Marriott operates and franchises hotels and licenses vacation ownership resorts all around the world [Marriott International Reports on Environmental, Social, and Governance Progress | Marriott News Center](#). Marriott sustainability development goal is to achieve social impact by doing good (putting people first), invest in the development of communities and natural resources (Burdge, R.J. 2015). Working on to reduce climate related risk, environmental impact while designing and operating sustainable hotels. Actively supporting the culture of inclusion, providing education and employment. The organisations target by two thousand fifty would be to achieve water reduction, carbon intensity and waste reduction. While Marriott having sustainability goals, and social impact goals, the organisation is behind the schedule after the covid 19 outbreak, according to ESG (2021) report. Recognising the sustainability standards, having targets such as long term-based target to reach zero net by 2050. Investing and implementing energy and environmental actions plans to improve energy efficiency, saving electricity and natural gas. In the Jordan areas Marriott proprieties installed thermal solar panel collectors which enabled hotels to switch to thermal solar energy, another site having solar hot water systems expecting to reduce carbon emissions. Ritz Carlton Maldives installed solar panels, generating electricity, expecting to save diesel and reduce carbon emissions. Renewable energy represents the way to reduce global carbon emissions and the pace of investment has greatly increased as the cost of technologies fall, and efficiency continues to rise (Kasemsap, 2021). Sustainable energy offers a broad collection of different options to choose from as countries can choose between sun, wind, biomass, geothermal energy, and water resources. Marriott aims to increase renewable energy consumption by potentially installing on site solar panels in the US. As part of the water reduction goal, aims to install low flow faucets, toilets and shower heads, smart irrigation systems controllers, efficiency

irrigation sprinklers. Research Kasemsap, (2021) suggest grounds are an important repository for pollutants and can be used to monitor contaminants in aquatic systems to reduce water pollution. The food waste reduction has impact on locals and resources, the organisation actions to reduce waste are to implement programs that educate people on measuring food, manually selecting and tracking digitally.

The world of socially responsible investing is being shaped by public bodies as well as securities regulators. Businesses are interested in sustainability reporting to show that they are adaptable to societal and environmental change. Companies can learn about sustainability reporting frameworks established at the national, regional, and worldwide levels with the aid of stock exchanges. The multiplicity of regulations and guidelines regarding CSR and sustainability frameworks raises problems for investors and public authorities in measuring the efforts of companies (Khan, S.A.R. 2021). Today, adopting specialised policies, procedures, environmental risk analyses, internal audits, management meetings, etc., is one of the key tools for organisations to systematically address environmental risks, ensure that environmental regulations are met, and strive for a continuous improvement of overall environmental performance (Tonelli, M. and Cristoni, N.F. 2019).

Over 2,000 hotels are owned, managed, or franchised by Hilton Hotels Corporation, a renowned name in the hospitality industry. Since 1919, when the company's founder Conrad Hilton purchased his first hotel, it has been run by members of the Hilton family. Hilton sold its foreign operations in the 1960s and focused on management agreements and franchising. Gaming generated 44% of the business's revenue in 1971. Stephen F. Bollenbach took over day-to-day operation of the chain from Barron Hilton in 1996. Bollenbach took dramatic measures to resurrect the business, such as spinning off the company's gambling divisions as Park Place Entertainment Corporation and coordinating the acquisition of Promus Hotel Corporation for \$3.7 billion [Hilton Hotels Corporation - Company Profile, Information, Business Description, History, Background Information on Hilton Hotels Corporation \(referenceforbusiness.com\)](https://www.referenceforbusiness.com/history/background/Information%20on%20Hilton%20Hotels%20Corporation.html).

Hilton ESG strategy to redefine and advance sustainable travel globally, committed to reduce the environmental footprint and increase social impact. Hilton goals are included in climate action centred, human rights, diversity, equity, inclusion by

measuring the public affairs, partnerships and policies to ensure its support. According to [ESG.hilton.com](https://www.esg.hilton.com) the supported data shows the environmental actions have been taken to reduce carbon emissions, by introducing (LED) power saving light bulbs to all hotel brands, energy efficiency measures were taken such as cost cutting. On water reduction target the hotel group improves its water efficiency. Targeting significant values by 2030 Hilton hotels practice to engage in food reduction programs, and waste, adopting a lower emission food selection, donating food to local nonprofits, reducing plastic waste such as key cards, toiletries, also donating soup to those who need it. By creating learning and career growth opportunities, supporting ethnic diversity, Hilton is committed by training the workforce about diversity, inclusion, unconsciousness bias, while creating a harassment-free workplace. With its commitment to community, showing support for refugees, disaster reliefs, donations, providing economic opportunities, giving training, and sheltering those in need. According to the government legislations and regulations, while shaping the corporate objectives towards the ESG goals the organisation highly demonstrate its ability to make progress within sustainable tourism ( [2030 Goals | Travel with Purpose | Hilton ESG](#) ).

According to Trišić, I. et al. (2021) study focuses on the hotel sector's involvement in green, ethical buying in southern Europe. The EU is encouraging initiatives to encourage cities to be more sustainable, resource-efficient, and inclusive, and green hotels are considered as both the cause of and the solution to many economic, social, and environmental concerns. Research also suggests that, only a tiny percentage of facilities used green procurement practises and possessed eco-labels, but hotels intend to align their operations with a green economy (Fennell, D.A. and Cooper, C. 2020).

Reduce, reuse, and recycle are all terms used to describe actions taken in the manufacturing, circulation, and consuming processes. "Circular Economy" is gaining more meaning, both strategically and economically as a means of attaining a resource-saving and environmentally sustainable society (Bhamidimarri, R. and Butler, K. 1998). The scope of the project includes reducing waste generation and pollution from the source, adopting sustainable strategies to prolong the life span of products, turning waste to secondary resources, developing techniques, designs, operations, and management of waste treatment and disposal engineering, and creating solutions,

ideas, and techniques to promote sustainable management of waste (Tonelli, M. and Cristoni, N.F. 2019). Farm-to-fork and circular economy projects have been researched, tested, and tried in the hospitality and tourism industries by several writers and practitioners, but further research on these subjects needs to be done in a systematic and critical manner (Bux, C. and Amicarelli, V. 2022). The new circular economy action plan emphasizes the need for integrated management systems to achieve sustainability and circularity. The combination of environmental initiatives, economic benefits, transparency, communication, and integration should be considered by hotels and restaurants. Additionally, to support regional economic growth and local markets, circular and farm-to-fork tactics have been employed. Additionally, consumer education programmes, the usage of eco-friendly cleaning products, and cutting-edge equipment can all be employed to improve economic and environmental performance. (Bux, C. and Amicarelli, V. 2022).

Since the tourism sector is influenced by global trends in the market, successful businessmen should pay attention to the rising demand for a preserved natural environment, good traffic connections, infrastructure that was built with the environment in mind, and the development of tourist destinations in a sustainable manner. Some of the issues the hotel sector must deal with are the insufficient use of organic products and eco-materials, garbage recycling, packaging sorting, and the use of alternative energy sources. In all hotels, especially in management and business planning, there should be a growing awareness of green consumption, purchasing, and possession of specific eco-labels. Future studies will concentrate on ecological functioning, water usage, green certifications, and legislation/subsidy policies pertaining to environmental activities (Jennifer Calhoun, Alecia Douglas 2019).

Comparing Marriott International and Hilton Hotels sustainability report they are quite similar, taking into consideration of different cultures and places, they both abide by the government legislation and regulations, making progress towards the sustainable tourism development. Marriott International sustainability development goal is to achieve social impact, doing good, invest in the development of communities and natural resources, reduce climate related risk, environmental impact while designing and operating sustainable hotels, and actively support the culture of inclusion. The organisation is behind the schedule after the Covid 19 outbreak and is investing and implementing energy and environmental actions plans to improve energy efficiency,

saving electricity and natural gas. Renewable energy is a critical part of reducing global carbon emissions, and Marriott aims to increase renewable energy consumption by potentially installing on site solar panels in the future ([Sustainable Goals | Marriott International Serve360 - csr-marriott](#)). Food waste reduction is to implement programs that educate people on measuring food, manually selecting and tracking digitally.

Hilton's ESG strategy focuses on climate action, human rights, diversity, equity, inclusion, and water reduction. Hilton hotels are committed to reducing food waste, creating learning and career growth opportunities, supporting ethnic diversity, and providing economic opportunities. They also support refugees, disaster relief, donations, and economic opportunities. A small number of facilities have implemented green procurement and eco-labels, and hoteliers have intentions to harmonize environmentally sustainable business operations with a green economy.

The circular economy is gaining importance as a strategy for creating a society that conserves resources and is environmentally sustainable. The project's scope includes reducing waste production and pollution at the source, implementing sustainable strategies to increase product longevity, converting waste into secondary resources, developing techniques, designs, operations, and management of waste treatment and disposal engineering, and coming up with ideas, solutions, and methods to encourage sustainable waste management. Hotels and restaurants should consider the yin and yang of environmental policies and economic gains, transparency, communication, and integration, consumer awareness campaigns, and the usage of eco-friendly products and cutting-edge equipment. Future studies will concentrate on ecological functioning, green certifications, water use, environmental regulations, and subsidy schemes.

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