

# **Corporate social responsibility by Hilton**

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Corporate activity harmed the environment and society. Commercial enterprises have exceeded ecological bounds on Earth. (Chabrak, 2015) With its obvious trash, the hotel business has a big influence on the environment. Unfortunately, much of the water utilised is dumped as sewage without treatment. This means the sector's impact on global and local environmental challenges including global warming, climate change, and water depletion cannot be disregarded. Many hotels have officially pledged their environmental and social responsibility (CSR). (Costa, 2022). This essay illustrates how Hilton Hotel brands assumes responsibility. What measures it has taken and will take in the future. Hilton Hotels' CSR is explained in this essay. Future environmental protection measures. Hilton's corporate management created HER to report and compare environmental performance across all facilities. (Bohdanowicz, 2007, p. 115-131) Business social responsibility (CSR) is an integral aspect of business entities that aims to support human endeavours in tackling global difficulties, rather than making them worse. (Ertuna, 2019). Corporate Social Responsibility (CSR) enables firms to attain social, economic, and ecological credibility. Furthermore, it influences industrial practices by optimising socio-ecological sustainability. (Sarfraz, 2023) By incorporating corporate social responsibility (CSR) into their organisational strategy, hospitality organisations can enhance their innovativeness and improve their competitive edge. Additionally, they can make a positive impact on contemporary global issues. Ultimately, implementing Corporate Social Responsibility (CSR) practices will result in increased profitability over an extended period. (Sajadi, 2020) Hilton prioritises sustainability performance measurement systems (SPMSs), which are advanced IT-driven tools designed to assist in monitoring and evaluating progress towards sustainability goals, such as reducing energy and water usage. (Zientera, at all 2020, p. 2303)

### **Environmental Measures:**

Hilton Worldwide reduced single-use plastics, replaced traditional bulbs with LEDs, provided electric vehicle charging, and offered carbon-neutral options. They have opened the *first net-zero hotel in the US, Hotel Marcel New Haven*. Hilton prevented the use of about 92 tonnes of plastic key cards in 2022 by providing the option of a digital key. (Hilton, 2022). The correlation between the issue of food waste and the hospitality business, which is the primary source of food waste, emphasises the

necessity for a solution that entails the creation of efficient waste-reduction tactics. While there is extensive research on consumer behaviour about food waste in the hospitality business, this study specifically examines the less investigated yet equally significant aspect: employee behaviour towards food waste. Employees are responsible for implementing and maintaining techniques that have a strong potential to decrease food waste. Having a deep understanding and mastery over their actions is a strategic advantage that can drive progress towards environmental sustainability in the industry. (Ma, at all 2024, p.2847)

Hilton inaugurated Botánika Osa Peninsula in 2022 as a unique nature resort offering privileged entry to the pristine South Pacific Coast of Costa Rica. This property is under the management of Aqua-Aston Hospitality. It is situated adjacent to Corcovado National Park and the Golfo Dulce tropical fjord, providing excellent opportunities for eco-tourism and adventure activities in the area. The hotel crew attempts to establish a connection between tourism and conservation by safeguarding the local environment and enlightening visitors and local schools about the significance of environmental stewardship. The organisation collaborates with the community to offer counsel on ocean conservation and sustainable fishing practices. They arrange educational excursions for schools, led by knowledgeable nature guides, to enlighten children about local ecosystems and marine creatures, such as sea turtles. Additionally, they oversee the operational aspects of a recycling initiative that generates employment opportunities and minimises waste. (Hilton, 2022).

Hydroponic farming is a method of growing plants without soil, and it is being implemented in Conrad Abu Dhabi Etihad Towers. As a component of a strategic plan to aid Conrad Abu Dhabi Etihad Towers has successfully implemented a vertical hydroponic farm to accomplish its objective of sustainability and environmental protection, while minimising waste. The technology depends on strategically positioning each plant at less than 100 metres from the Michelin-starred restaurants of the hotel. To achieve its goal of becoming a zero-waste destination, the hotel's gardener will collaborate with the kitchen staff to carefully cultivate precise quantities of each plant, thus preventing spoilage or unnecessary disposal. (Hilton, 2022).

Hilton Luxor Resort & Spa implements sustainable solutions and makes strategic investments to enhance the beneficial influence it has on the environment. This property implemented two innovative ideas: employing fabric laundry bags to replace plastic materials and repurposing discarded swimming pool floats that would have otherwise been wasted. By 2030, the future aims are to reduce

controlled emissions intensity by 75% and reduce managed franchised portfolio emission intensity by 56%. Strive towards achieving a future where there is no net emission of greenhouse gases. Reduce the intensity of waste sent to landfills by 50%. (Hilton, 2022).

### **Environmental / Economic measures:**

Approximately 33% of managed hotels in the EMEA region, together with our corporate offices in Watford and Glasgow, are currently being supplied with electricity that is 100% certified as being generated from renewable sources. Starting from 2022, a majority of two-thirds A consortium of hotels across the Middle East, Africa, and Turkey conducted a comprehensive feasibility analysis for implementing a solar photovoltaic project on their premises. (Hilton, 2022). Two hotels in India have implemented a low temperature laundry programme called Advanced by Diversey. This programme reduces water usage by up to 28%, energy consumption by 24%, and effluent waste production by 28%. Due to the favourable outcomes of this trial, we intend to implement this programme in additional hotels within the region. WATER-EFFICIENT FIXTURES: Water-conserving showerheads, toilets, and faucets with high-efficiency, adjustable-flow, and controlled-stream features.

STORMWATER MANAGEMENT: Conrad Washington, DC has implemented an on-site stormwater management system to alleviate pressure on the city's stormwater infrastructure and enhance water quality. This system effectively captures 97 percent of rainfall and utilises it for irrigation of the hotel's outdoor terraces and cooling of its air conditioning towers. Tarkett, a global flooring company that provides carpet-leasing services, exemplifies the potential for collaboration in the hospitality industry and is a partner of Hilton. The company employs sustainable methods to extract fibres from the backing material. The backing material is then utilised as an ingredient in the construction of roads and roofs, while the fibres are repurposed for the manufacturing of new carpets. (Matteucci, 2020, p. 509-523). The Toronto Fairmont Royal York built a commercial water softener, saving 125,000 litres every day and earning approximately US\$50,000. (Geen Convergence, 2007, p.10). Currently, LightStay is a highly acclaimed and all-encompassing platform that facilitates reporting on environmental and social effect. It is utilised by every Hilton property worldwide. LightStay allows hotels to quantitatively assess and control their energy, water, and

waste usage by taking into account factors such as occupancy and weather conditions, as well as predict future consumption. Hilton newsroom (2023)

The hotel is now adopting a waste reduction strategy that encompasses supply chain examination, sustainable sourcing, and waste-to-energy incineration. This approach is being implemented across the Americas, EMEA, and Asia Pacific regions. (Hilton, 2022). Hilton Seychelles Labriz Hotel implements many sustainable practices such as composting, maintaining an organic garden, monitoring food waste, operating a water-bottling plant, and recycling glass, tins, and PET bottles to promote environmental sustainability. (Hilton, 2022). Several hotels worldwide are implementing on-site **solar panels**, such as the Conrad Cartagena and Hampton Inn & Suites Roseburg Oregon. The hotels mentioned include Hilton Garden Inn Sevilla, Grand Wailea, and Hilton Cape Town City Centre. (Hilton, 2020)

### **Economic measures:**

Most American customers indicate that a company's social reputation has an impact on their purchasing decisions, while 70 percent of U.K. consumers express their willingness to pay a higher price for a product that they view as ethically superior. (Kitzmueller, at all 2012).

### **Social measures:**

Aiding individuals who have been victims of human trafficking In 2022, the Hilton Global Foundation pledged to donate \$500,000 to the American Hotel & Lodging Foundation's No Room for Trafficking's Survivors Fund over the next three years, thereby increasing the fund by 50%. The programme aims to provide community-based organisations with the necessary resources to actively interact with and support survivors of trafficking. This includes offering direct financial assistance to meet their immediate and essential needs, as well as providing career-related support to help them achieve stability and success in the long term. (Hilton, 2022). Hilton swiftly deployed resources to protect Team Members and guests in Ukraine, partnering with American Express to donate room nights for Ukrainian refugees and humanitarian relief efforts. Hilton Global Foundation supports Ukrainian people by contributing to World Central Kitchen for hot meals and providing humanitarian assistance to

surrounding European countries. Mobilised team members in 93 countries to actively participate in volunteering efforts, resulting in a collective achievement of 236,930 volunteer hours on a global scale. Constructed about 1.2 million hygiene kits for disadvantaged areas. Played a significant role in achieving a 35% decline in the mortality rate of children under the age of five as a result of illnesses caused by poor cleanliness. (Hilton, 2022). To address the demand for cataract surgery in sub-Saharan Africa, it is necessary to achieve a cataract surgical rate (CSR) of at least 2,000 to 3,000. This means that there should be 2,000-3,000 cataract procedures performed per million people, each year. The current levels are below 1,000, frequently reaching far lower values. Sub-Saharan Africa presents distinct obstacles, including low population density, insufficient transit infrastructure that hinder accessibility, significant wealth disparities, and a scarcity of eye care services, typically concentrated in major urban centres. Other concerns are to efficiency, the logistics network, and the calibre of results, all of which contribute to the diminished rates of cataract surgeries. The Hilton Foundation aimed to improve cataract surgical services in sub-Saharan Africa through the Hilton Cataract Initiative, considering the circumstances at hand. (Sasipriya, at all 2015, p. 73-74) Hilton seeks gender balance and 25% US ethnic participation in business leadership by 2027. Free soft-skills training was offered through Passport to Success Concierge with IYF. Hilton Global Foundation funds youth programmes. Diversity & Inclusion training was completed by 94% of managed hotels in 2021. (Otley, 2022) Future aims: Enable 60 culinary experts to develop vegetarian meals, while also promoting and assisting local food providers. The Blended Burger, consisting of 70% beef and 30% mushroom, was introduced in five countries. (Hilton, 2022).

Twenty-four out of eighty research focused on analysing the costs and benefits of corporate social responsibility (CSR) activities related to the environment in hotels. Out of the 24 studies, 12 demonstrated considerable cost reductions by implementing energy conservation measures, such as the use of flow regulators for water management. (Rhou and Singal, 2020, p.84.)

Hilton uses sustainability performance measurement systems (SPMSs) as advanced IT tools to monitor and evaluate progress towards sustainability goals, such as reducing energy and water usage. These systems help manage economic, environmental, and social actions, setting goals and performance expectations. They are effective and consistent, with a standard SPMS's lifespan consisting of design, implementation, and use. Measurements are taken regularly during implementation, requiring financial and IT resources. (Zientera, at all 2020, p. 2303) Hilton Worldwide is actively combating environmental problems through its sustainable practices. This enhances the visual appeal of your hotels. Promotes the wider adoption of Corporate Social Responsibility (CSR) practices among hotels. Simultaneously, Innovative applies its suggestions to reduce hotel utility expenses. Hilton World wide's implementation of environmental management systems since 2009 have resulted in a cost savings of \$550 million for the major hotel operator. Their objective was to enhance their environmental performance to conserve resources and limit their ecological footprint. Light Stay enabled the company to achieve savings of over \$74 million in 2010, including its collection of 10 hotel brands. Hilton Worldwide has achieved savings of over \$250 million through energy efficiency initiatives in the last four years, as reported in its 2012-2013 corporate responsibility report. (Gatley, 2016).

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